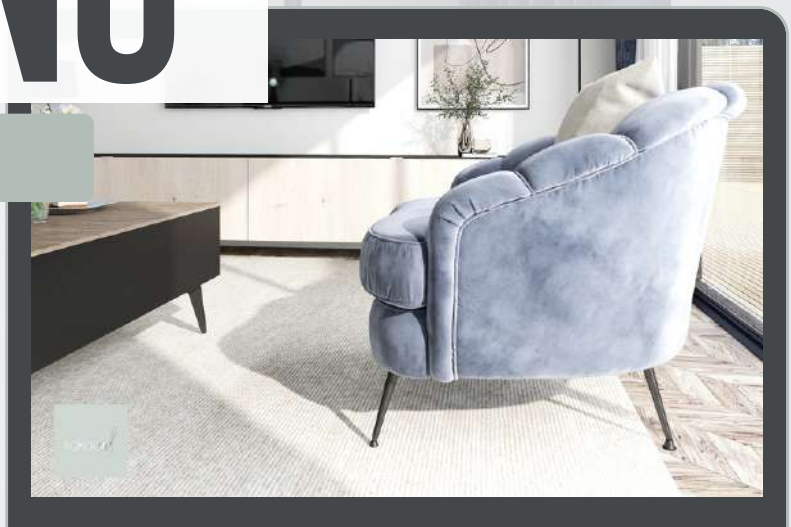




Virtual STAGING

BY EDINA SPINK



www.kokooned.co.uk



Welcome to
VIRTUAL STAGING

Discover how you can benefit from virtual staging

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click on the buttons



VIRTUAL STAGING

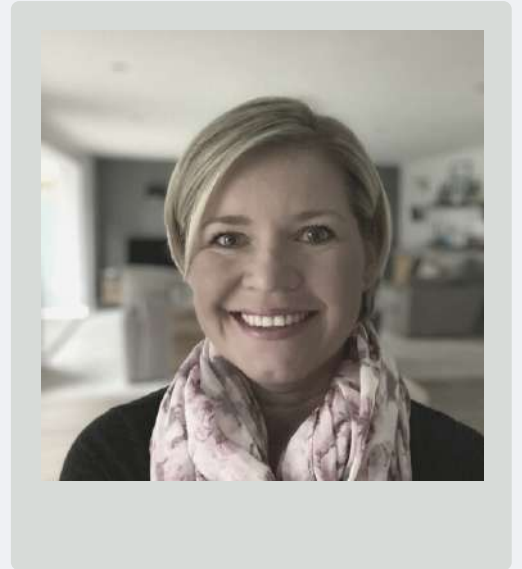
introduction ABOUT ME

Hi, my name is Edina Spink. I'm a Hampshire based interior designer with a huge passion for turning properties into real homes. Since I received my Diploma of Interior Design, I've been working with clients from different backgrounds.

I can see that the biggest struggle for people is to see the potential in a property. I help them overcome this by creating beautiful, photorealistic images to allow their property to shine.

So many properties are immediately dismissed by potential buyers because they lack the ability to see beyond clutter, unfortunate layout, dated decor or the presented function when they need a room for something else.

I also completed the Home Staging and Property Styling course, which gave me the skills to give vision to property buyers, which leads to properties being sold faster and for more money - buyers, sellers and agents all benefiting. I love a good win-win scenario! I'm a proud member of the Home Staging Association U.K&Ireland.



I am a natural problem solver, I love coming up with creative solutions for my clients and getting them excited about what a transformation can do for them. I'm passionate about giving the vision of a hard working home to potential buyers. Whether it's relaxing or entertaining, their home should be a fully functional, safe place where they can be themselves.

Flip through the next pages to see how you can benefit from virtual staging and check out the portfolio to see for yourself how impactful it can be.

edina





home staging IN A NUTSHELL

7

Seconds to impress

86%

agree that staged properties
sell up to 3x faster

94%

say staging increased the
number of viewings

8%

higher selling price compared
to non-staged homes



Only 10% of the buyers are able to see the potential in a property regardless of its presentation. It means 90% move on without even considering the property!

The first impression is golden, especially when it comes to properties. Make it count.



What VIRTUAL STAGING can do for you

To put it simply:

Virtual staging has all the benefits of traditional staging but it provides a more flexible solution for the fraction of the cost

competitive
advantage



more
listings



more
commission



more
viewings



faster
sale



click on the
images



The average cost of traditional staging is 2% of the property value. Sellers can reduce this cost by doing the staging themselves however it still leaves them spending money, time and often stress with mixed results.



competitive advantage



Virtual staging is a real differentiator on the market and I know it will help you achieve your goals of selling properties faster and for more money. So stop wasting time trying other solutions when virtual staging is so affordable and flexible—and start selling more houses today!

Virtual staging is quickly becoming a must-have feature in real estate marketing, and you can't afford to be left behind.

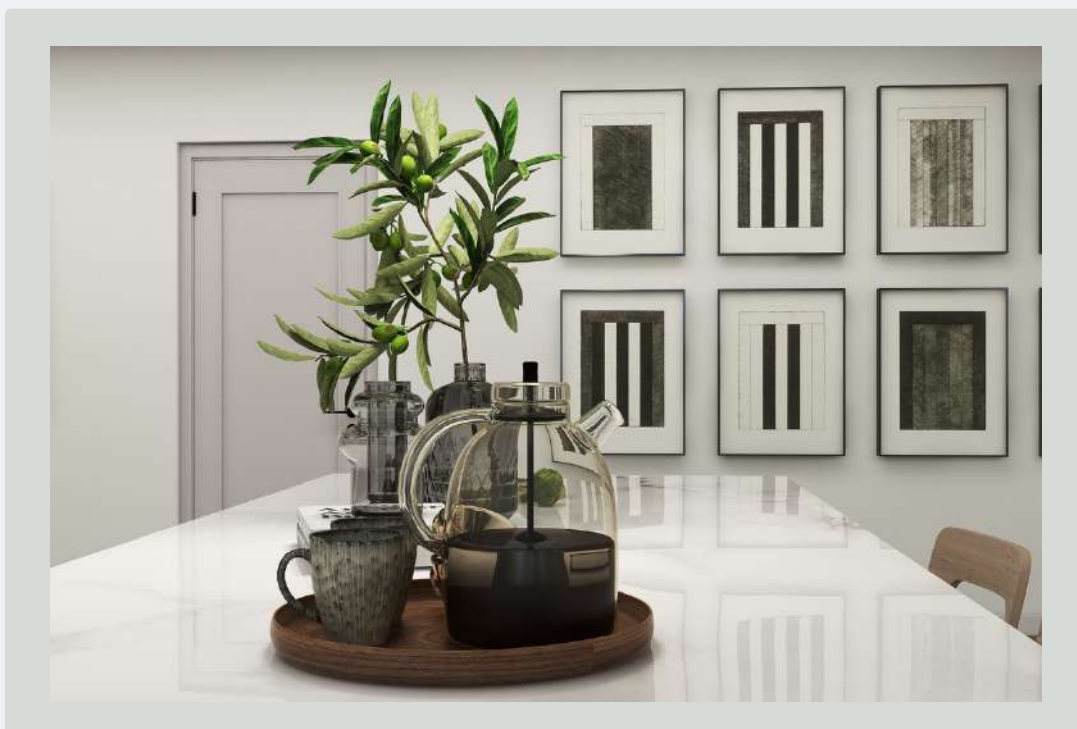


- an already common practice in Australia, the US, Canada, Sweden, France and many other countries
- it's gaining momentum in the UK however mostly high-end properties are staged
- there's a huge untapped market of mid-value properties which suddenly became available for staging due to the hugely cost-effective and hassle-free nature of the virtual staging
- the first agencies to offer virtual staging will gain a massive competitive advantage
- it's a game-changer in the real estate market and soon will be a must-have service to gain listings



It really is a no brainer. If you can offer something unique, something extra, you are more likely to get the listing.

In a market where agencies get exclusive right to sell a property, it's crucial to be able to attract sellers and get that listing. Which agency will the buyer choose? The one who is offering something more and helping them achieve a higher selling price or the one that would only give a list of things that the buyer can do to prepare the property for sale? Whether they do it or not, is up to them and let's face it, many people have the view that it's the agent's job to sell the property, not theirs, therefore instead of a helpful list, they expect more.



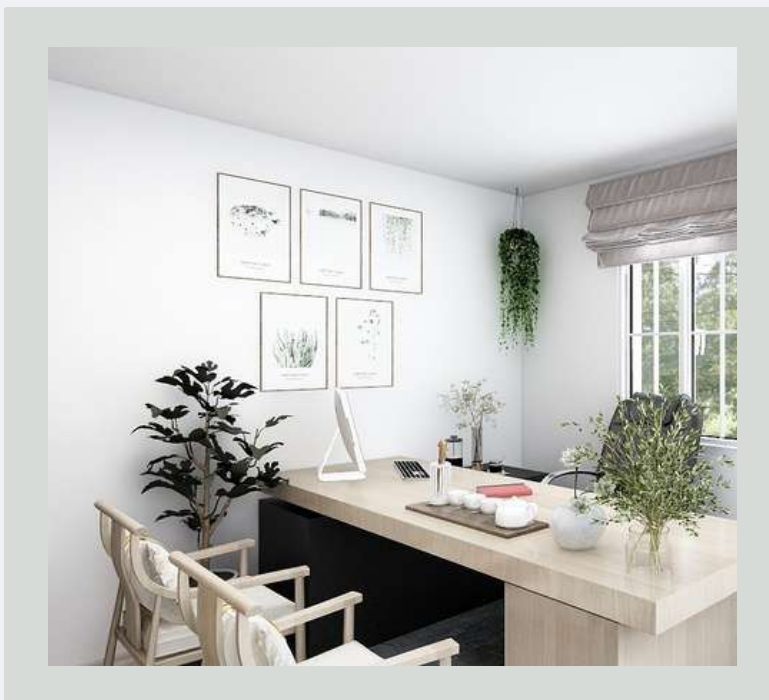


95% of the people start their property search online. If something doesn't grab their attention in the first 7 seconds, they easily move on.

It's also true, that only 10% of the people are able to see the potential in a property regardless its presentation.

For those two reasons alone, considering virtual staging is an absolute game-changer. Show the potential, raise interest, and get more viewings.

Showing the property to two different potential buyers with different expectations? No problem. A property can easily transform virtually very quickly.



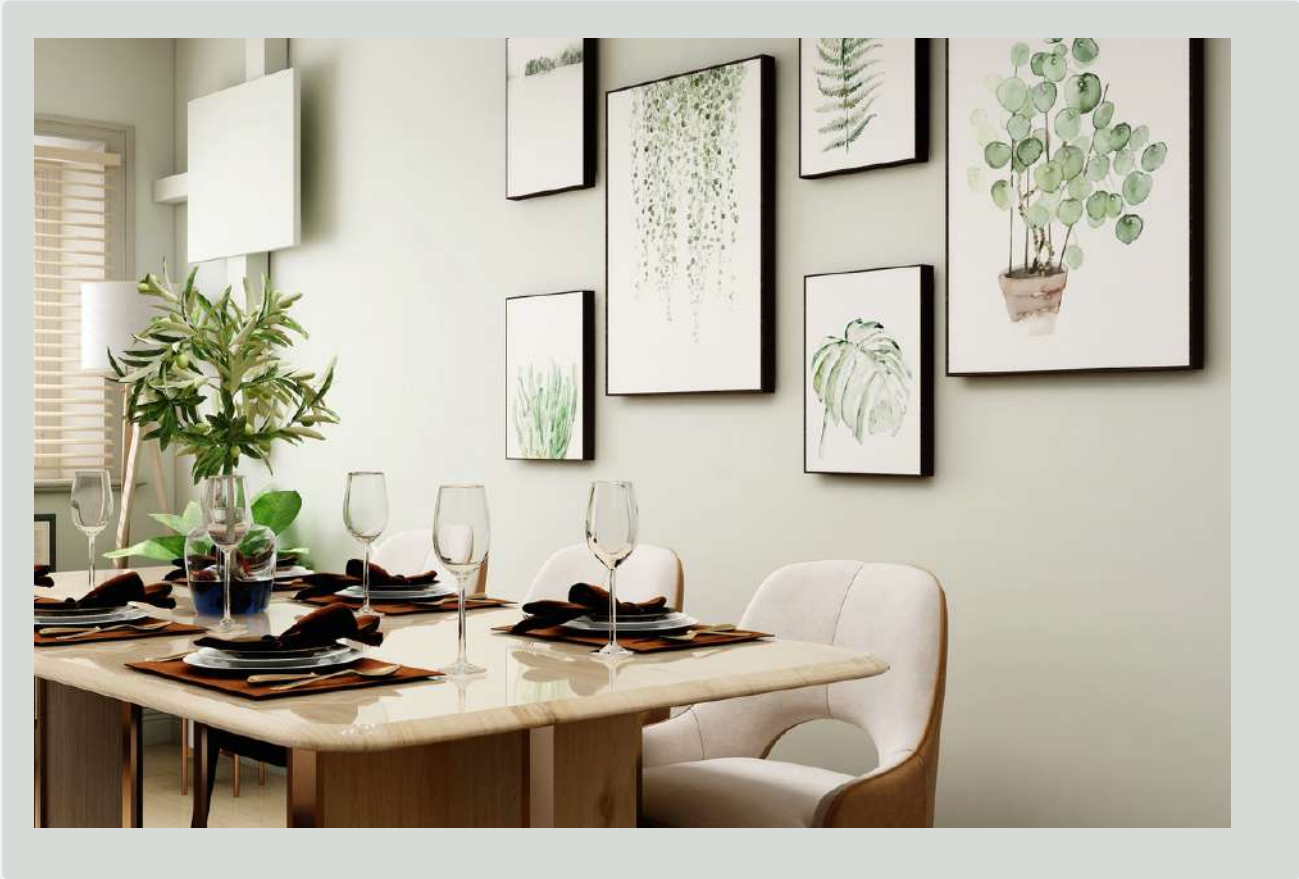
- present the same property in different styles to appeal to different buyers
- go for neutral or choose from 5 different colour schemes
- show a room fulfilling a traditional function or showcase a new potential
- present alternative layouts to appeal to different lifestyles
- or just show the property as a blank canvas - without furniture



*faster
sale*



This is very simple. The more people view a property, the faster you find a buyer. Not just that, but potential buyers - who finally see the potential in the property - will fall in love with the vision and will be more committed. Fewer sales falling through, faster process, less time and effort invested, more profit. What's not to like?





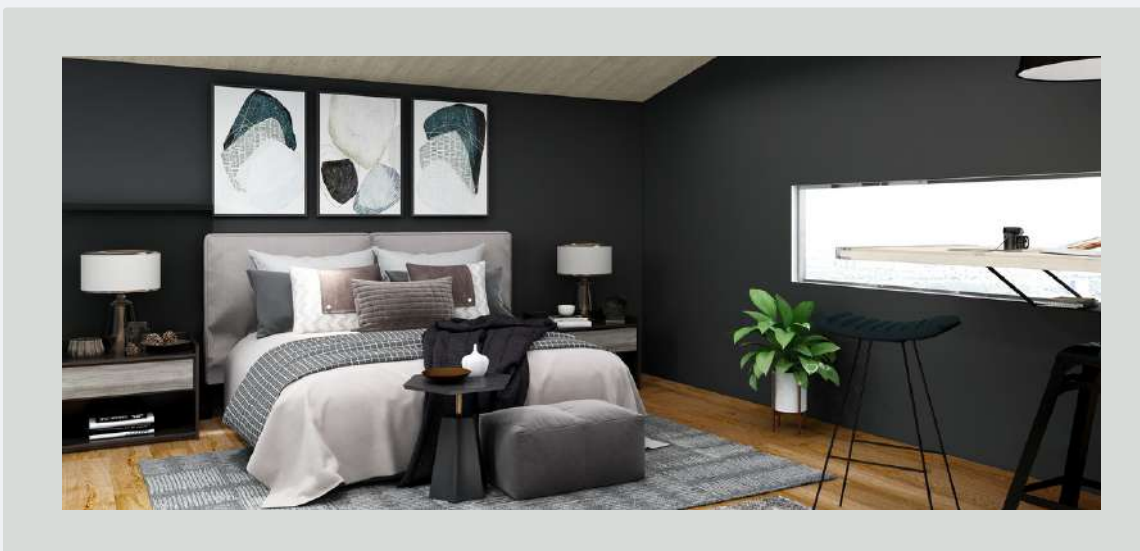
More Commission



Cha-ching! - you should hear by now. All the previous points will indirectly lead to more commission (and more profit!), but on top of that, even if virtual staging has no impact on the number of listings or the number of viewings (which absolutely does, but let's assume for a moment that it doesn't), staged properties, on a standalone basis too, perform better. 8% better, to be exact, according to Rightmove. Staged properties sell - on average - for an 8% higher price compared to non-staged properties.

Virtual staging is just the cherry on top. Because it costs only a fraction of traditional staging, it's absolutely hassle and risk-free, it is available for a much wider range of properties, leaves a lot more profit and offers such flexibility that traditional staging just cannot compete with.

What is your verdict? Can you say no to more money?

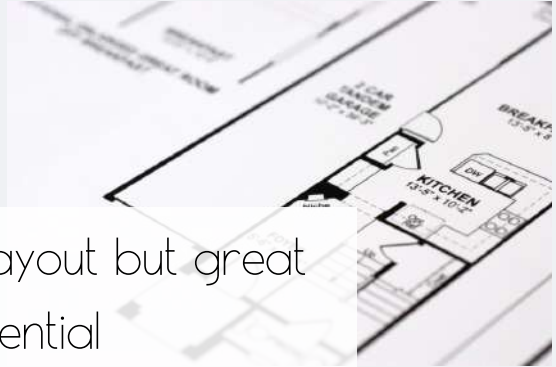




great
FOR PROPERTIES
which



need
renovation



have a bad layout but great
potential



empty property



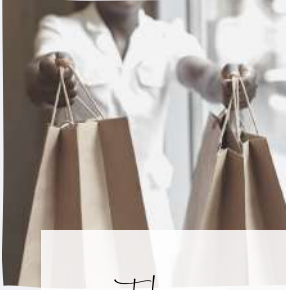
need de-cluttering



need to showcase a room with
a new function



Who else **BENEFITS** from virtual staging



The
seller

It's a no brainer for the seller - they will find a buyer (or multiple buyers!) faster and they will be able to sell their property for more.

They want to enjoy the benefits of home staging but without spending a significant amount of money, time and stress on a renovation which will likely be changed by the buyer anyway. They save time, money, stress and the planet with one small decision.

What's not to like?



The
buyer

They will appreciate the help visualising their future home, making decisions easier. They will not miss out on a great opportunity just because they can't see the potential.

It also gives them peace of mind. Buying a property is a huge decision and commitment. It's easy to doubt ourselves - are we making the right decision? But when they see the potential, they know exactly what their future home can look like and they can make that rather important emotional connection that will result in saying yes.



The
agency

Apart from the obvious (more commission and faster turnaround), this is the time to introduce virtual staging as a real differentiator in the market.

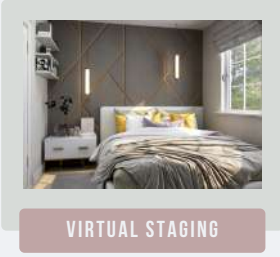
Pleasing your buyers and sellers. AND benefiting directly financially and by saving time (to sell more properties!)

Soon enough everybody will be offering virtual staging because of the obvious benefits. Be the first one in your area and stand out!



how
CAN I HELP





VIRTUAL STAGING

But why stop at an empty room. Most people really struggle to visualise the space - or even judge the true size of it without furniture and accessories.

People buy a lifestyle. They fall in love with a property when they can see themselves living there. Help them see and feel the potential of the property. Show them what an amazing home it could make for them.

Get the most important rooms (or all!) virtually staged by a professional interior designer. You will be provided with at least 2 photorealistic 3D images per room, styled in your chosen style to improve the online presence of the property and to let potential buyers fall in love with it head over hills.

Emotional connection plays an important role in deciding to buy a property. We pay attention to details - small personal items like a cup of coffee, a handbag, a pair of shoes, or even a pet placed strategically in the design will make the ever so important emotional connection happen instantly.





virtual staging EXAMPLES

LIVING ROOM

BEDROOM

CINEMA ROOM

OFFICE

CONSERVATORY

DINING ROOM

CHILDREN'S BEDROOM

LIVING ROOM

KITCHEN

BEDROOM

OPEN PLAN

CINEMA ROOM



click on the buttons



Living room





Bedroom





Cinema Room



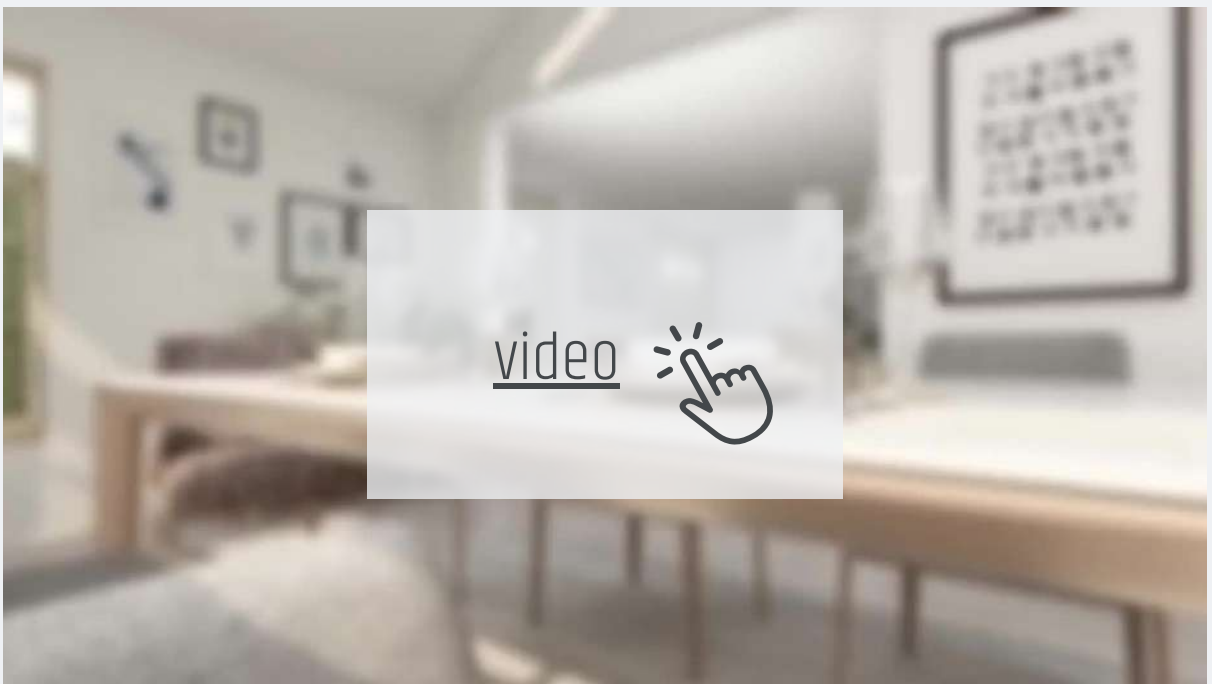


Office





Conservatory

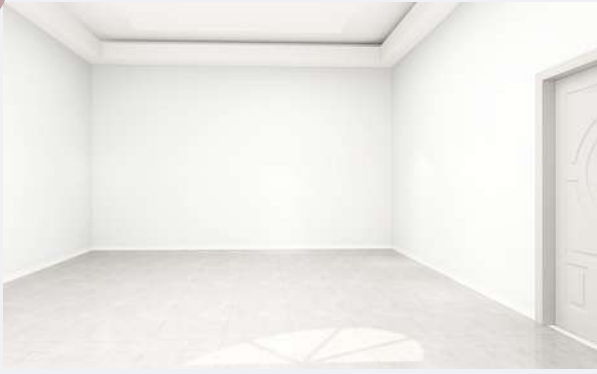


video



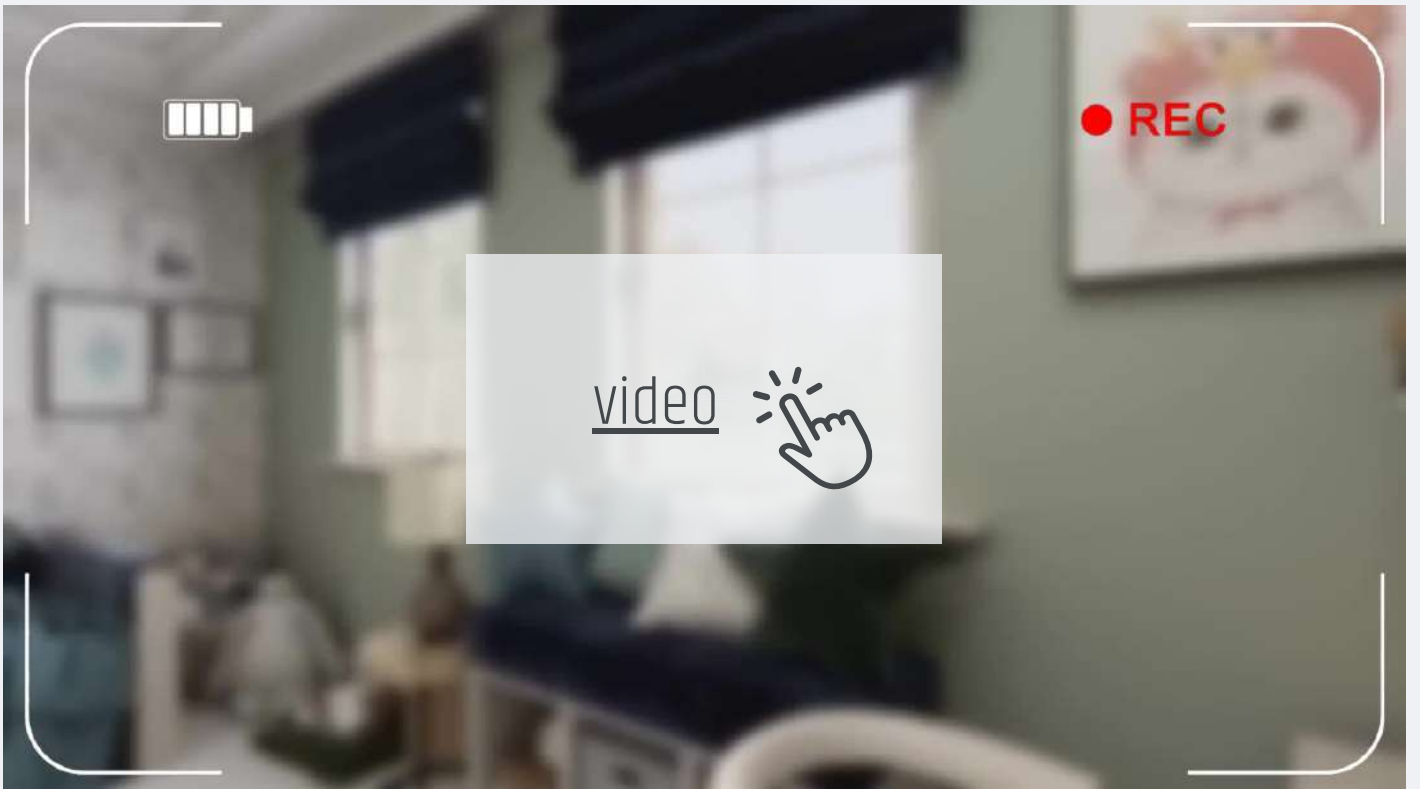


Dining room



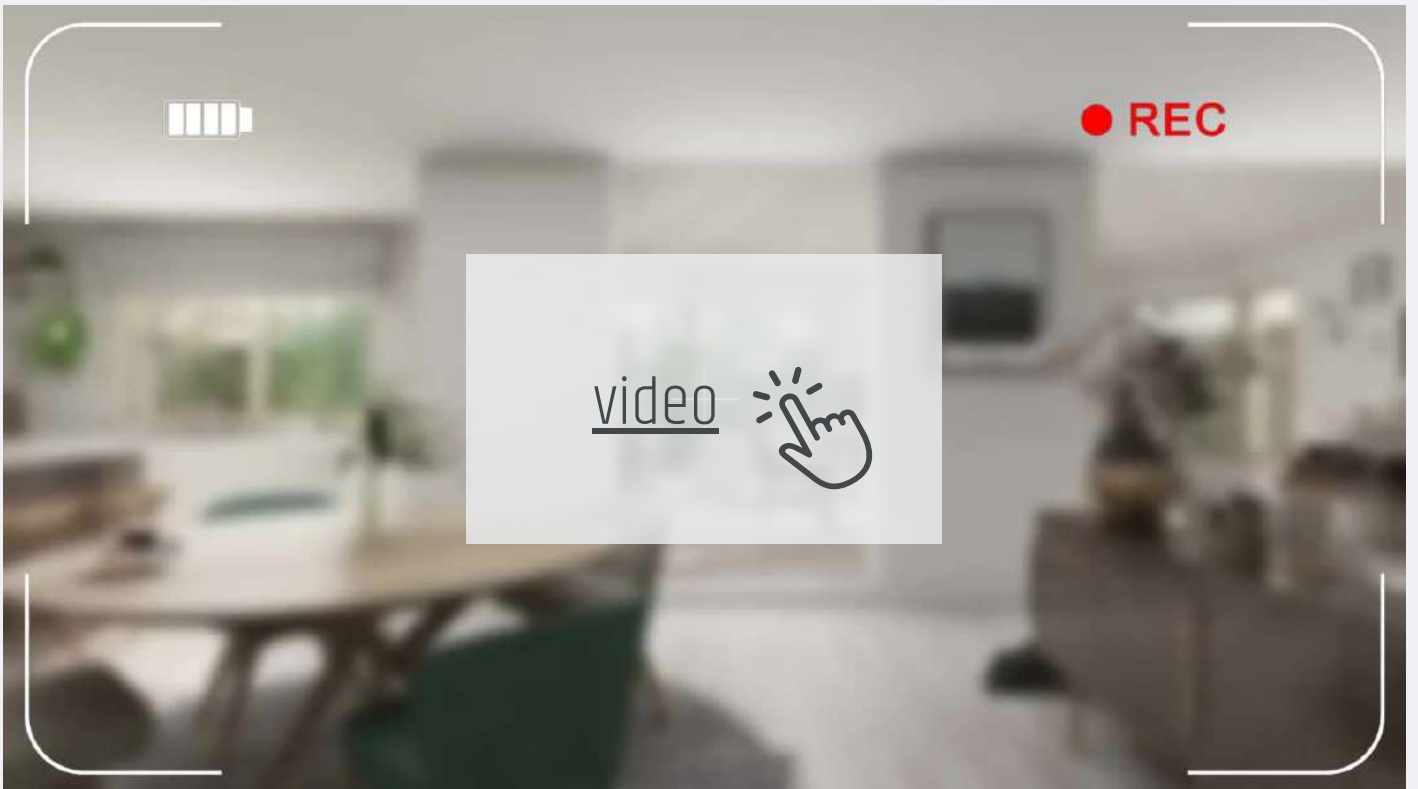


Children's bedroom





Living room

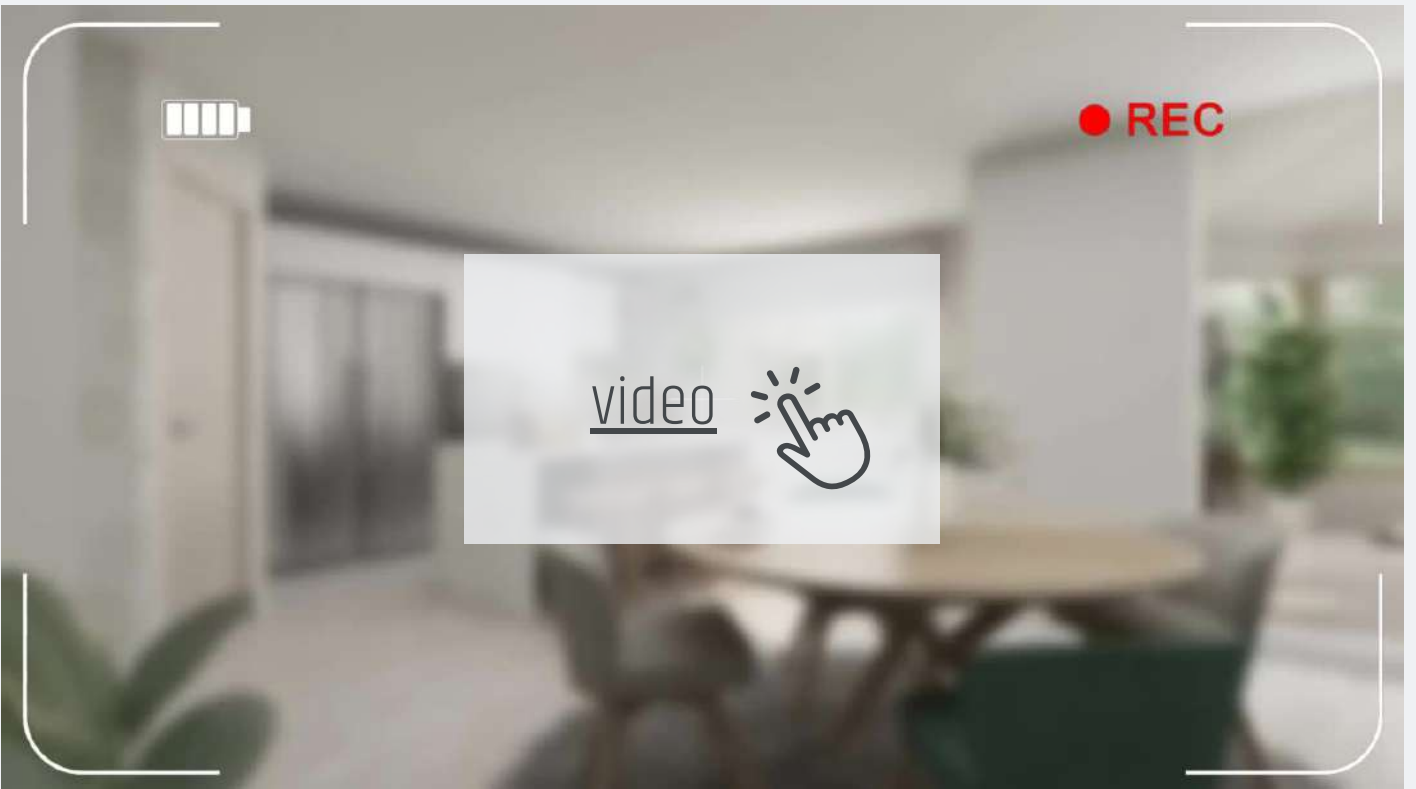


● REC

video

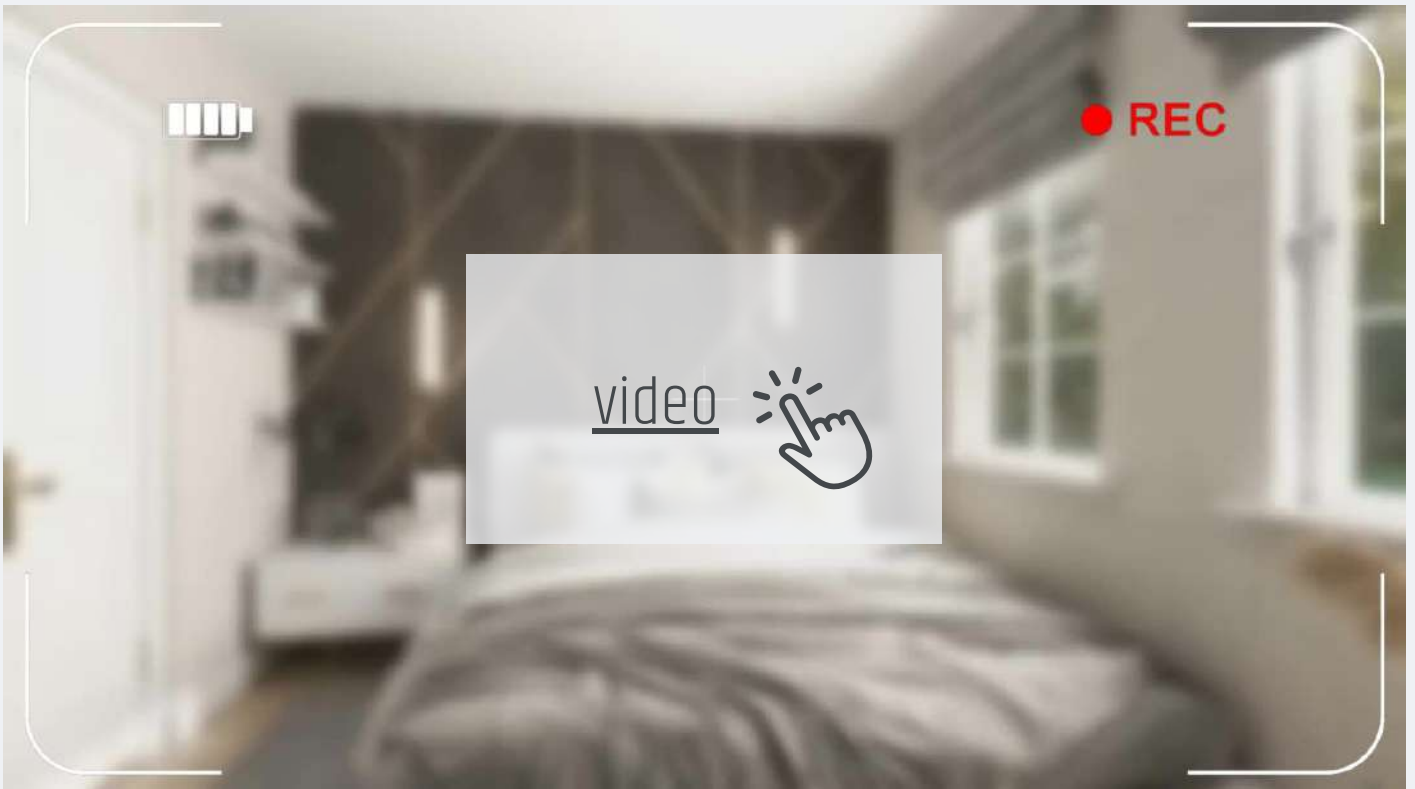


Kitchen



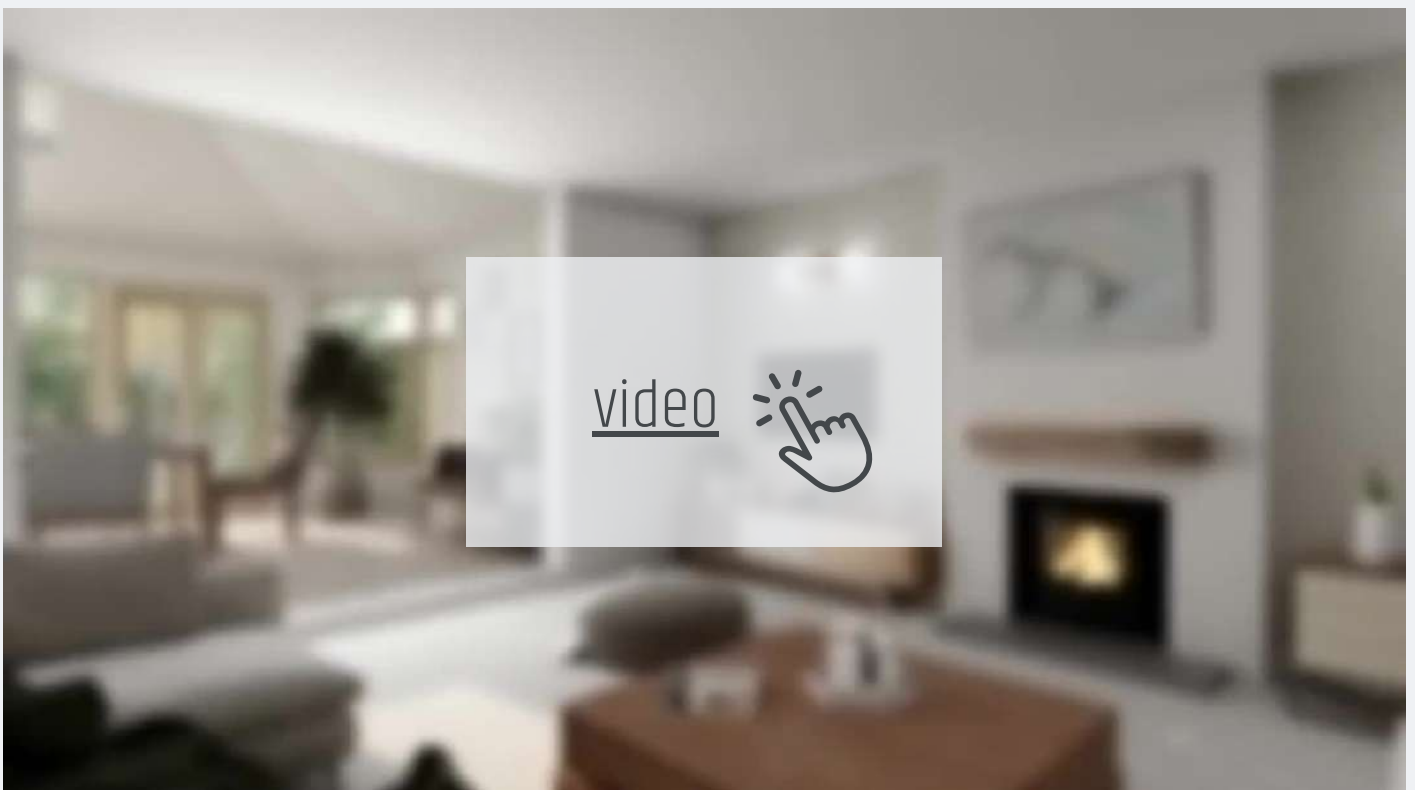
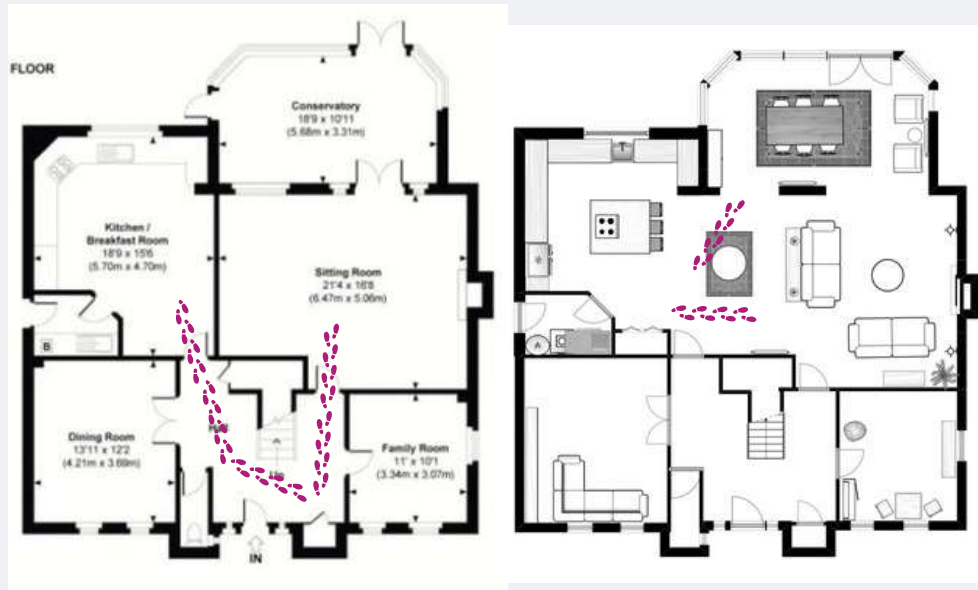


Bedroom





Open plan transformation





Cinema room



video



Let's work
TOGETHER

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