



GNR DESIGNS JOURNAL

Do It Yourself Case Study #2: Staging for a Successful Sale

The Real Estate market on the East Coast is undergoing a dramatic transformation, and properties in Long Island, New Jersey, and Connecticut are now in high demand. Recently we received numerous requests from Real Estate Professionals, Developers, and Homeowners to stage their properties by applying the ancient wisdom of Feng Shui in order to maximize the potential for a faster and more profitable sale. This month's case study is an example of our solution to such a client request.

The project:

Our client's beautiful, newly built, house had been languishing on the market for quite some time.

The cause: on the one hand, the house looked attractive enough; however, numerous potential buyers lost interest as they could not envision themselves "feeling at home".

The Challenges:

- Empty ("cold") spaces;
- Naked walls;
- For a large 5-bedroom house, the layout did not offer enough dining space;
- The view out of the Master Bedroom window was an ominous "DEAD END" sign.



Our Solution:

It is a well-known fact that the right staging has the potential to significantly decrease the time-to-sale and increase the market value of a property.

We staged the 5 most important rooms that "sell the house":

- **The Front Door and Entrance:** There is only one chance to make a first impression. We placed big flower pots with seasonal flowers and a welcome mat;
- **The Living Room:** We arranged comfortable seating and created a focal point;
- **The Dining Room:** We set the table, making it inviting "for family and friends";
- **The Master Bedroom:** This is the room where people feel most at home. We changed the color scheme to soft pastels and introduced inspiring sensual images to engage all the senses;
- As a special Feng Shui treat, we strategically placed mirrors and set up the outdoor terrace with flowers, a fire pit, and water elements to maximize the energy flow and attract prosperity into the home.

Pricing

- Design Concept
- Implementation
- Furnishings
- Accessories
- Art Works
- Plants & Flowers
- Delivery
- Installation

Full Service Total:
\$18,800

THE POWER OF STAGING: THE HOUSE WAS SOLD IN SEPTEMBER 2020



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 at:

(T): 516-707-7202 (E): nadiav@gnrdesigns.com or visit us at: www.gnrdesigns.com

October 2020

Case Study #2: Staging for a Successful Sale

2 of 2



Unable to view the content? Click here!

Nadia Vee - NadiaV@GNRDesigns.com - (516) 707-7202