

# Services Brochure

*Your Listing Elevated*



Your Best Choice for Home  
Staging in Las Vegas!

# NOTE

## *A Note From Our Owner & Lead Designer*

As a home seller, maximizing your return on investment is a top priority. Partnering with a professional home stager can greatly enhance this process. While your real estate agent focuses on the logistics of selling, our goal is to make your home look its best to attract the most potential buyers.

Together with your real estate agent, we can create a strategy that highlights your home's strengths. This booklet provides an overview of our services and how we can support you in achieving a successful sale. Choosing a reputable home staging company with experience in the market and an understanding of selling challenges is key.

Our team at Utopia Home Staging is here to ensure your success. We invite you to discover more about our services and consider partnering with us to maximize your property's sale value. Thank you for your time, and we look forward to assisting you soon!





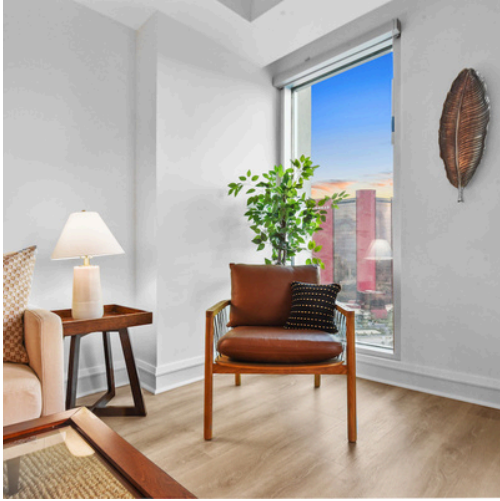
# WHY

## *Stage a Home*

Home staging has become a "must-do" for many sellers, as 82% of buyers' agents said home staging makes it easier for prospective buyers to visualize the property as a future home. Staged homes have also historically sold faster and for more money than those that are not staged.

A stager can help with your online listing too, as 93% of home buyers use the Internet during their home search. That means your listing had better show really well online. Staging and photos by a professional can help create a beautiful digital marketing portfolio that entices buyers before setting foot in the home.





## Home Staging is...

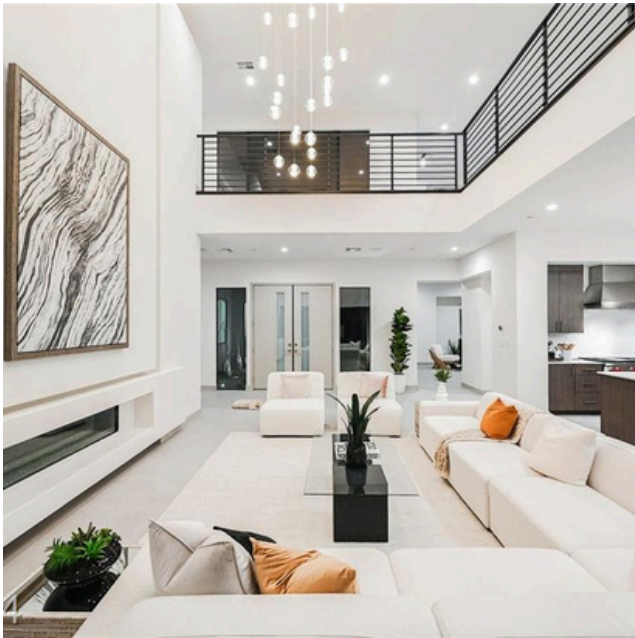
The BEST Marketing tool in selling your home - period!

Home staging is a marketing tactic that involves temporarily furnishing the home with furniture, art, and decor to enhance its visual appeal for potential buyers. The aim of staging is to enhance the property's attractiveness, highlight its positive features, and help potential buyers envision themselves living in the residence.

Good staging companies strive to makeover a property without being obvious. A high-quality staging job is beautiful without being obvious, as the intent isn't to deceive a buyer or make an interested party feel like a staging job is attempting to hide a home's flaws.

Staging is also practical as it allows other people to see spaces and how they may be used. Using furniture and property that you do not own, staging companies can demonstrate how awkward spaces can be used, what pieces go well in what areas, and how to most efficiently lay out a room.





# WHY

*Choose Us?*

At Utopia Home Staging, our mission is to deliver exceptional service and unmatched quality to every project, no matter the size or price point. We deeply value our partners and clients and always aim for the best possible outcome.

With extensive knowledge of our market, we tailor our staging to appeal to the most likely buyer. We focus on every detail while ensuring the process is enjoyable for everyone involved.

“Awesome service. We couldn't get our house sold. We got it staged and had an offer within two weeks. It's amazing how different the house felt being staged. Totally worth the money spent staging the house to get it sold for top dollar!

”

- Unparalleled quality and design aesthetic to our customers
- Excellent Customer Service
- Transformative

# ABOUT

## *Home Staging Success*

Home staging isn't putting a bunch of fancy furniture in your home. It's a deliberate marketing strategy with specific objectives that drive a higher real estate price.

### Check out these Statistics:

- From NAR: 73% of STAGED properties sold for OVER list price.
- Our STAGED Properties sold approximately 33 days faster than the average un-staged property in the Greater Las Vegas Area
- Our STAGED properties sold on average 4% higher resulting in more than a 500% ROI in the staging investment





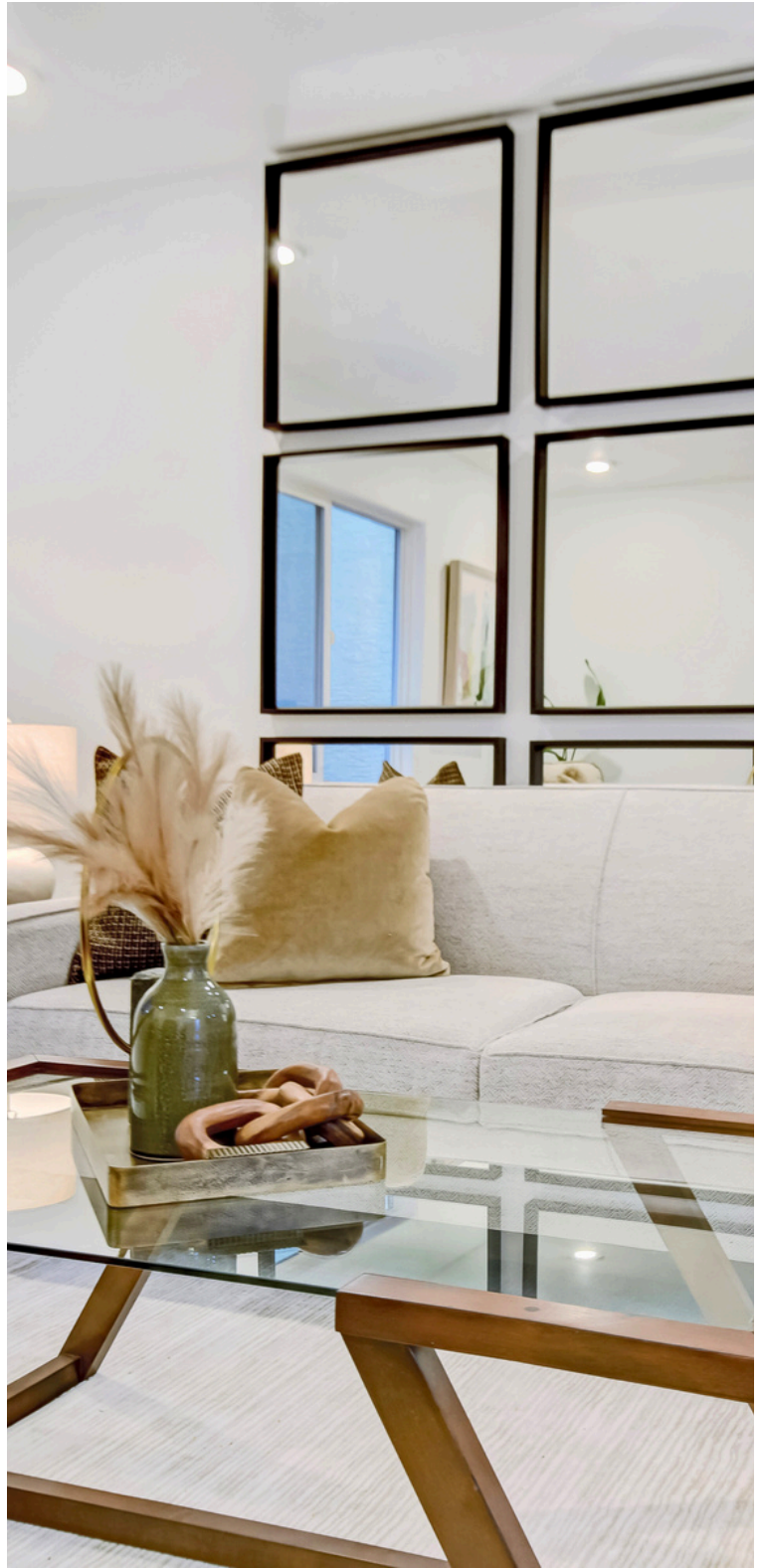
# ABOUT

## *What We Offer*

We offer customizable packages and options depending on the needs of our clients:

This includes:

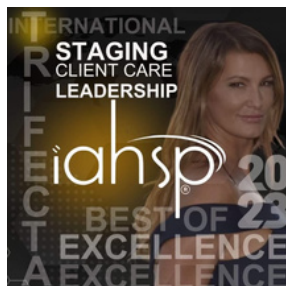
- ✓ Vacant Home Staging
- ✓ Occupied Home Staging
- ✓ Styling and Accessory Packages
- ✓ Short Term Rental and Styling Services
- ✓ Color Consultations
- ✓ Walk & Talk Consultations for Occupied Homes



THE STAGING COLLECTIVE

EST. 2023

Founding Member





# ABOUT

## *Collaborating with Us*

Partnering with Utopia Home Staging, the premier home staging company in the Las Vegas area, offers an exceptional experience that elevates your real estate listing to new heights. By choosing Utopia Home Staging, you can expect top-notch customer service, expert advice, and stunning home staging designs that make your property stand out in a crowded market. With our professional staging services, your home will be transformed into inviting and functional spaces that potential buyers will fall in love with.

*Utopia home staging totally blows you away with what they can do with a space! Who knew you could create multiple seating areas and focal points and they totally transform my space into sheer beauty and comfort quickly! They're simply fantastic at what they do!*



Not only will this increase your chances of a quick sale, but it will also lead to higher offers. Don't miss out on the many benefits that partnering with Utopia Home Staging.



# ABOUT

## *Our Difference*



3 Reasons to Stage Your Listing with Utopia Home Staging

### **Trusted & Experienced in Delivering Premium Results**

As the most widely reviewed stager (Google Reviews) in Las Vegas, Utopia Home Staging consistently delivers premium results that exceed and surpass the overall market averages. Our clients have come to trust our experience and expertise in marketing real estate. Our expertise in home staging transforms properties into stunning showcases, ensuring they appeal to buyers, consistently achieving the best possible market performance.

### **Elevated Looks**

As mentioned before, we love interiors and are always looking to elevate our projects. As such, we strive to stock our inventory with high quality and versatile pieces that allows us to better plan and tailor each project based on the individual needs of the home. The results are stunning spaces that buyers are sure to love.

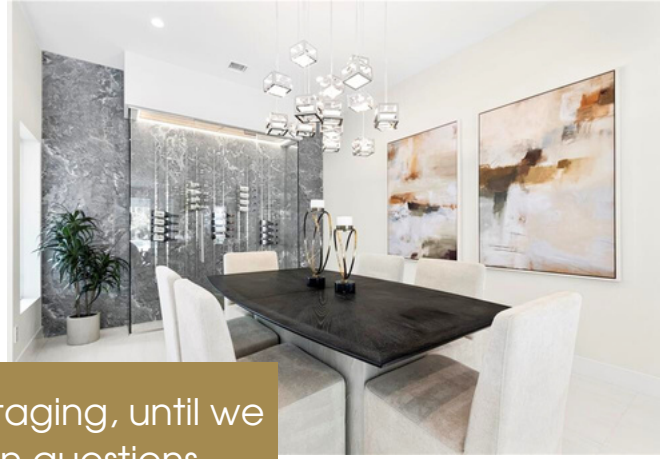
### **Custom Curation (no cookie cutter staging here)!**

With years of experience in the home staging business, I've learned numerous staging hacks that consistently elevate clients' homes to the top of buyers' lists. No matter if it's a small house or an awkward space you're unsure about, we've got the expertise. We can showcase the best features of any home, making it easy for buyers to picture themselves living there.

"Inspire and showcase a lifestyle! Your Home Is Just Our Canvas." -- Angelic Ferguson, Founder & CEO

# START

## *Overcoming Objections*



Clients don't always see the benefits of home staging, until we show them. Here are some of the most common questions and concerns home sellers have about staging:

### ***Why should I invest in home staging?***

Home staging can significantly increase your home's appeal to potential buyers. It helps create an emotional connection, allows buyers to envision themselves living in the space, and often leads to faster sales and higher selling prices. Staging is an investment that typically pays off by reducing the time your property spends on the market and potentially fetching a higher selling price.

### ***Will staging be expensive?***

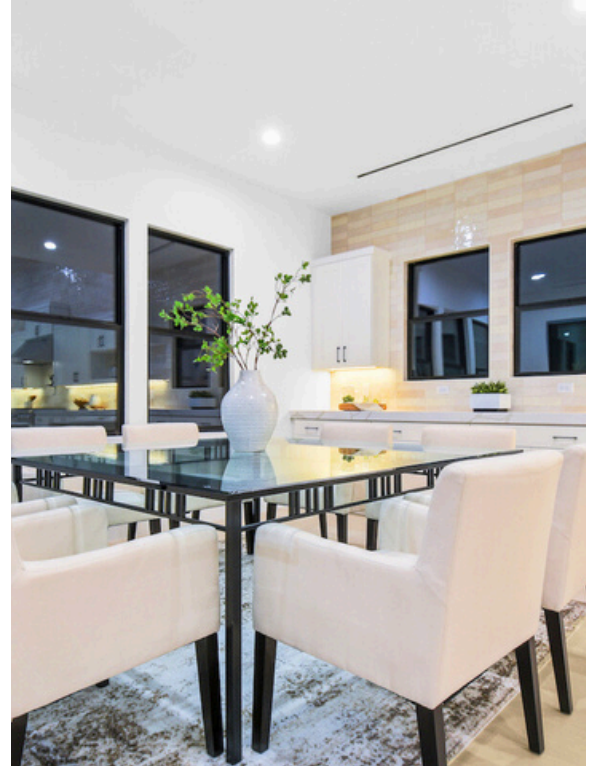
The cost of home staging varies depending on the scope of work. However, it's important to view staging as an investment rather than an expense. Staging doesn't always require a complete overhaul of your home. Professional stagers can work with your existing furniture and decor or provide budget-friendly solutions. In many cases, the return on investment from a faster, higher-priced sale outweighs the staging cost by more than 5 times the investment.

### ***Can't buyers use their imagination to see the potential of my home?***

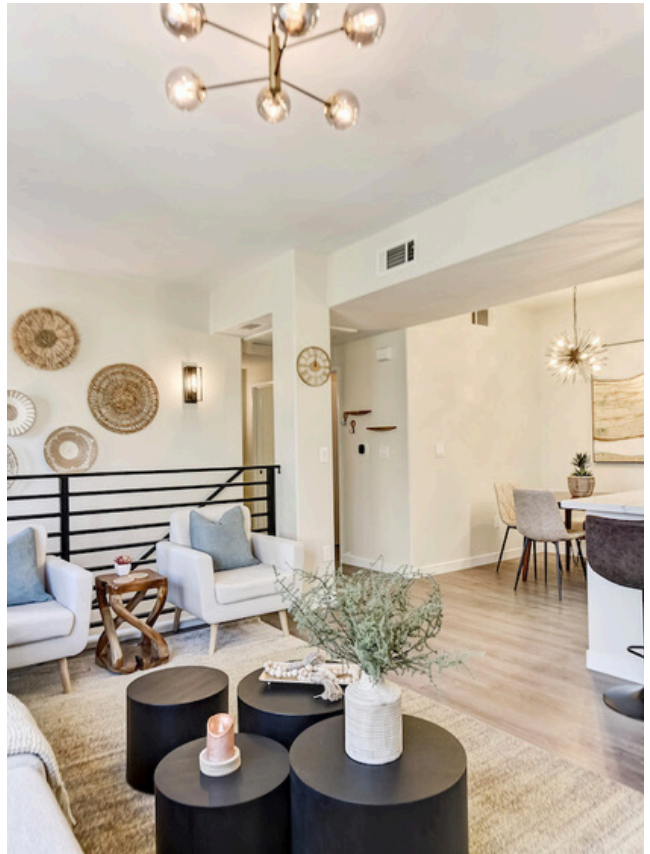
While some buyers have a strong imagination, many find it challenging to see the full potential of a space when it's vacant or cluttered with the seller's belongings. Home staging helps buyers by showcasing your home's best features, optimizing layout and flow, and creating a neutral, inviting atmosphere. Staging allows buyers to more easily visualize themselves living in the property, making it more likely they'll make an offer.



# Check out Our Work

















# START

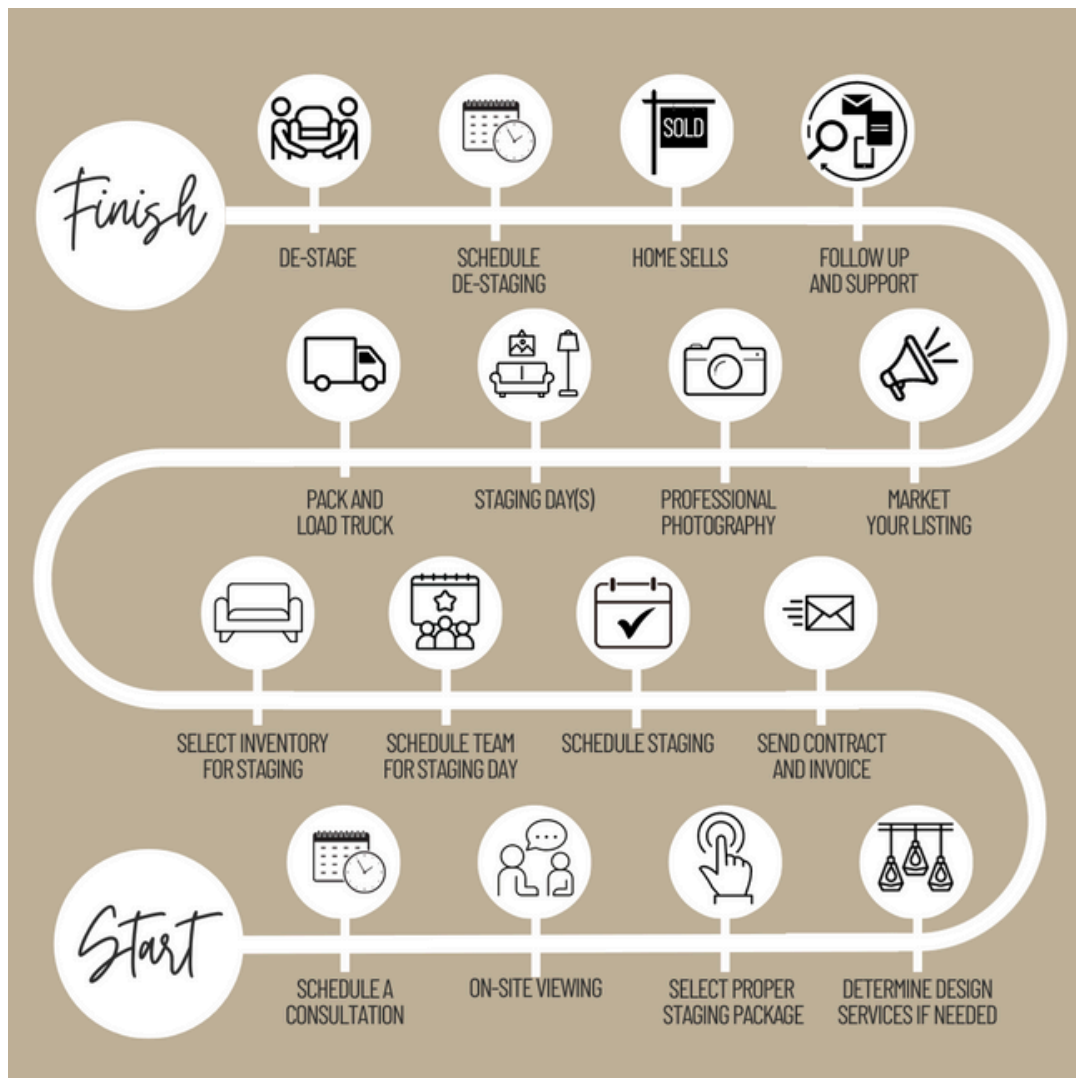
## *The Staging Process*

There is a simple process to follow...



According to the 2023 National Association of Realtors Profile of Home Staging:

- 48% of seller's agents say staging decreases a property's time on market
- Utopia Home Staging can increase the dollar value of offers by 1-5% compared to unstaged homes
- 81% of buyers agents agree that staging makes it easier for clients to visualize themselves living in a property
- 55% of all agents say that buyers expect homes to look like the ones they see on TV shows



# START

*Book Us Now*

## WORKING WITH US IS EASY

JUST HEAD ON OVER TO OUR WEBSITE  
[www.UtopiaHomeStaging.com](http://www.UtopiaHomeStaging.com)

OR

GIVE US A CALL AT (702) 848-3336

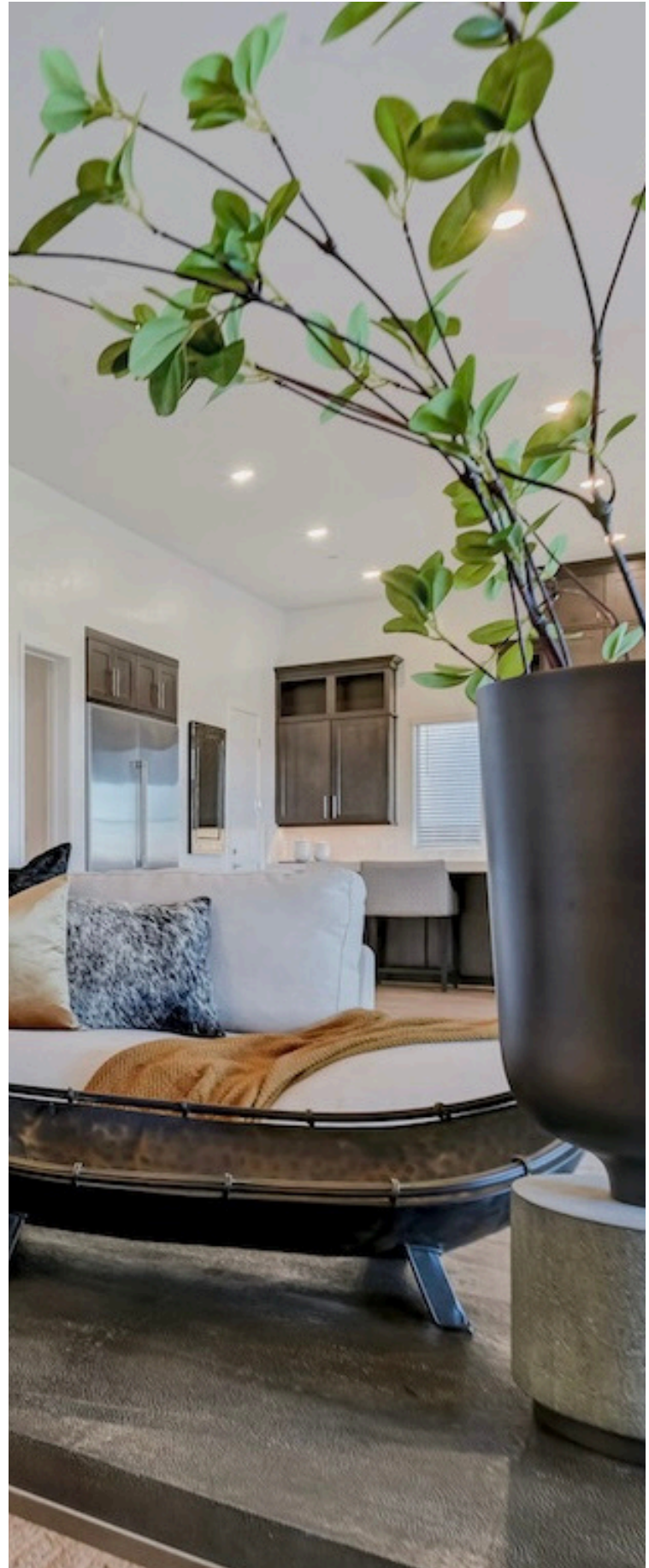
WE ARE STANDING BY TO TAKE GOOD CARE OF YOU.

### PLEASE PROVIDE THE FOLLOWING:

- ✓ PROPERTY ADDRESS
- ✓ IS HOME CURRENTLY LISTED?
- ✓ VACANT VS OCCUPIED
- ✓ TIMELINE FOR STAGING SERVICE
- ✓ ADDITIONAL REQUIREMENTS ASIDE FROM TYPICAL ROOMS

ONCE WE RECEIVE THIS INFORMATION  
A FORMAL PROPOSAL WILL BE ISSUED  
FOR REVIEW AND APPROVAL.

A STAGING DATE WILL BE  
SCHEDULED ONCE AGREEMENT  
AND DEPOSIT IS RECEIVED





## ***CERTIFIED AND INSURED***

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- **GENERAL LIABILITY INSURANCE-**
  - *TO PROTECT OUR CLIENTS  
AND OUR BUSINESS*
- **WORKERS COMPENSATION INSURANCE**
- **COMMERCIAL VEHICLE INSURANCE**
- **W2 PAID EMPLOYEES**

***IT'S IMPORTANT TO KNOW  
WHO YOU ARE HIRING!***



# NOTE

## *Our Policies*



Please take a moment to review important policies:

- Each home is different and has unique staging needs. Utopia Home Staging reserves the right to add/remove pieces to creatively market the space for maximum staging impact.
- Utopia Home Staging requires that the Property be “Stage Ready” upon day of staging, or a fee may be assessed and the appointment rescheduled or canceled. “Stage Ready” includes the home condition as follows:
  - Working Utilities such as running water, electricity and gas for cleaning, steaming equipment, and toilets
  - Working HVAC to 74 degrees
  - For safety and efficiency we request that no one be at property during staging. Pets cannot be present.
  - No other contractors/vendors or active construction work
- Staging will be rescheduled and/or canceled at an additional cost, if any of the above conditions are not met.
- We require a 10 calendar day notice and window to schedule de-staging.
- A 50% deposit is collected upon approval of Proposal with remaining balance due 3 business day prior to scheduled staging date.

\*Additional terms apply and are carefully outlined in our contract!



*CONTACT US*

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[www.UtopiaHomeStaging.com](http://www.UtopiaHomeStaging.com)