

Virtual Staging Pros & Cons

Overview:

Use this post to introduce your clients to the concept of virtual home staging and discuss the pros and cons of virtual staging over traditional staging.

Recommended Post Titles (use one):

Virtual Home Staging: Pros & Cons
Deciding How to Stage Your Home: Virtual or Real?
What is Virtual Home Staging?

Post Teaser:

(Used to describe the post on Facebook, search engines, etc.)

Staging a home can be a great way to help buyers visualize the potential of every room and help sell your home faster. But if you've ever had concerns over staging costs, you may be interested to learn about a new trend in staging: Virtual staging.

Remember:

- This blog post could double as a newsletter piece.
- Be sure to PROMOTE this post using email, Facebook, and Twitter. Help yourself by sharing it!
- Don't forget to customize the post with your contact information.

Your notes (when you used it, how you used it, modifications, etc.):

Virtual Staging Pros & Cons

When it comes to marketing and selling a home, staging can be a powerful tool. Some may argue that home staging isn't worth the cost, but there are many good arguments for making the investment in a professional home stager. Staging not only helps a home sell faster in many cases, but it can also boost buyer desire for a home, resulting in a potentially higher closing price. What's more, a commitment to staging can prevent you from procrastinating when it comes to decluttering. (After all, you need to have a nice clean canvas for a staging expert to work with.)

Now, though, some agents are turning towards virtual staging. Virtual staging, broadly defined, is the use of computer imaging technology to create realistic listing photos which display a staged home, even though the property itself is not actually staged. Photos of empty rooms are transformed through 3D modeling and photo editing. The results can be quite impressive.

Proponents of virtual home staging say the benefits are obvious. Not only is it less expensive than traditional home staging, but it can also be completed in less time. Stagers, on the other hand, feel the practice is somewhat deceptive. The main argument seems to be that buyers will be disappointed when they arrive at the empty home after seeing staged photos online.

Clearly, stagers don't want to see their business undermined by virtual competitors, but do they have a point? Are buyers put off by empty rooms after seeing virtually staged properties online? Is this disparity between staged online and empty in real life a deal breaker?

It might depend on your philosophy when it comes to staging. If your primary motivation is generating interest in the home online, you might want to go with virtual staging to create appealing photographs to drive more leads. If you want buyers to viscerally experience a home's potential when they visit at an open house or walk-through with their agent, you'll probably want to go for a traditional home staging.

In either case, it's a good idea to view staging not as an expense but an investment, much like minor renovations you hope to recoup when the home sells for a better price. If you're thinking of selling soon and would like to work with a stager, get in touch with me today. I can connect you to trusted professionals who will make your home look its best: **[Include your phone number, email, or link to your contact form]**



Remember:

To customize this post, use the file **blog-virtual-staging-pros-and-cons.doc** or **blog-virtual-staging-pros-and-cons.txt**

Promoting: Virtual Staging Pros & Cons

Reminder: Change the “[YourBlogDomain.com/post-page.html](#)” to match the location of the blog post on your website.

Email Message:

Subject:

New staging options

[CONTACT FIRST NAME],

I advise many of my clients to consider staging their home in order to help it sell faster, but there are times when convincing them the time and expense of staging is worth it can be difficult. Now there’s a new method, and it has its pros and cons... virtual staging. The results can be surprising. If you’re curious about virtual staging, you should check out my blog post on the topic here:

[YourBlogDomain.com/post-page.html](#)

Facebook Status Update:

Is virtual home staging for you? Let’s talk about the pros and cons:

[YourBlogDomain.com/post-page.html](#)

Twitter “Tweet” to Promote Post*:

Is virtual home staging for you?: [YourBlogDomain.com/post-page.html](#)

** Your Tweet must be 140 characters or less. Twitter may shorten or change the appearance of your link, but don’t worry-- it will go to the right place. If you make a mistake, just delete the tweet and post it again.*



Remember: To customize this promotional information, use the file **blog-virtual-staging-pros-and-cons.doc** or **blog-virtual-staging-pros-and-cons.txt**