



The Gold Standard in Minnesota Real Estate.

Century 21 Vista believes that your home is probably the single largest source of equity that you possess, or as good as gold. For that very reason we feel it's worth maximizing its potential.

The Century 21 Vista **Gold** Performance Package

When a property is listed for sale by Century 21 Vista our agents will provide the resources to help **stage** your home for a quicker and more profitable sale. **Staging** is the concept and process used to prepare a home for sale.

Unlike decorating, **staging** is a series of researched and proven techniques designed to increase the sales potential of a property while creating appeal for a prospective owner, rather than the current owner. The distinction between decorating and **staging** a home for sale is significant. Decorating is about personalizing a space whereas **staging** is about depersonalizing the same space and minimizing items that can distract a prospective buyer.

According to a California survey, homeowners who enlisted this type of support found:

- ~ Homes sold 50% faster ~
- ~ Homes sold for nearly 2% more ~

The manner in which we live in a home and the way we market and sell a home are distinctively different. Most buyers share that they only know what they see and have difficulty envisioning the potential for change. **Staging** a home helps the buyer mentally move into your home.

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Complimentary Assessment by a Professional

A "Staging" Professional Will Assist You With:

- Packing Ideas to Reduce Buyer Distraction
- Furniture Placement to Maximize Space
- Curb Appeal, Tips on Landscaping & The Exterior
- Repair, Painting, Cleaning Resources & Recommendations
- Pet Patrol, Odor Control and MORE!