

Staging Class Well Attended

By **JIM SMITH**
Jefferson County Realtor®

On Saturday, Feb. 11, I hosted a workshop on how to stage your home so that it sells quickly and for the highest possible price. It was held at the Golden Public Library, and 16 people attended. **Johanna Wells** of the Look Group presented her introduction to staging and answered questions from those in attendance.



Several people couldn't attend that Saturday morning, so we've scheduled a repeat of the class on **Monday, March 6th, 6 to 8 p.m.** We hope to have it in the same location, but call **(303-525-1851)** or email **(jimsmith@remax.net)** to confirm, if you'd like to attend. There's no cost, and I promise that you will not be solicited by me, Johanna or anyone else before, during or after the session.

We may schedule future Saturday or weeknight sessions of the same program if there is enough interest, so call or email even if March 6th doesn't work for you.

The feedback forms completed by participants tell how valuable they thought the session was for them. Out of a possible score of 10, here's the "report card" on Johanna's presentation:

Knowledge 9.5
 Content 9.5
 Professionalism 9.4
 Preparedness 9
 Delivery 10

Johanna uses PowerPoint to illustrate her points and to show before & after pictures of effective staging. The emphasis is on rearranging what you already have rather than buying anything.

If you're going to attend, you

are invited to email me photos of your "problem" rooms, and Johanna will be happy to include them in her presentation and suggest how she might re-arrange those rooms to make them show better.

Staging definitely works, as my own statistics demonstrate. I provide a free staging consultation (by Johanna) on every listing. My 14 sold listings in a particular subdivision last year were under contract in an average of 36 days at 98.1% of listing price. The 13 sold listings in that same subdivision which were not listed by me were under contract in an average 90 days at 88.7% of listing price. Of course, many other factors — pricing, marketing, virtual tours, Internet marketing, etc. — contributed to my better statistics, but I feel that staging definitely played a role.

Whether or not you hire me to list your house, come see what lessons are to be learned about effectively staging your house when and if you put it on the market. You're welcome to hire Johanna whether or not you hire me!

"Spring Clearance"

I have taken on quite a few new Jeffco listings since January, so I'm running a promo to "move my inventory"!

If you buy one of my listings, not only will you get the usual free use of my truck and free moving boxes, but I'll pay for your professional inspection. This applies if you use me to buy any other listing, too. Register for this special offer by emailing me at promo@JimSmithRealtor.com.

This Week's Featured Listing

Golden Home — Just Listed!

This 1960 raised ranch is literally across the street from South Table Mountain. Click on the satellite photo at the website shown and you can see for yourself! You'll like the wood-burning stone fireplace, and the included hot tub in the private back yard. In the photo, notice the covered



deck above the right half of the garage, just outside the kitchen and living room — a great place to enjoy a meal or just breathe the fresh air on a pleasant summer day! Located above the East Street Historic District in Golden, this home is far from any noise or pollution. To get here, take 23rd Street uphill from Ford Street until it ends and turn right. Hurry, this well-kept home will sell quickly! **\$299,000**



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