

DON'T SKIP THE OFFICE

Why Staging This Space Matters More Than Ever



The Hidden Selling Feature: Home Office

IMPACT HOME STAGING EXPERTS

When you're listing a home for sale, there is not doubt that staging will create a better selling AND buying experience. It's easy to keep your focus on the living room, kitchen, and primary suite- the spaces that truly showcase the heart of the home. But, there is another important space to remember for highlighting your homes potential and value. **The home office.** Working from home is more common than ever before. Neglecting the home office can significantly *impact* potential buyers' perceptions.

A dedicated space for an office highlights functionality and versatility. Maximizing every square foot of the property. It gives the image of a well organized and productive space that many will find appealing and useful.

THE OFFICE IS OFTEN ONE OF THE FIRST ROOMS POTENTIAL BUYERS SEE UPON ENTERING THE HOME. A CLUTTERED OR POORLY PRESENTED OFFICE CAN INSTANTLY DAMPEN THEIR ENTHUSIASM. A WELL-STAGED OFFICE, ON THE OTHER HAND, CREATES A POSITIVE FIRST IMPRESSION AND SETS THE TONE FOR THE REST OF THE HOME TOUR.