

# StagersLIST

WWW.STAGERSLIST.COM<sup>SM</sup>

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PROFESSIONAL STAGERS COME TOGETHER TO OPEN THE FIRST  
VIRTUAL CONSIGNMENT SHOP FOR THE REAL ESTATE INDUSTRY

Charter Partners join forces with StagersLIST.com to provide a resource for Stagers, Real Estate Agents and Homeowners to buy, stage, sell.

StagersLIST.com specializes in providing new and used staging props, home furnishings, accessories and one stop shopping and acts as a resource for the staging industry.

StagersLIST.com the first virtual consignment shop for the Real Estate Industry was launched today on the world wide web.

Started by 5 year veteran professional home stager, Kym Hough, Staged-to-Sell, Danville, Ca. and 31 year veteran Realtor and staging consultant with Diablo Realty, Walnut Creek, Ca, Terrylynn Fisher, StagersLIST.com addresses the needs of the staging industry with a start on a business model that will give one stop shopping for the staging and real estate professionals for their home staging needs.

We know firsthand, that the public and homeowner perception of what the professional home stager and Realtor do to prepare a home for market is vastly different than the reality of time and expertise needed to pull off the transformation that the average home needs to become the product coming on the open market for sale. "We wanted to add time to the stager's already long work week and give them resources that make their prep time more effective, thus giving the client a better staging outcome. By making our staging peers

partners in this venture, we have the ability to meet their ever changing needs as they have our attention on their industry wants and needs,” says Kym Hough.

StagersLIST.com is a resource for stagers to come together to satisfy their growing and varied inventory needs. A resource for Realtors to provide value to their clients and their listed properties as well as “ask a stager” to satisfy those questions about staging. A resource for the homeowner to sell their outgrown items and purchase for their selling or staging to live needs as well as find out what the most current staging industry trends and focus are in their area of the country.

With more than 1.3 million members, the **National Association of REALTORS** is the voice for real estate. A 2006 CSP survey of real estate professionals says that 98% of real estate professionals surveyed believed it was necessary to hire a professional to stage their listings. This shows that staging homes to market is no longer a passing trend, but one that is here to stay. The homebuyer of today uses the internet at their “drive by” says Terrylynn. You have only seconds to make a first impression and get the buyer to stay and look further, and staging your photos is an important facet of the overall result you can expect with a professional home stager.’ If you don’t make the cut for the first “drive by” on the web, you won’t be on the short list for the curbside “drive by”. You could be eliminated before the buyer even sees the inside of your home. So, each of these steps is crucial to buyer interest. Savvy sellers get the big picture. And, it’s not about the furniture. Your professional stager has the skill set to address these and the other factors influencing your target buyer. The staging professional of today to remain viable in the industry needs skills and assets at their fingertips. We hope to meet their needs.