



## Q & A

### **Q: What is staging?**

A: The enhancement of a home through elements of interior design, including, but not limited to, fine furnishings, artwork, rugs, linens and towels, plants, vases, flowers, candles and often times, outdoor furniture for pool and lanai areas.

### **Q: Why stage?**

A: To increase the sale price of the home and reduce the time the home is on the market. Please see "staging statistics" for the facts.

### **Q: What does staging do for prospective buyers?**

A: Creates the perception of an impressive and successful lifestyle. In some homes, staging may eliminate variables and any possible negatives, such as out-of-date fixtures; limited outdoor areas; smaller bedrooms, etc. Home shoppers are drawn into the emotion of the design and feel a connection – one not possible in empty or ineffectively designed homes.

### **Q: Is staging cost-prohibitive?**

A: Staging fees certainly vary from home to home, however we pride ourselves on the most competitive pricing in the luxury market. Some homes may require a full staging project, "soup to nuts;" other homes may only require main living areas and master bedroom. We can give you a better idea when presented with specifics.

### **Q: Where do the furnishings come from?**

A: A number of sources. Dressed to Close has two local warehouses which contain the majority of our pieces. In addition, when necessary, we will have custom pieces created for your home and are happy to later add it to our inventory of fine furnishings.

Thanks to vendor relationships, manufacturing partners and a plethora of resources, we can enhance a home for a fraction of the cost of an interior design project. Since many of the same fabulous furnishings are being implemented in the home, Dressed to Close staging provides true value to the homeowner.

### **Q: What is not included in staging?**

A: Each home is unique and has its own needs. We have no limits of what we can supply. In fact, we are happy to locate and implement special objects as per your request.

### **Q: How long does it take?**

A: An initial complimentary meeting is necessary to provide an accurate fee quote and takes less than one-half hour. Once the terms are agreed upon by Dressed to Close and the homeowner, approximately five days are needed to complete the enhancement.

### **Q: Do I have to be present?**

A: No. Your needs will be addressed during the initial meeting or through your real estate agent. Your home will receive the utmost personal attention and is guaranteed five-star service, whether you are present or not. We often recommend homeowners wait until the design is complete.

### **Q: Why?**

A: Design is an evolution. The first few hours of installation may only yield furnishings in random areas of the home and is not representative of the polished product. We want you to be as impressed as prospective buyers, so recommend waiting until the enhancement is complete.

### **Q: You say, "We guarantee WOW!" What does that mean?**

A: This is Los Angeles, a town driven by multi-media entertainment and round-the-clock decadence. Nothing less than wow! is appropriate for the esteemed, well-informed target market. We embrace and impress those buyers.

### **Q: What if the purchaser would like to buy the furnishings with the house?**

A: Indeed, we often sell furnishings with the home and consider it a great compliment. You or your real estate agent may contact us directly for further information, however we are pleased to accommodate and can certainly offer interior design services to the new homeowner, as well.

### **Q: My agent mentioned photography and marketing. Does this have anything to do with you?**

A: Yes, post-staging photography is recommended. We have an architectural photographer and an excellent graphic arts team on staff to assist. We are happy to coordinate with your real estate agent on any marketing endeavors and offer optional in-house marketing services to our staging clients. We can create full-colour brochures; direct mail post cards; web pages; and more to best market your esteemed home.