



## Feel at Home: Home Staging Secrets For a Quick and Easy Sell

By Tori Toth

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### Feel at Home: Home Staging Secrets For a Quick and Easy Sell By Tori Toth

In a perfect world you wouldn't need to be living in your home while on the market. However, the list of reasons why someone sells is endless and in many cases forces a homeowner to stay put when selling.

The experience can be grueling for sellers when your personal lives become public displays to strangers and their criticisms. If you're going to be living in your home when selling you have to willingly be inconvenienced---not only emotionally, but physically. So what's the best way to get out from under the microscope? Sell fast.

In this game-changing book by Tori Toth, founder of the Stage 2 Sell Strategy and Stylish Stagers, Inc. you'll discover: how home staging can change habits and emotions that will benefit your bottom line---and ultimately put a "sold" sign on your property.

Preparing your home for sale is more than just cleaning and decluttering, learn insider home staging secrets on how to make your space feel like home to potential buyers. When buyers feel at home, they're more comfortable and can relate to the space, which ultimately gets them to make an offer. How fast can you sell your home? See for yourself.

In "Feel at Home", home staging expert Tori Toth pulls back the curtains on the home staging industry and shows you a simple 10-step plan for making an impact on your housing market. The place that you've called home is about to become your greatest asset, I'm here to help you get the best return on your investment.

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*By Tori Toth*

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## **Feel at Home: Home Staging Secrets For a Quick and Easy Sell By Tori Toth Bibliography**

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## **Editorial Review**

### **From the Author**

Why am I so passionate about home staging? Well, I've been in the home staging industry since 2009. I opened up a NYC based home staging company called Stylish Stagers, Inc. and I helped local real estate agents and homeowners get their homes prepared for sale. In fact I've helped sell homes 78-percent faster after staging them. Our stagings whether occupied or vacant, we have sold homes within as little as 24 hours, so yes I believe home staging makes all the difference! My mission is to not only help make home staging a real estate standard, but help you embrace a lifestyle. So many sellers can benefit from home staging and save time and money if they knew how to prepare their homes for sale. It's not only for when your selling, these habits and ideologies that home staging instills on a family can last well into their next living space because people don't take a moment to improve their own surroundings. I always have clients say, "why didn't I think of that" or "I wish I was living like this all this time" and you can!!! I'm here to help you bridge that gap between your dream home and what's reality.

I hope you enjoy reading this book and learning how to prepare your home for sale properly, if you find this helpful -- Please let me know and spread this feeling of home to a friend in need! -Much Love XOXO & Happy Selling, Tori

### **From the Back Cover**

#### **DISCOVER HOW TO GET YOUR HOME PREPARED FOR SALE.**

What if you could avoid spending time on the real estate market? What would it take to be a successful home seller? What will it take to start out and close a deal of a lifetime?

Selling a home is no easy task. You need to prepare the product (your home), have the right price and marketing strategy to attract an enticing offer. It's important for a seller to also mentally prepare for the sale and follow a process--a *Feel At Home* process utilizing *Home Staging Secrets for a Quick and Easy Sell*.

If you want to control your destiny in selling your home, master these 10-preparation steps to make buyers *Feel At Home*.

1. **Focus Perceptions** so your home stands out among the competition.
2. **Examine buyer's demographics and psychographics** to lure potential offer.
3. **Erase clutter** by using the "toss it, donate it, store it" method.
4. **Leverage home repairs** for maximum return on your investment.
5. **Ambient lighting** sets the mood to make each room more appealing.
6. **Tidy up** your home so it looks well-maintained.
7. **Highlight positive features** to showcase an aspiring lifestyle.
8. **Optimize space** to enhance square footage.
9. **Modify décor** by updating the look of your home.
10. **Exploit emotions** to close the sale.

### **About the Author**

Tori Toth has been blessed to feel at home again in her Howard Beach bungalow after surviving Superstorm Sandy in 2012. Since then, she has dedicated her life to helping homeowners, builders, investors, and realtors create a lifestyle home buyers will aspire to. As a professional home staging expert, trained through Home Staging Resource and by HGTV star Matthew Finlason of The Stagers, she has prepared hundreds of clients' homes focusing on target staging and lifestyle merchandising.

It has always been Tori's initiative to educate home sellers on ways to prepare and showcase their homes for sale. That's why she is not only an active member of the Real Estate Staging Association (RESA), but she's created a series of "how-to" home staging videos that have been watched over 100,000 times on YouTube and have helped her reach home sellers near and far. Tori's goal is "to make home staging a real estate standard." She has been interviewed by CNN Money and Long Island Weekly and is a contributor for Mann Report Residential.

## Users Review

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#### **Joyce Jacobs:**

The book with title *Feel at Home: Home Staging Secrets For a Quick and Easy Sell* has lot of information that you can study it. You can get a lot of help after read this book. This specific book exist new understanding the information that exist in this publication represented the condition of the world today. That is important to you to find out how the improvement of the world. This particular book will bring you in new era of the positive effect. You can read the e-book on the smart phone, so you can read that anywhere you want.

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What is your hobby? Have you heard in which question when you got scholars? We believe that that query was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. And you also know that little person including reading or as examining become their hobby. You must know that reading is very important along with book as to be the factor. Book is important thing to incorporate you knowledge, except your own personal teacher or lecturer. You will find good news or update regarding something by book. Many kinds of books that can you choose to adopt be your object. One of them are these claims *Feel at Home: Home Staging Secrets For a Quick and Easy Sell*.

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