

SOUND OFF *Patty McManus*

What is the difference between staging and merchandising?



Staging a home for sale is one significant piece of the marketing process. The process of staging the home should begin at the curb and continue through the remainder of the home.

Staging the landscaping would include a freshly mowed lawn, flower gardens that are freshly mulched and free of weeds and planters with colorful flowers.

When staging the exterior of the home, the siding should be clean (if vinyl) or freshly painted and free of chipping paint (if wood), the front porch should

be swept, buy a new welcome mat and a seasonal wreath on the front door is a nice touch.

If there is a front porch or back deck, furniture that showcases the spaciousness of the area should be used.

If the furniture is too large or makes the space feel smaller, some pieces should be removed or replaced.

By the time the buyers reach the interior of the house, they will already have a good feeling.

The interior of the home should be staged to accentuate the positive aspects of the respective rooms. The difference

that can be achieved by moving a sofa or a bed to a different location in the room can be truly amazing.

Your real estate agent can assist with the staging, but if you prefer, there are professional stagers who can be called upon for assistance. You can use your own things, or in some cases, there are items available for rent while the home is on the market.

Merchandising is defined by Webster's as "that part of marketing involved with promoting sales of merchandise, as by consideration of the most effec-

tive means of selecting, pricing, displaying and advertising items for sale in a retail store."

Simply put, staging is the first step in merchandising. Pricing and marketing are also very important components of the process.

The marketing/merchandising process is fluent with many moving parts. Your real estate agent would be the best source to assist you in getting started with the process.

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