

“The investment in staging is always less than your first price reduction.”

In a city where real estate moves quickly, the process of preparing a home for sale offers a competitive advantage. Real estate redesign is a technique that uses furnishings, color, lighting and decor to transform an ordinary space into one that appeals to even the most discriminating buyer. This is accomplished by removing clutter, organizing and rearranging furnishings to create an environment that any buyer will covet.

Is real estate redesign worth the price? You bet it is. Real estate redesign requires stamina, lots of energy and a critical eye for detail. National statistics show that a staged home sells in half the time of a non-staged home, commands a higher asking price, and gives a distinct advantage over other homes competing in the same market.

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If you would like additional information or want to discuss a project, please call or send me an email.



A house is one of the most valuable things you own. I provide the ideas to help make the most of your “product.” A prospective buyer takes less than one minute to decide whether or not they like a home. First impressions are critical.

—Kip-Ja Haas



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