

iDe Homestaging

& Interior Design Services



Tell: (630) 431-2811

iDe: Transforms a Seller's home into an iDeal Buyer's home

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Your home *may be* coming on the market or currently "**for sale**". You may already have a MLS listing? Hello, my name is **Karen Berlin**, and I am a Certified Homestager and Interior Designer. My firm is called **iDe; Ideal Design Elements**. As a member of Trulia, Zillow and other online sources-real estate networks; I'm very familiar with home and property values, and what will sell quickly- especially if having tremendous capabilities and potential to be the *ultimate dream home* for "buyers". iDe is a member of RESA (Real Estate Staging Association). *Please google.*

Most likely your home may be in need of some *updating* or *improvements* regarding your *interior*, before listing it or maybe in need of it now. This is where my services (iDe) can help in preparing your home to sell for the *price* you are wanting and your home deserves. iDe would love an opportunity to help make this *transition* in order to achieve and get top dollar for your home. With the housing market still in a slump, its very critical to focus on attracting as many (markets of) buyers that you can; as most buyers today are very cost-conscious, wanting a home they can move right into without having to worry about costs they'll incur to get the home of their dreams. iDe Homestaging accomplishes this. *Staging is quickly becoming the norm in the real estate process-and is therefore an important part of selling a home.*

iDe Homestaging will prepare your home and get it "model ready" and presentable for showings. iDe is trained and will take all the guess work out of it for buyers. This is done by simply removing all the clutter, de-personalizing, re-organizing and re-creating your home, so when buyers walk in they can actually feel themselves living in it. Special note: Vacant homes can cause buyers much uncertainty when left vacant-empty. Buyers want to see a home furnished, much like entering a model home. They can see exactly where furniture should go and be placed-plus an aesthetic floor plan will enhance your home and entice buyer(s)!

The end result: iDe Homestaging will provide an open floor plan, with on-trend design furnishings showcasing the positives of your home; while also providing a very “*cost-effective*” approach for the seller. iDe Motto: *design . create . innovate*

If you are interested in iDe services and would like to *transform* your home to sell quickly, please contact Karen to set-up a Consultation. iDe will come in, view your entire home and will provide an *estimated* quote depending on scope of work needed-required to make the proper transformation. Homestaging is not free, but it is a much *less costly approach* than having your home sit on the market for long periods of time, going unsold and incurring those expensive monthly costs such as: Mortgage payments, Property taxes, Utilities and Maintenance (both inside and outside).

I hope you’ll take to heart the **power of professionally staging your home-** in order to attract multiple buyers/markets to get your home sold quickly, get the price you and this home deserves.....so you can get on with your lives. Karen knows this personally. The last (3) homes she’s lived in, she staged herself (all in different economical times) and **all sold** within days! It’s a tough market but iDe believes you can sell your home faster, and at a higher price if you have iDe professionally stage it to sell.

Best regards,

Karen Berlin (President)

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