



# Sound Off: When should I stage and professionally photograph?

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Photo: Nick Granoski



**A:** The speed at which our market moves makes it critical to get everything right from the start.

Many times buyers need to make up their minds about whether or not to make an offer after seeing a home just one time. With only one chance to make a first impression, I always recommend staging and professional photography.

The degree of staging will vary based on the home. The condition of the interior and exterior along with the price range are all factors in making a decision regarding how much staging to use.

If the house is barely inhabitable and needs all new electrical, plumbing, roof, etc., it doesn't make sense to stage. You want to make the home look livable, but no need to overdo it.

On the other end of the spectrum, a high-end home may already have custom furniture and paint colors picked by an interior designer, but it will still need some degree of staging to make it shine. The art of staging and photographing a home to sell is unique to each transaction, but all homes will benefit.

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