

From our house to yours...

Signature Redesign, LLC

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focus
...on the Focal Point

Is your house...

SHOW READY?

staging
IN THE ZONE™



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Award Winning, Nationally
Certified Trainer

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From the Editor

STAGING is defined as the act of preparing a home for sale in the Real Estate marketplace. Professional Stagers are equipped with techniques and solutions to focus on improving a property's appeal by transforming it into a welcoming, attractive product.

Who benefits from Professional staging...EVERYONE!

A Staging Professional helps the SELLER feel proactive in the process of selling the home by providing an honest unbiased opinion, as well as extensive knowledge of current market trends and expectations of potential buyers.

The BUYER benefits from staging by purchasing an updated "Move In Ready" home that they are excited to move into.

YOU, the REAL ESTATE AGENT benefit from a staging professional by avoiding uncomfortable conversations with clients about the negatives of the property. Professional stagers are trained in how to deal with seller's emotions and offer a more candid approach to sharing comments and suggestions for improvement with homeowners.

I hope you enjoy this issue of my magazine and find the staging tips helpful.

Sandra Racz

focus ...on the Focal Point

Each room has a decorating hierarchy, beginning with the major focal point of the space. The focal point establishes the initial point of interest which typically is the heart of the conversation grouping. Focal points come in lots of shapes and sizes but fall under one of the following categories:

- * Fixed architectural, arched windows, bookcases, etc
- * Non-fixed-television or artwork
- * Natural-the view

As a decorator, the key to establishing the focal point is keeping in mind what the client appreciates the most, you may walk into their space and immediately decide their beautiful piece of artwork is an excellent focal point. From a decorator's stand point, this may be best. But then the client chose to put it behind the sofa, rather than being the heart of the grouping. Instead all focus was made on the television. So consider thinking of the functionality of your space as you establish the hierarchy.

Begin with the major focal point to center the main grouping, but as you move around the room, establish mini-focal points that ground each vignette or grouping in the room. In every area, you need to blend functionality, such as a place to set lighting and to rest a beverage, with creativity. As you plan your space, picture yourself in each area, is there something pleasing everywhere you look. Strive for placement that creates the eye path and connects it with the various focal points throughout the space.

Great decorating is creating a space that makes people happy to be there and also feel at ease. By establishing the hierarchy of the space, there would be a natural visual organization that makes the room feel planned, purposeful and polished.



Is your house...

SHOW READY?

You come home at the end of a hard day at the office, kick off your shoes, throw your coat on a chair, and set the mail on a table. You head out to cook dinner, tripping over the dog and the kids book bags. Ah-h, this is just another day at home.



The day to day of life can be messy, filled with clutter, and not always as neat as one may like. Fast forward, time to move up to a larger house, so now your home becomes your house, a product to sell. Living day to day is vastly different than trying to market your product. All that clutter has to find a home as you never know when a potential buyer will be knocking on your door.

Here are a few tips to help your property show at its best.

Visually Expand the Space

Open all draperies, shades, and blinds to maximize the natural light. This simple step will immediately make the room seem larger and more appealing.

When the day light disappears, turn on all the lights, including back and front outside lights. Make it easy for someone to “peek” in your windows if they are doing a drive-by. Also, the extra lighting will again visually expand the space.

If it is winter, have photos of your exterior flower beds and landscaping so potential buyers can appreciate the potential.

Create a benefits list to give to potential buyers to remind them why your house is worth buying, including nearby recreational areas, schools, etc.



White Glove Clean

Eliminate all clutter such as mail, magazines, newspapers, toys, shoes, etc.

Kitchens sparkling clean, with nothing left on the countertops.

Remove all trash.

Put personal items and clothing behind closed doors.

Wash all bed linens to eliminate odors and make beds neatly.

Eliminate odors by having pets groomed and eliminate smoking in or near the house.

Pay attention to curb appeal.

Clean up animal droppings, litter boxes, etc.

Remove evidence of pets, such as toys and dishes before showing house.

Don't Offend

Remove Religious artifacts.

Remove taxidermy.

Remove potentially offensive materials such as posters, artwork, etc



Selling a house can be difficult but remember you are marketing a product. Maximize the return on your investment by showcasing your product in the best way possible.

staging IN THE ZONE™

Staging is a competitive sport. It requires an understanding of the aesthetics of the property and the business of staging. The average buyer looks at 15 properties before making a purchase. The winning property is the house that increases the perception of value, resulting in a sale. The key is to focus on what the buyer values, i.e. the illusion of a happier family life, 'the perceived success that comes from a home located at a specific address, etc. and zoning in on it. Staging in the Zone, successfully moves the property from the "Show Zone" to the "Sold Zone".



Staging in the Zone™ begins with breaking a property into 3 horizontal zones and applying aesthetic, functional, and feature enhancing elements to increase the perceived value. This unique approach combines a staging mind-set with decorating fundamentals that are proven to sell. Based on the unique Decorating in the Zone™, Staging in the Zone™ will arm stag-ers with tools and concepts to make them stand out in the crowd. Here are a few tips that will help you.

The Function Zone- 0-36" from floor

The footprint of the space is a significant part of the selling price. Actual square footage impacts pricing, visual square footage impacts selling. To add the illusion of size:

- * Eliminate all unnecessary furniture, storage, clutter, and personal effects
- * Eliminate anything shorter than 24"
- * Avoid Visual Clutter-i.e. table with exposed legs next to chair with exposed legs
- * Watch for Subtle Clutter- an infamous space eater
- * Eliminate all floor plants under 72"
- * No rugs smaller than 5' x 8'

The Power Zone- 36-76"from floor

Because the eye lingers longest in this zone, the power zone is the predominate selling zone. It is where the personality of the house...not the sellers...needs to shine. The light coming in from the windows, attractive woodwork, bookshelves, unique architectural features, wall space, openings into the adjoining rooms, kitchen cabinets, all fall in the power zone. To enhance the power zone:

- * Use wall colors that enhance architectural elements
- * Do not go lighter than second value of paint strip
- * Eliminate any art smaller than 12 x 18
- * Avoid wall groupings
- * Avoid overdone symmetry
- * Eliminate accessories on parade on mantels and bookshelves

Skyline Zone
76 Ceiling

Power Zone
36-76"

Function Zone
0-36"

The Skyline Zone-76" up to and including ceiling

Ceiling height can impact the illusion of overall space in a room. Use staging to add the illusion of height.

- * Mount draperies minimum of 6" over window
- * Add mid value color to ceiling in rooms where ambi-ance is a factor such as dining rooms
- * Do not use rods smaller than ½" diameter
- * Remove top treatments that block sunlight and date a room
- * Use on-trend window treatment styles, remove dated mini-blinds and curtains
- * Chandelier Sizes are critical, use the Zone formula to ensure proper size

The Sold Zone...

The goal is to move the house from a property that is shown to a property that is sold. Applying the staging in the zone principles will help a property achieve vertical balance, pleasing compositions and functionality that suits the buyer's needs.

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Signature Redesign^{LLC}

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