SUCCESS

The latest study of 3,500 homes across the country by the Home Staging Resource, suggests that home staging is one of the best returns on investment a home seller can make (more than light upgrades or heavy remodeling):

- ✓ IN A SURVEY OF OVER 3,500 HOME STAGING RESOURCE HOMES, MORE THAN 50% SOLD FOR 10% MORE.
- ✓ ON AVERAGE, THE SELLER SPENT LESS THAN 1% ON STAGING SERVICES COST FOR A 1000% RETURN ON INVESTMENT.
- ✓ ONLY A MERE 10% OF HOMEBUYERS CAN ACTUALLY VISUALIZE THE POTENTIAL OF A HOME.
- ✓ WITHIN FIFTEEN SECONDS BUYERS DEVELOP AN ATTITUDE TOWARD A HOUSE THAT IS REINFORCED BY EVERYTHING ELSE THEY ENCOUNTER
- ✓ STAGING TARGETS THE LARGEST BUYER PROFILE BY FITTING DÉCOR TO THE NEIGHBORHOOD TASTES, AND ATTRACTING MORE POTENTIAL BUYERS.
- ✓ WHEN AN HOUSE FEEL LIKE A HOME BUYERS WILL INTUITIVELY REPRIORITIZE THEIR LIST. STAGING ACCENTUATES THE POSITIVES AND DOWNPLAYS THE NEGATIVES.
- ✓ OVER 95% OF BUYERS ARE SEARCHING FOR HOMES ONLINE FIRST BEFORE DECIDING TO VISIT. GIVE BUYERS A REASON TO DRIVE TO YOUR HOME BY HAVING MULTIPLE PHOTOS OF BEAUTIFULLY STAGED ROOMS THAT WILL STAND OUT

This data from www.homestagingresource.com based on Home Gain Statistics.



REDESIGN



A clean, organized look gives the impression of a well kept home.

Basic fee covers redesign of most interior spaces up to 4,000 square feet.

Use of homeowner furnishings and accessories.

Estimate, includes: Space Planning, Home Report and Signature Design Services for included spaces. Plume Signature accessories can be provided with additional fee.

Homeowner Occupied Redesign \$500 flat fee, approximately 3-5 hours

This package: all interior spaces reorganized for optimal layout and placements.

- Entry Vignette
- Living Room
- Powder Room
- Dining Room
- Office
- Master Bedroom Suite
- Closet Spaces
- Up to 3 extra Baths
- Kitchen / Eat-in
- Bonus room
- Laundry
- Up to 3 additional bedrooms



CONDOS



Signature accessories to make a home welcoming, warm and full of potential to buyers.

3-month is less than 1% home market value of \$250k-\$400k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Stage \$1200 first 30 days, \$550/month after 30 days

This package: 4 rooms, 3 vignettes:

- Entry Vignette
- Living Room: Seating group, accent tables
- Powder Room Vignette
- Master Bedroom Suite: Bed, side tables and accent piece
- Master Bath Vignette
- Kitchen / Eat-in : small kitchen with barstools and dinette



1,750 SQFT



Signature accessories to make a home welcoming, warm and full of potential to buyers.

3-month is less than 1% home market value of \$250k-\$400k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Stage \$1400 first 30 days, \$650/month after 30 days

This package: 4 rooms, 3 vignettes:

- Entry Vignette
- Living Room: Seating group, accent tables
- Powder Room Vignette
- Master Bedroom Suite: Bed, side tables and accent piece
- Master Bath Vignette
- Kitchen / Eat-in : small kitchen with barstools and dinette
- Office: desk and chair



2,500 SQFT



Seamless blending of spaces through careful furniture selection and placement in open concepts and adjoining rooms.

3-month is less than 1% home market value of \$400k-\$600k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Stage \$2200 first 30 days, \$925/month after 30 days

This package: 6 rooms, 3 vignettes:

- Entry Vignette
- Living: Seating group, accent tables
- Powder Room Vignette
- Dining Room: Dining table and chairs, console
- Master: Bed, side tables and accent piece
- Master Bath Vignette
- Kitchen: small kitchen table, chairs or barstools
- Family: Seating, occasional and media suggestion.
- Office: desk, chair and occasional



3,200 SQFT



Dedicated Bonus Room Staged for Media or Family time.

3-month is less than 1% home market value of \$550k-\$800k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Stage \$2950 first 30 days, \$1300/month after 30 days

This package: 7 rooms, 5 vignettes:

- Entry Vignette
- Living Room: Seating group, accent tables
- 3 bathroom vignettes
- Dining Room: Dining table and chairs, sideboard
- Master Bedroom Suite: Bed, side tables and 2 accent piece
- Kitchen / Eat-in: small kitchen table, chairs and stools
- Family or Bonus: Seating, occasional and media suggestion.
- Office: desk, chair and occasional
- 1 additional bedroom twin furnished
- Laundry/mudroom vignette



3,700 SQFT



Larger spaces with oversized accents to add an upscale impression.

3-month is less than 1% home market value of \$650k-\$950k

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Oversize \$3650 first 30 days, \$1750/month after 30 days

This package: 8 rooms, 5 vignettes:

- Entry Vignette
- Living: Large Seating group, accent tables, consoles
- 3 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 2 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Seating, occasional, additional entertainment grouping
- Bonus: dedicated media
- Office: desk, chair, 2 occasional
- 1 additional bedroom twin furnished
- Laundry vignette



4,200 SQFT



Oversized accents and distinctive furnishings to compliment the beautiful millwork.

3-month is less than 1% home market value of \$800k-\$1.2mil

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Oversize \$4300 first 30 days, \$2200/month after 30 days

This package: 9 rooms, 7 vignettes:

- Entry Vignette
- Living: Large Seating group, accent tables, consoles
- 3 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 2 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping, gaming or multi-use
- Office: desk, chair, occasional
- 1 additional bedroom queen/full furnished
- 1 additional bedroom twin furnished
- Laundry vignette
- 2 additional vignettes



5,000 SQFT



Social Living Spaces with Multiple seating groupings in large rooms for family gathering and entertaining.

3-month is less than 1% home market value of \$900k-\$2 mil

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

\$5500 first 30 days, \$2450/month after 30 days

This package: 10 rooms, 8 vignettes:

- Entry Vignette
- Living: 2 Seating groups, accent tables, consoles
- 4 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 3 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping, gaming/exercise or multi-use
- Office: desk, chair, 2 occasional
- 2 additional bedroom full/queen furnished
- 1 additional twin bedroom furnished
- Laundry vignette
- 2 additional vignettes (wine cellar, parlor, library, hallways etc.)



5,700 SQFT



Warm Guest Suite for Luxury appointed home.

3-month is less than 1% home market value of \$1.5 mil-\$3 mil

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Oversize \$5850 first 30 days, \$2650/month after 30 days

This package: 12 rooms, 8 vignettes:

- Grand entry vignette
- Living: 2 Seating groups, accent tables, consoles
- 4 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master Bed, side tables and 3 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping, gaming/exercise or multi-use
- Office: fully furnished
- 3 additional bedroom full/queen furnished
- Fully furnished outdoor entertainment space
- 4 additional vignettes (wine cellar, parlor, library, halls etc.)



7,000 SQFT



Design to compliment unique details of a custom home.

3-month is less than 1% home market value of \$2.5 mil-\$6 mil

Estimate, includes: Space Planning, Home Report, Plume Accessories and Signature Design Services for included spaces. Includes estimated sales tax and delivery

Signature Premium \$6875 first 30 days, \$3350/month after 30 days

This package: 12 rooms, 9 vignettes:

- Grand entry vignette
- Living Great Room: 2 Seating groups, accent tables, consoles
- 5 bathroom vignettes
- Dining: Scaled Dining table and chairs, sideboard
- Master: Master Bed, side tables and 3 accent piece, closet vignette
- MIL Suite: queen bed, side tables and 3 accent piece, closet vignette
- Kitchen: kitchen table, chairs and stools, bar vignette
- Family: Lounge and Conversational Seating, occasional
- Bonus: Entertainment grouping
- Office: fully furnished
- 2 additional bedroom full/queen or 2 twin furnished
- Fully furnished outdoor entertainment space
- 4 additional vignettes (wine cellar, parlor, library, halls etc.)



