

COMPASS



An inside look at one of the ways I help my clients achieve success.

The Tracie Approach: The importance of staging apartments prior to listing



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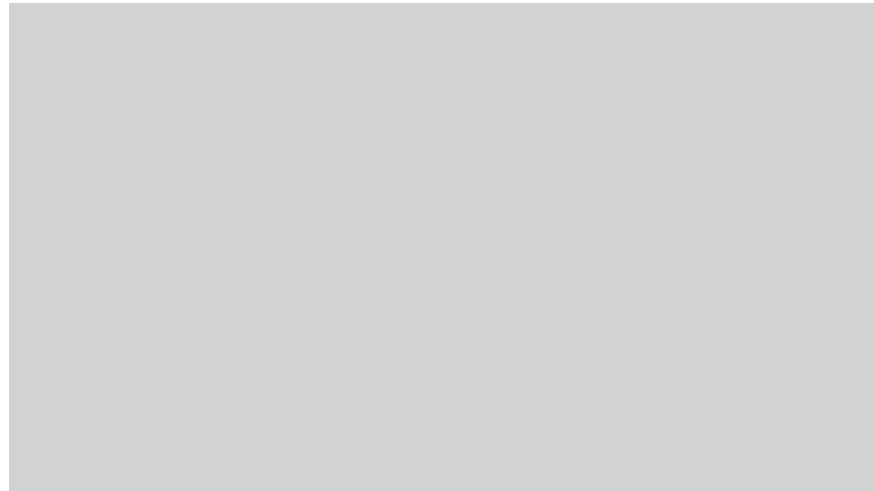
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AT COMPASS

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POWERED BY HUMAN CONNECTION



The Right Broker Makes All The Difference

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Strategic Furniture Staging

115 East 67th Street, Apt. 3B



BEFORE



AFTER



BEFORE



AFTER

When is strategic staging necessary?



Staging is a powerful tool that can significantly impact the sale of a property. When a property is empty, it often appears smaller as there is nothing to provide a sense of scale for what can fit into each room. It can then be challenging for buyers to visualize how they might utilize the space, often leading to a focus on flaws rather than potential. Staging transforms a property, providing a curated, neutral background to help buyers envision how they might see themselves living in the space. This connection can lead to higher offers and quicker sales.

Staging is not limited to just furnishing an empty space. Stagers can also assist with decluttering, organizing, and even removing / rearranging existing furniture or adding furnishings to highlight a property's strengths. All of these elements help potential buyers view a property as their future home, increasing its perceived value and desirability.

In my opinion, staging is the best money a seller can spend to have the highest visual impact on a property.

115 East 67th Street 3B vs 5B

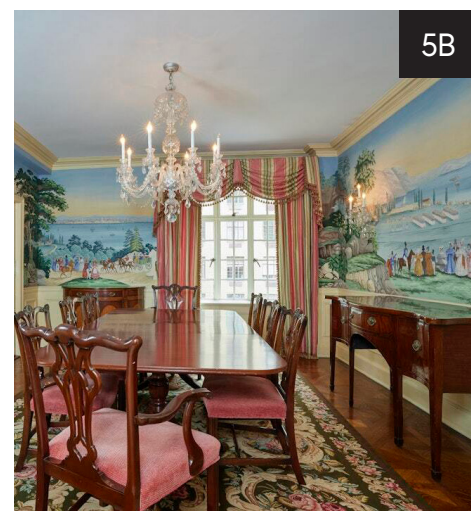
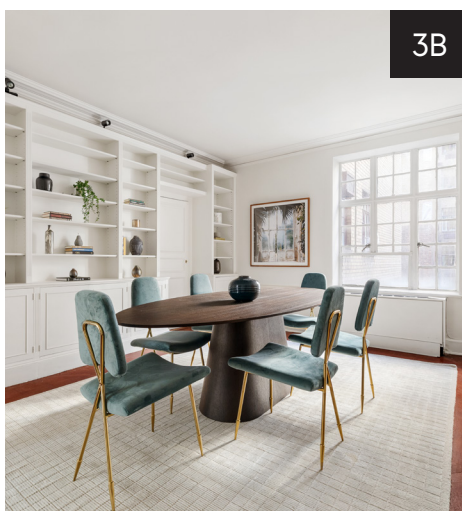


The Approach

Apartment 5B had been listed for two months when the seller of 3B reached out to me. I recommended painting Apartment 3B white and bringing in staged furniture so the property would stand out.

The Achievement

Apartment 3B was in contract within 30 days of listing with multiple interested offers. Apartment 5B was on the market for 259 days and ultimately sold for the same price as 3B.



Working With Tracie

Tracie Golding consistently ranks in the top 1% of brokers annually and in the top 50 brokers in New York State for Individual Sales Volume.

BY THE NUMBERS

\$1.5B+

Sold and rented

30

Years of experience

TOP 1%

Consistently ranked
Top 1% of brokers annually

Tracie's Versatility

Tracie does both sales and rentals at all price points and in all neighborhoods.

Global Reach

Tracie's referral network extends to every major global market.

Powerful Insight & In-Depth Market Knowledge

Tracie's proprietary analysis provides proven results.

REALM Member

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