



GNR DESIGNS JOURNAL

Do It Yourself Case Study #6: Staged and Sold for 8% ABOVE asking Price!

It has been quite a year, one that impacted our lives in many ways. In a piece of good news, the Long Island Housing Market hit new highs as the rebound continues; sales have been growing in tandem with home prices. Nassau and Suffolk counties saw a big jump in house sales over the previous year, resulting in Real Estate Agents' biggest complaint: limited inventory. At the same time buyers who are paying near record-high prices have begun demanding modern amenities, necessary function, convenience, and exclusivity.

This is where successful staging becomes a critical ally. It is well known that the right staging has the potential to significantly increase a property's market value. When a house is staged and prepared for showing, the asking price goes up and buyers tend to get into bidding war.

The Project:

The client: A very successful and experienced Real Estate agent with big following with intimate knowledge of the market, and in-tune with her clients' needs

The Request: Staging and Feng Shui for a three bedroom home (1,850 SF) in Dear Park.

The parameters: Staging must emphasize the home's strengths and downplay its weaknesses. Create a beautiful decor worthy of professional photos. Apply Feng Shui concepts to adjust the energy flow and attract the right potential buyers.

The Challenges:

The property is located in the residential, family oriented community, of Dear Park. The house is settled in the middle of the block with a large front lawn, a beautiful backyard that serves as an entertainment area, complete with a fire pit and a pond. Although it shows great potential, the backyard looks more like a junk yard with broken flowerpots, boxes, unwanted furniture, etc.

The interior of the house was set up in cottage style. Over the years, the family collected many pictures, memorabilia, leftover Christmas decorations, broken furniture, dead and sad-looking plants, simply stated: UNIMAGINABLE CLUTTER. Added to this sign of neglect, the color scheme was dark and dull, and the furniture heavy and dated. It all combined to bring down the energy level. We understood that this was going to require a high degree of creativity and a great deal of work.



BEFORE: Entrance



BEFORE: Child's Bedroom



BEFORE: Outdoors Sitting Area

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AFTER: Entrance



AFTER: Child's Bedroom



AFTER: Outdoors Sitting Area

Our Solution

Everywhere:

- We cleaned and de-cluttered

The Outside: First impressions are crucial

- We emphasized the entrance to the walkway with solar lights.
- We created a focal point in the backyard: comfortable seating next to the fire pit.

The Inside: We did not Over-decorate or over-stage

- We removed all personal pictures, memorabilia, figurines, boxes, artificial plants, vases, etc.
- We added neutral colors, bright lighting, artwork, and colorful accessories.
- We placed mirrors strategically to make the space look bigger. Psychologically, mirrors allow people to see themselves living in the house.

Entrance/Living Room:

- We removed the accessories, re-organized the furniture, and made the TV the focal point of the room.

Kitchen/Dining Room:

- We cleared the counter space and removed plastic plants and old flowers.
- We set the dinner table with china and wine glasses.

Master Bedroom:

- We removed the bed frame completely and rearranged the mattress and the headboard/pillows to face the door. We removed the dresser, picked up all items from the floor, and organized the closet. We added fresh white linen with purple accent pillows.

Bathroom:

- We removed all items from the shower and vanity, and added a white set of towels.

SUCCESS! As the result of successful team work between our client and our Award Winning Staging Team, the house went into contract after being on the market only four days and was **sold 8% above asking price.**

We still offer SAFE-DISTANCE in-person services; however, if you prefer using our new Do-It-Yourself service, you may complete a short questionnaire by [clicking anywhere on this email](#). This will allow us to give you an idea of what it will cost you to create the design of your dreams from a safe distance.

For more information, contact Nadia

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