SUCCESS

The latest study of 3,500 homes across the country by the Home Staging Resource, suggests that home staging is one of the best returns on investment a home seller can make (more than light upgrades or heavy remodeling):

✓ IN A SURVEY OF OVER 3,500 HOME STAGING RESOURCE HOMES, MORE THAN 50% SOLD FOR 10% MORE.

✓ ON AVERAGE, THE SELLER SPENT LESS THAN 1% ON STAGING SERVICES COST FOR A 1000% RETURN ON INVESTMENT.

✓ ONLY A MERE 10% OF HOMEBUYERS CAN ACTUALLY VISUALIZE THE POTENTIAL OF A HOME.

✓ WITHIN FIFTEEN SECONDS BUYERS DEVELOP AN ATTITUDE TOWARD A HOUSE THAT IS REINFORCED BY EVERYTHING ELSE THEY ENCOUNTER.

✓ STAGING TARGETS THE LARGEST BUYER PROFILE BY FITTING DÉCOR TO THE NEIGHBORHOOD TASTES, AND ATTRACTING MORE POTENTIAL BUYERS.

✓ WHEN AN HOUSE FEEL LIKE A HOME BUYERS WILL INTUITIVELY REPRIORITIZE THEIR LIST. STAGING ACCENTUATES THE POSITIVES AND DOWNPLAYS THE NEGATIVES.

✓ OVER 95% OF BUYERS ARE SEARCHING FOR HOMES ONLINE FIRST BEFORE DECIDING TO VISIT. GIVE BUYERS A REASON TO DRIVE TO YOUR HOME BY HAVING MULTIPLE PHOTOS OF BEAUTIFULLY STAGED ROOMS THAT WILL STAND OUT.

This data from www.homestagingresource.com based on Home Gain Statistics.
Price Guide Home Staging Sample Packages

REDESIGN

Homeowner Occupied Redesign

$500 flat fee, approximately 3-5 hours

This package: all interior spaces reorganized for optimal layout and placements.

- Entry Vignette
- Living Room
- Powder Room
- Dining Room
- Office
- Master Bedroom Suite
- Closet Spaces
- Up to 3 extra Baths
- Kitchen / Eat-in
- Bonus room
- Laundry
- Up to 3 additional bedrooms

A clean, organized look gives the impression of a well kept home.

Basic fee covers redesign of most interior spaces up to 4,000 square feet.

Use of homeowner furnishings and accessories.

Estimate, includes: Space Planning, Home Report and Signature Design Services for included spaces. Plume Signature accessories can be provided with additional fee.
CONDOS

Signature Stage
$1200 first 30 days, $550/month after 30 days
This package: 4 rooms, 3 vignettes:
- Entry Vignette
- Living Room: Seating group, accent tables
- Powder Room Vignette
- Master Bedroom Suite: Bed, side tables and accent piece
- Master Bath Vignette
- Kitchen / Eat-in : small kitchen with barstools and dinette

Signature accessories to make a home welcoming, warm and full of potential to buyers.

3-month is less than 1% home market value of $250k-$400k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

WWW.PLUMESTAGING.COM
Signature Stage
$1400 first 30 days, $650/month after 30 days
This package: 4 rooms, 3 vignettes:

- Entry Vignette
- Living Room: Seating group, accent tables
- Powder Room Vignette
- Master Bedroom Suite: Bed, side tables and accent piece
- Master Bath Vignette
- Kitchen / Eat-in: small kitchen with barstools and dinette
- Office: desk and chair

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Price Guide Home Staging Sample Packages

2,500 SQFT

Signature Stage
$2200 first 30 days,
$925/month after 30 days

This package: 6 rooms, 3 vignettes:

- Entry Vignette
- Living: Seating group, accent tables
- Powder Room Vignette
- Dining Room: Dining table and chairs, console
- Master: Bed, side tables and accent piece
- Master Bath Vignette
- Kitchen: small kitchen table, chairs or barstools
- Family: Seating, occasional and media suggestion.
- Office: desk, chair and occasional

Seamless blending of spaces through careful furniture selection and placement in open concepts and adjoining rooms.

3-month is less than 1% home market value of $400k-$600k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces, includes estimated sales tax and delivery
3,200 SQFT

Signature Stage
$2950 first 30 days,
$1300/month after 30 days

This package: 7 rooms, 5 vignettes:

- Entry Vignette
- Living Room: Seating group, accent tables
- 3 bathroom vignettes
- Dining Room: Dining table and chairs, sideboard
- Master Bedroom Suite: Bed, side tables and 2 accent piece
- Kitchen / Eat-in : small kitchen table, chairs and stools
- Family or Bonus: Seating, occasional and media suggestion.
- Office: desk, chair and occasional
- 1 additional bedroom twin furnished
- Laundry/mudroom vignette

Dedicated Bonus Room Staged for Media or Family time.

3-month is less than 1% home market value of $550k-$800k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery.

WWW.PLUMESTAGING.COM
Price Guide Home Staging Sample Packages

3,700 SQFT

Larger spaces with oversized accents to add an upscale impression.

3-month is less than 1% home market value of $650k-$950k

Signature Oversize

$3650 first 30 days, $1750/month after 30 days

This package: 8 rooms, 5 vignettes:

- Entry Vignette
- Living: Large Seating group, accent tables, consoles
- 3 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 2 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Seating, occasional, additional entertainment grouping
- Bonus: dedicated media
- Office: desk, chair, 2 occasional
- 1 additional bedroom twin furnished
- Laundry vignette

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

WWW.PLUMESTAGING.COM
Price Guide Home Staging Sample Packages

4,200 SQFT

Signature Oversize
$4300 first 30 days, $2200/month after 30 days

This package: 9 rooms, 7 vignettes:

- Entry Vignette
- Living: Large Seating group, accent tables, consoles
- 3 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 2 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping, gaming or multi-use
- Office: desk, chair, occasional
- 1 additional bedroom queen/full furnished
- 1 additional bedroom twin furnished
- Laundry vignette
- 2 additional vignettes

Oversized accents and distinctive furnishings to compliment the beautiful millwork.

3-month is less than 1% home market value of $800k-$1.2mil

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery
Price Guide Home Staging Sample Packages

5,000 SQFT

Social Living Spaces with Multiple seating groupings in large rooms for family gathering and entertaining.

3-month is less than 1% home market value of $900k-$2 mil

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Oversize
$5500 first 30 days, $2450/month after 30 days
This package: 10 rooms, 8 vignettes:

- Entry Vignette
- Living: 2 Seating groups, accent tables, consoles
- 4 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 3 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping, gaming/exercise or multi-use
- Office: desk, chair, 2 occasional
- 2 additional bedroom full/queen furnished
- 1 additional twin bedroom furnished
- Laundry vignette
- 2 additional vignettes (wine cellar, parlor, library, hallways etc.)
Price Guide Home Staging Sample Packages

5,700 SQFT

Signature Oversize
$5850 first 30 days,
$2650/month after 30 days

This package: 12 rooms, 8 vignettes:

- Grand entry vignette
- Living: 2 Seating groups, accent tables, consoles
- 4 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 3 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping, gaming/exercise or multi-use
- Office: fully furnished
- 3 additional bedroom full/queen furnished
- Fully furnished outdoor entertainment space
- 4 additional vignettes (wine cellar, parlor, library, halls etc.)
Price Guide Home Staging Sample Packages

7,000 SQFT

Design to compliment unique details of a custom home.

3-month is less than 1% home market value of $2.5 mil-$6 mil

Signature Premium

$6875 first 30 days, $3350/month after 30 days

This package: 12 rooms, 9 vignettes:

- Grand entry vignette
- Living Great Room: 2 Seating groups, accent tables, consoles
- 5 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master: Master Bed, side tables and 3 accent piece, closet vignette
- MIL Suite: queen bed, side tables and 3 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping
- Office: fully furnished
- 2 additional bedroom full/queen or 2 twin furnished
- Fully furnished outdoor entertainment space
- 4 additional vignettes (wine cellar, parlor, library, halls etc.)