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Business News

Professional Staging Service Opens for Business in Larchmont

Showcase Your Space, a professional staging service, announces its grand opening in Larchmont, NY. Serving Westchester and Fairfield counties and Manhattan, Showcase Your Space assists homeowners in preparing their houses to sell quickly and for the highest price. “The way we live in our homes and the way to market and sell a house are two different things,” says Jill Steinberg of Showcase Your Space. “By making a few simple changes, we help the house stand out from the competition and attract a buyer quickly.”

Staging is the process of preparing a home to sell well...to appeal to the widest range of potential buyers, to make a strong first impression, to enable the buyer to visualize living there. “As an objective third-party, we help the seller and the realtor present a home that feels like it’s in move-in condition.” Steinberg said.

When builders offer newly constructed houses, they display a furnished model home or an attractive artist’s rendering. The same principles apply when selling an existing home, Steinberg says. “We highlight those features most likely to be attractive to a buyer, such as the functionality of each space, the traffic flow through the house, spaciousness, and natural light. The buyer wants to see how easy it will be to live there, rather than spend time imagining how the house might look, or wonder how hard it might be to make the changes needed to make it livable.”

Showcase Your Space works with homeowners directly and through brokers. In an initial walk-through, the partners prepare a comprehensive set of customized recommendations for putting the house into showcase condition. After these recommendations are implemented, Showcase Your Space preps the house for sale. The focus is on identifying anything in the house that needs repair, neutralizing, or unflattering. It is important to eliminate any elements that distract a buyer from the home’s selling points or create any impression of neglect. “On average, staging adds tens of thousands to the selling price, but costs only a fraction of that,” explained Deborah Novick.

Partners Jill Steinberg and Deborah Novick are both accredited staging professionals and Larchmont residents. The idea for Showcase Your Space evolved out of their own experiences buying, selling, and renovating houses. Showcase Your Space maintains a list of qualified professionals to refer to homeowners as needed: appraisers and mortgage brokers, painters, landscapers, storage facilities and other related specialties. For more information call 320-1022 or visits www.ShwocaseYourSpace.com