



BENEFITS OF ASP® STAGING

- 1. Faster Sales Time - Reduce Time on Market**
- 2. Best Sales Price**
- 3. Professional Image - Staged homes look better in print and internet advertising.**
- 4. Great Market Differentiator for Realtors and Properties**
- 5. Distinct Marketing Advantage over un-staged homes**
- 6. Attract a broader range of buyers - Staged homes are more appealing and are recognized as the best properties to see.**
- 7. Buyers view Staged Homes as well cared for properties.**
- 8. Home Inspectors view Staged homes as cared for properties.**
- 9. Appraisers are more likely to appraise Staged homes at full value.**
- 10. Tax Advantages - Staging is tax deductible as advertising under IRS Publication 523.**