

Complimentary Home Staging Consultation

Includes a 30 minute phone call to discuss your organizing and design needs.

We require:

- Video or pictures prior to phone consultation submitted to concierge@johnsonandwilson.com.
- Introduction of the program services prior to phone consultation.
- All services require a 3 business days' notice to perform after phone consultation.

Photo Preparation Staging Starting at \$200

This is your opportunity to create a WOW factor for the first impression of your home online! The stager will arrive one hour prior to the videographer. We will arrange your decorations and declutter countertops and bathrooms within the allotted time frame. The stager will provide fresh flowers in the kitchen or dining room. For video sessions, we include narration and light jazz or spa music. We will place items back where they belong once the videographer is finished and leave the flowers for your enjoyment!



Style & Stage



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JOHNSON & WILSON
REAL ESTATE COMPANY

concierge@johnsonandwilson.com

Organize, Declutter & Restyle

Our experienced and talented designer is trained to use luxury furnishings with professionally designed layouts to accentuate the best features of the home and draw the eye toward the architectures and great features.

Virtual Staging Starting at \$200

We will complete a virtual home staging of anywhere from a minimum of two rooms to a complete home.

Vacant Home Staging

Starting at \$2500 (depending on sqft)

This includes all coordination, design, move and delivery, as well as placement and removal of a light or full staging. Typically includes 60-day rentals of kitchen, living room, primary bedroom + bath, and small back or front porch set up. This may include furniture rental. Additional spaces or rentals extended longer than 60 days will include an additional fee.



Occupied Home Staging Starting at \$800

Complete home staging is an option for vacant homes, new and old. Each home is staged as a custom design. Partial home staging is an option offered when occupied homes are in need of furniture re-arranging and updating. Homeowners furniture and accessories are utilized and supplemented with Johnson & Wilson accessories only.



Staging Statistics

Realtor.com Statistics 2019 Staged homes sell 88% faster and for 20% more. Most sellers saw a ROI of over 400% when they invested in staging.

NAR Statistics 2020 85% of staged homes sold for between 5-23% over list price.

91% of buyer's agents said staging effected the buyers view of the homes.

52% of seller's agents say that staging a home increased the dollar value offered.

Is Staging Effective?



Has No Effect - 4%

Has an Effect on Most Buyers - 49%

Has an Effect on Some Buyers - 47%

Buyers say home staging is most likely to....

- 81%** Make it easier to visualize the property as a future home
- 46%** More willing to walk through a home viewed online
- 45%** Positively impact value of home decorated to buyers' tastes
- 10%** Negatively impact value if decorated against buyers' tastes
- 5%** Make buyers more suspect of home features

96% of buyer's agents say that staging has an effect on some buyers' view of the home



2-Hour Consultation Package

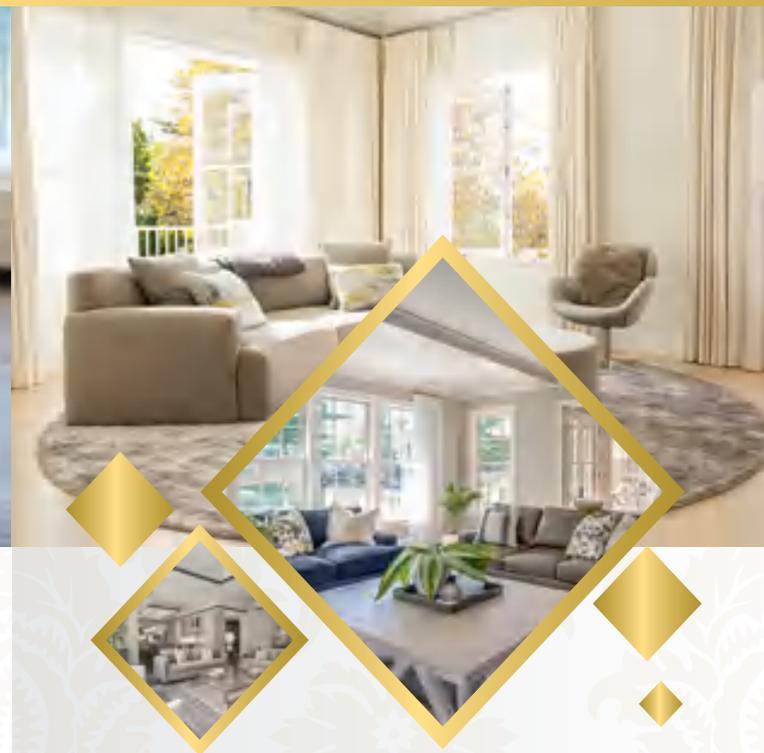
Clients = \$200 | Customers = \$300

Our designer will come to assess the property for sale and prepare a report. We will create a detailed checklist for what to do to be able to sell the property for the most amount of money within the desired time frame. We may recommend sessions for staging, restyling, or organizing as well. If clients or family decide to participate in a renovate and resale program, reverse renovate, or new construction, this price shall be deducted from the total price.

4-Hour Session (organization, decluttering and restyle)

Clients = \$400 | Customers = \$600

Organize and/or stage a small section of your space such as a room or two, perhaps a foyer, desk, counters, closets, etc. while putting systems in place to help you stay organized. We will work with the products you have or we will suggest products that will help you get and stay organized. Staging of rooms will be completed using your own furnishings and may be positioned to other parts of the home. It may be necessary to store items during the organization, decluttering, packing and/or staging process.



This service may be utilized for sellers preparing a home for the market or sellers downsizing and moving or sellers in need of decluttering, packing and storage. This service may also be utilized for buyers moving in a home and would like the service of organizing their new home such as kitchens, closets, pantry, etc. *Multiple sessions may be required.

6-Hour Session (organization, decluttering and restyle)

Clients = \$600 | Customers = \$900

We will organize and/or stage an area of your space and incorporate systems to keep it organized. We will use the furniture and organizational items that you have or suggest products that will help the area stay organized. Staging will also be used with your own furnishings, and they may be moved to other parts of the home. Some items may need to be stored during the process. This service is oriented to sellers in need of decluttering, and buyers who want help with organization. *Multiple sessions may be required.

Home Staging, Styling, Moving and More

A La Carte Services

- **Trash Removal & Cleaning Services**—Starting at \$250
- **POD Rental**—Starting at \$500
- **Decluttering Packing & Storage Assistance**—Starting at \$500
- **Moving assistance**—Starting at \$350
- **Product Purchase, Arrangement & Delivery**—Starting at \$200
- **Furniture Rentals**—Starting at \$600
- **Interior design services**—Starting at \$1,500

Home Staging/styling/Decluttering

\$700,000 List Price
\$200 Consultation Fee
\$4000 Home Staging/Style/Declutter Fee
+ 3 % to 10 % above market value

Home Consultation & Renovate & Resale

\$700,000 List Price
\$200 Consultation Fee
\$8500 on updates (paint, curb appeal, lighting, etc)
+ 5 % to 30 % above market value

*If services are paid at closing, there shall be an increase in price by 10% and a note contract shall be executed and recorded on the property.

*All funds are payable to Johnson & Wilson Real Estate Company.