

HOME STAGING WITH HOME IN BALANCE



*Attract the attention of a potential buyer
Sell your property faster
Gain more profit*

Dear client,

Often, wanting not to waste more time, needing money quickly or being tired of the lack of interest in your offer, you decide to lower the price.

In the case of selling an apartment, lowering the price by a few percent may mean losing several or even tens of thousands of Swiss francs. Consider how much time you have to work on the amount of money you give up to make your offer more attractive in the eyes of the buyer. Home staging is a solution that allows you to bring out the potential of your property in order to increase its attractiveness for a potential buyer.

A buyer makes his/her decision about the property in the first 90 seconds of the visit.

There are dozens of real estate offers on the Internet, so if you want to stand out and find clients quickly - home staging is the key to success.

Thanks to Home Staging, the photos of your property on the site or in the window of the agency will have more impact on future buyers.

YOUR CONSULTANT
Inga Fira
Home Stager & Home Organizer

ABOUT ME:

INGA FIRA PROFESSIONAL HOME STAGER & HOME ORGANIZER

Hi, I am Inga.

In 2016 I founded my decluttering and organizing company Home in Balance. My mission is to simplify the life of anyone who feels overwhelmed by clutter and disorganization.

For the last four years I have had an opportunity to visit different properties in Geneva and its neighborhood and see how people live here, became familiar with their issues, their needs and expectations.

Seeing potential on the real estate market in Switzerland and to increase range of my service as a Home Organizer I decided to add to my offer home staging.

I've always been passionate about interior designing and decorating, and I want to help the sellers, make their properties stand out from the crowd on a website or window shop and sell faster and for the best price.

I believe that the seller's profit is my success and satisfaction.



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www.home-in-balance.com
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*a Home is not a place...
it's a Feeling!*





WHAT IS HOME STAGING?

Home Staging is a proven and effective sales technique that integrates decorating with marketing to create an experience for home buyers.

It's more than just furnishing a home – it's the visual representation of a property, clearly defining each space to sell a lifestyle.

The process of Home Staging focuses on eliminating all potential distractions within your home to draw the focus to the best-selling features of your home,

maximizing your property's potential in the eyes of potential buyers.

By removing distractions, potential buyers can focus on the home's selling features.

This can be as simple as reducing clutter and reorganizing spaces through furniture placement and accessorizing or a more involved process including the creation of a staging plan and the addition of furniture and accessories needed to execute the plan.

Home Staging is about creating an emotional connection with potential buyers.

Most of today's buyers look for their next home online. Your property needs to not only capture their attention but capture their emotion and awake their senses!

EACH PROPERTY HAS POTENTIAL BUT IT IS NOT NECESSARILY EXPLOITED AS IT SHOULD.

A tidy house allows to see more clearly.
A staged house means successful transaction.

Think about understanding the profile of the buyer and get the most information about him/her to attract him. First of all, you have to put yourself in the shoes of a potential buyer. If it enters a messy space, personalized and undeveloped, it will not succeed in projecting itself.

It is often difficult to step back and realize that our tastes may not be everyone's. When a client comes in, he must feel at home in a few seconds. A tidy interior space will visually expand volumes and clear perspectives. In everyday life we get used to the faults of our interior until we forget them.

But they will surely attract the eyes of future buyers.

Some interiors require just a change of the set-up with the usage of the existing furniture and purchased decorations.

Other apartments may need to be refreshed by having the walls painted and some unnecessary elements removed or reorganized. Sometimes it may be necessary to carry out some repairs.



83% OF AGENTS SAY THAT A STAGED HOME WILL SELL FASTER THAN AN UNSTAGED HOME.

PROPERTY AFTER HOME STAGING INCREASES BY ABOUT 1-10%

THE PROCESS OF SELLING A PROPERTY AFTER HOME STAGING IS SHORTER BY ABOUT 40%

NAR STATISTICS

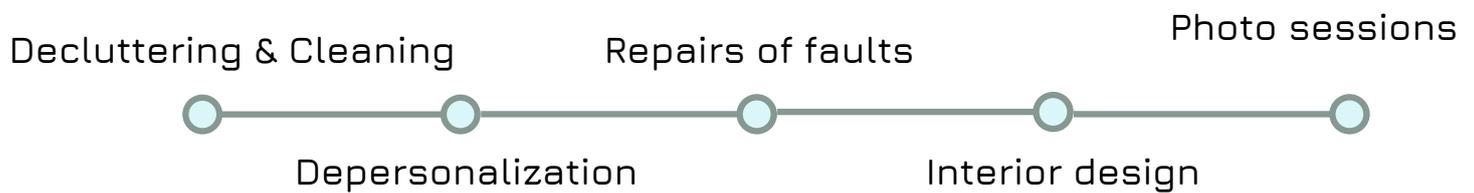
WHO IS OUR HOME STAGING OFFER FOR?

- For people who want to sell their flat above the market price.
- For people who value their time - thanks to Home staging you will avoid repeatedly presenting a property to people who are unable to imagine its potential and therefore give up the purchase after the visit.
- For financially conscious people - Home Staging means a higher price and faster finalization of the transaction, so you do not waste money on keeping the apartment/home empty and financial benefits that you could achieve if your property was already sold or rented.



HOW I DO IT?

By highlighting the strengths and potential of the property.



HOW LOOKS THE PROCES?

- First let's meet for an initial meeting and talk about your issues, needs and expectations yours and your property.
- Next, I will create a project costs estimation.
- If you agree with all the costs I will send you a proposal of arranging the property.
- You can submit any comments or suggestions to the presented arrangement. I am here for you!
- Once all the details have been accepted, we start staging, renovation, styling or construction works if necessary.
- The design changes into a real, impressive interior.



I CAN'T WAIT TO MEET YOU AND SEE YOUR PROPERTY

**Ready to take your property to the Next Level?
Finalize your transaction faster and with higher profit!**

**Book an initial meeting with me,
send your email to**

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