



## **Dressed to Close Offers Home Owners “Simple Sophistication” and Five-Star Client Services to Speed the Sale of Homes and Estates**

In an effort to best serve the luxury real estate market, Dressed to Close offers a five-star service for homeowners, as well as real estate agents, using fine interior and exterior design to increase the sale price and reduce the time a home is on the market.

“We see hundreds of homes each year and are acutely aware of what sells and what does not,” said Beth Ann Shepherd, President.

“Designing a sellable home is different than designing a practical home. We have identified certain elements that create a perception of brilliance and success in the home. Likewise, we have identified certain elements that decrease the perceived value of a home. We eliminate the negative and incorporate brilliance to bring a home to its finest potential.”

Staging, or the enhancement of interiors through design practice and fine furnishings, is not a new endeavor -- although in the past was reserved for a small percentage of larger homes and estates. Los Angeles is the leader of home staging, where it is often considered a prerequisite for a fast sale.

In addition to staging, Dressed to Close offers value-added marketing services to increase selling potential; architectural photography, web pages, brochures, direct mail campaigns, and more can be developed to best market a property.

Dressed to Close prides itself on absolute discretion and assures confidentiality on all business transactions.

Dressed to Close is a five-star, full-service staging company, which specializes in “simple sophistication.” For inquiries, please contact us at [inquiries@dressedtoclose.com](mailto:inquiries@dressedtoclose.com) or at 323.876.8725.