

WHY A VACANT HOME IS HARDER TO SELL

BY LEONA PIRO

Did you know 94% of staged homes sell in 29 days or less. The investment in staging a home will always be less than a price reduction. Only 10% of home buyers can visualize the potential of a home. Here are some points of why it is important to stage a vacant home.

- ▷ Buyers cannot visualize how their furniture will fit in a room.
- ▷ The intended use of a room is not always obvious. Furniture defines a room's purpose.
- ▷ Vacant homes do not appeal to the emotions. It's hard to create a mood or portray a lifestyle when a home is vacant.
- ▷ Focal points are not defined in vacant rooms. Furniture and accessories can be used to draw attention to architectural details.
- ▷ Every home has its shortcomings. When a home is vacant, those problems stand out. With proper furniture placement and accessorizing, a staged home shows a buyer how to overcome a home's challenging aspects.



Leona Piro is a member of the Association of Interior Design Professionals and the Real Estate Staging Association and has over thirty years experience in the real estate field. She has been staging and decorating Rochester area homes for the past six years.



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