



**CREATIVE CONCEPTS**  
HOME STAGING & CONTRACTING

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## CREATIVE CONCEPTS GUIDE TO THE HOME STAGING PROCESS

- Booking
- Consultations
- Staging Process
- Investments

*A home is more than wood and nails.  
It's someone's dream come true.*



## What is Home Staging?

Home Staging allows you to market your home to the largest audience possible by maximizing the home's potential and minimizing its flaws which can lead to a faster and higher priced sale. This can be as simple as reducing clutter and reorganizing the space, bringing in all new furniture and accessories, or somewhere in between.

Each home is unique and may require a different variety of services. We love to help clearly define all areas of the home and strive to eliminate any distractions which may keep buyers from seeing and remembering the great features of your house

## Which Homes Benefit from Staging?

ALL HOMES!

Whether you need a space in the home to be expertly defined or want to achieve a boosted luxury feel to get top dollar, staging gives buyers the feeling of "home" the moment they walk through the door.

No matter the home size or price point staging will enhance a home's best features, minimizing its flaws, increase online views and will lead to more showings and offers.



# CREATIVE CONCEPTS

## HOME STAGING & CONTRACTING

### Staging Statistics

Staged homes sell for on average 25% more than homes without any staging  
(Realtor Magazine)

The ROI for staging  
is 586%.

BankRate.com

97%

97% of buyers' agents said staging  
affects the buyer's view of the home.

National Association of Realtors

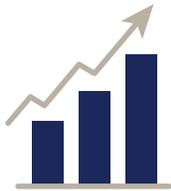


STAGED homes sell 88%  
faster and for 20% more.

90%

Homes staged prior to going on  
the market sell in 90% less time.

Real Estate Staging Association



58%

58% of sellers' agents said STAGING  
increases the dollar value of the home.

National Association of Realtors



Buyers view a home an  
average of 6 minutes



They form an opinions in  
the first 15 seconds



Buyers linger in a furnished  
home an avg. of 40 minutes

Nearly a third of buyers (27%) are more willing to overlook property faults in a staged home.

81% of buyers find it easier to visualize a property as a future home when staged.

National Association of Realtors

## 78% of all expired listings are vacant.

61% of listing agents  
incorporate STAGING  
into their marketing  
strategies.

Staging is less expensive and more effective than your first price reduction!



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# Staging Process

- **Contact Us**

The easiest way to schedule a consultation or request a staging estimate is to visit our website, call the office or email us. With some basic information, we can schedule an appointment or provide a staging estimate quickly.

- **Proposal**

We will send you a preliminary staging proposal with a few staging options. After your approval, we will schedule an on-site staging preview. Once previewed, a staging agreement will be sent electronically.

- **Schedule Staging**

Once we have a signed staging agreement we will finalize our staging design and schedule a staging date. All of the planning is done at our warehouse and staging will be completed in one day.

- **Removal & 10 Day Notice**

Per our staging agreement, a 10 day notice is needed to arrange staging removal so we can incorporate it into our schedule. The initial staging fee includes a 30-day rental.

After the initial 30 day staging period, rent is pro-rated through the 10-day notice.

Most sellers schedule staging removal after the inspection/appraisal process.

You can book a consultation directly on our website, via email or give us a call!





## Platinum Staging

Showcasing your home  
at it's very best!

## Features

- Luxury furnishings, art and décor.
- Optional Add-Ons to feature other key areas of the home that need attention.



Contact us today

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[www.stagingoregon.com](http://www.stagingoregon.com)



## Essential Staging

Streamlined staging  
for the budget  
conscious.

Art, accessories and furniture to highlight the entry, living room, dining room, kitchen, primary bedroom, and bathrooms.

## Features

- Less furnishings, art and décor than our platinum option.
- Not recommended for listings over \$400K.





## Occupied Staging

Supplemental staging to showcase the home to its full potential.

Customized art, accessories and furniture to highlight and fill in areas throughout the home.

## Features

- Occupied staging needs can look very different for each home.
- In order to fully realize the potential of this service, a consultation is required.





## **What's included in a staging consultation?**

During our assessment of the home, we will review each room and provide our recommendations. From updates and repairs to paint colors and furniture arrangement, we will provide guidance and answer any questions you might have.

We strive to make the moving and selling process easy with our expert advice and preparation tips! Our consultations also include referrals to our trusted experts that can assist in completing quickly and efficiently.

**\$150 AND UP INVESTMENT**

You can book a consultation directly on our website, via email or give us a call!





## **Do I need a consultation?**

Need help preparing a home for sale?

Have a vacant home that needs updating, repairs or maintenance?

Have an occupied home that needs our staging guidance utilizing the owners' furniture, art and accessories?

Consultations are great for helping the client prioritize their to-do list while giving them recommendations, ideas and resources.

## **What if I just need staging estimate?**

If you have a home that will be vacant, cleaned and ready to stage-give us a call or request an estimate on our website.





## **Prepare to Sell Contracting**

Repairs & remodels to add  
value to your sale.

Creative Concepts offers quality workmanship, excellent service and help sellers achieve the greatest return on their remodeling investment.

As licensed contractors, we can purchase and install materials and handle repairs. Small or large jobs - all are important and our priority to accomplish affordably and quickly in a professional manner.

From small repairs to major remodels, we have a team of professionals with years of experience to help you with your projects. We can manage your remodel or guide you to our very best resources.

Small changes can have a huge impact! We make it our business to prioritize which areas to improve to minimize expense and maximize value.

**Licensed, Bonded and  
Insured  
ccb# 180695**



# Financing

Some home sellers recognize that home staging or contracting will benefit their selling process, but have financial limitations. We love helping create a win-win situation by offering financing-to-closing for a small fee. This offer is made after pre-screening and is considered on a case by case basis.

Contact us today

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## Meet the Creative Concepts Team

### Margaret Oscilia & Rachel Latham



This mother-daughter duo bring together a life long passion of design in both the construction and staging realms. Their dedication to building the Creative Concepts team has lead them to earn multiple honors, including international awards for " Best Vacant Staging" and "Best Luxury Staging". They agree it's a blessing to do what they love every day- designing, staging and helping homeowners!



#### **Brady Brittsan** **Office Manager**

Brady comes to us with over 10 years of experience in construction and real estate office managing. This has enabled her to keep up with our fast paced environment.



#### **Dylan Bachelor** **Logistics & Inventory** **Manager.**

Dylan keeps our days running smoothly by efficiently transporting and expertly managing our staging materials.



## Meet the Creative Concepts Team

**Bethany Waters**  
Designer



**Olivia Bakondi**  
Designer



Olivia has graced our staged homes with her attentive yet effortless design since 2018.

Bethany turned her love of design into a dream career and joined the Creative Concepts team in 2019.

Our skilled design team not only creates beautiful spaces, but also customizes each design to maximize your homes appeal.

