



# 5 Reasons to Stage a Vacant Listing

1

## Empty Rooms Provide No Perspective

Is it tiny or huge? A photo of an empty room gives the buyer no perspective on the size of the space. Empty rooms look and feel smaller than they are. Staging shows off the size of the space and how furniture might fit.

2

## Get Liked, Not Deleted

Surfing real estate listings becomes an exercise in photo swiping. A photo of an empty room is pretty boring. Engage a buyer with photos of furnished spaces and they spend more time looking at your listing. More time online can result in better traffic through the door.

3

## Empty Space Emphasizes The Flaws

If there is nothing to look at but damaged carpet, scratched walls or dated tile, buyers often focus on these issues and decrease their offers to account for the price of repair. Studies have revealed that buyers often estimate this number 3x higher than the actual cost.

4

## What Is That Room?

Funky spaces or strange layouts can be given purpose with staging. Take the mystery out of your listing by showing how a space can be used. Turn that difficult or “wasted space” into value added real estate.

5

## I Can't Fall In Love With 4 Blank Walls

Buying a home is an emotional decision. Staging that appeals to a buyer lets each member of the family fall in love with the house. Staging creates personality which can evoke an emotional connection that leads to an offer.

Learn more at:

[WhiteFenceHomes.com](http://WhiteFenceHomes.com)

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