

*Sophistication. Style. Saleability*



## The benefits of home staging

When it comes to selling your home, first impressions are everything. Professional home staging transforms a property into a welcoming, aspirational space that allows buyers to emotionally connect with the home from the moment they walk through the door.

A beautifully staged home photographs better, attracts more online attention, and stands out from competing listings. By highlighting a property's best features and creating a sense of lifestyle and possibility, staging helps buyers visualise themselves living in the space.

The benefits of staging extend beyond aesthetics. Professionally staged homes often generate increased buyer interest, can spend less time on the market, and may achieve stronger sale prices by creating a memorable and desirable first impression.

At Foxx & Filly, we have carefully curated each staging design to suit many properties, target markets, and current design trends. Our goal is simple: to maximise your home's appeal, helping you achieve the best possible result when it comes time to sell.

Because buyers don't just purchase a house—they purchase a feeling. Home staging helps create that feeling.



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Benefits of staging

**Cost versus return**

Before and after

Process overview

Pricing

# Cost Vs RETURN

Selling a home is one of the largest financial transactions most people will ever make. With a median property price valued at approximately \$800,000-\$900,000, investing in professional home staging represents only a small fraction of your property's value while potentially delivering a significant return.

At Foxx & Filly, our staging packages typically range from around 0.3% to 1% of a property's sale value, making staging one of the most cost-effective marketing investments available during the selling process.

Research consistently shows that professionally staged homes attract more buyer interest, generate stronger emotional connections, and often achieve higher sale prices than comparable unstaged properties. Industry studies have found that staged homes can achieve sale price increases of between 1% and 10%, while many agents report faster sales and greater buyer competition.

To put this into perspective, on a home valued at \$850,000:

- A 1% increase in sale price equals \$8,500
- A 3% increase equals \$25,500
- A 5% increase equals \$42,500

When compared to the cost of staging, even a modest increase in buyer competition or final sale price can deliver a substantial return on investment.

In today's Wellington market, where buyers have more choice and properties need to stand out online before buyers even attend an open home, presentation has never been more important. Professional staging ensures your property is showcased at its absolute best, helping buyers see not just a house, but a lifestyle they aspire to own.

Simply put, staging is not a cost—it is an investment in achieving the best possible result from your most valuable asset.



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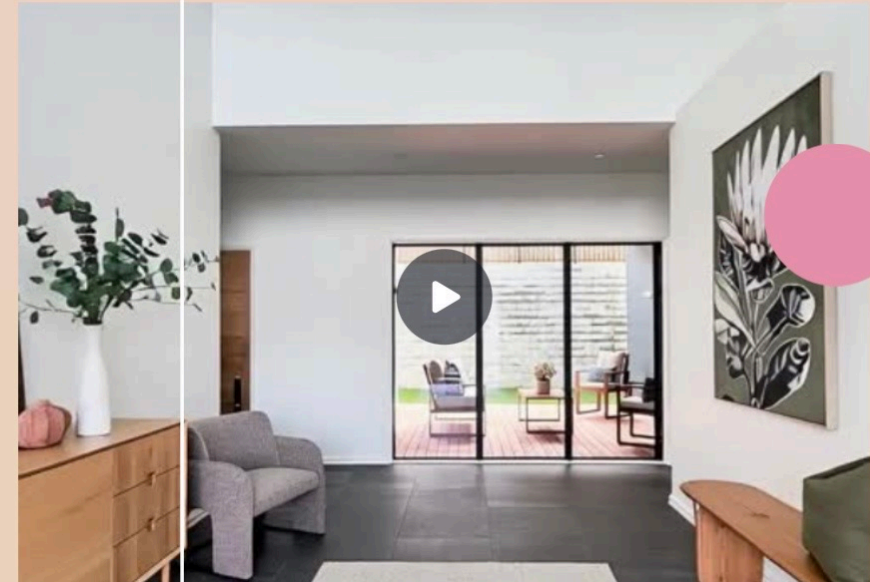
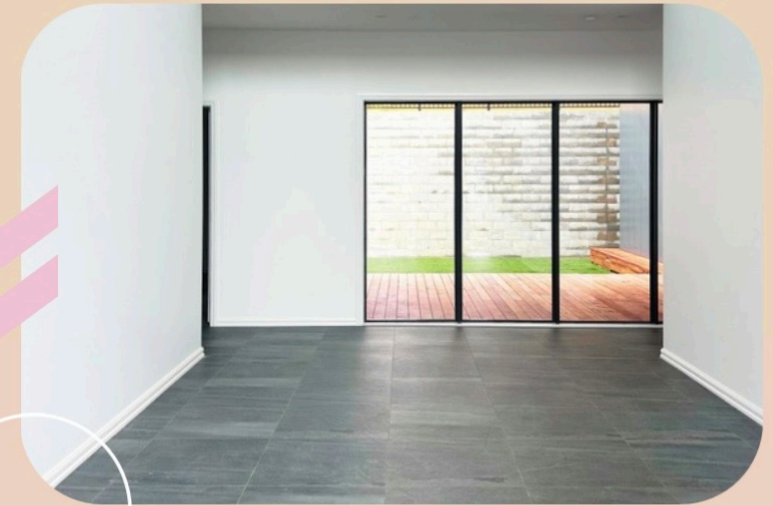
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# Before & AFTER



Seeing is believing.

While the impact of professional home staging can be explained, its true value is best demonstrated through before and after transformations. These images showcase how thoughtful furniture placement, carefully selected décor, and a cohesive design approach can completely change the way a property is perceived by potential buyers.

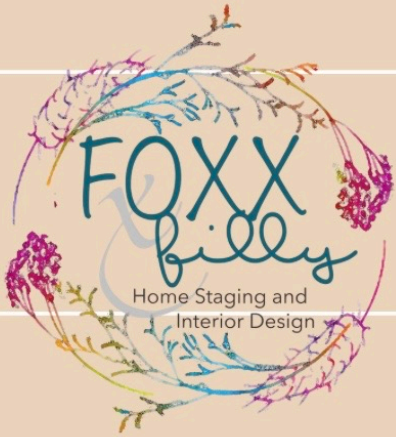
Homeowners often live in their spaces differently than buyers view them. Empty rooms can feel cold and difficult to interpret, while occupied homes may not always highlight a property's full potential. Professional staging bridges this gap by creating inviting, functional spaces that help buyers immediately understand how each room can be lived in and enjoyed.

Every property is unique, but the goal remains the same: to present each home in its best possible light and maximise its appeal to the widest pool of buyers.

Browse the transformations below and discover the difference professional staging can make.

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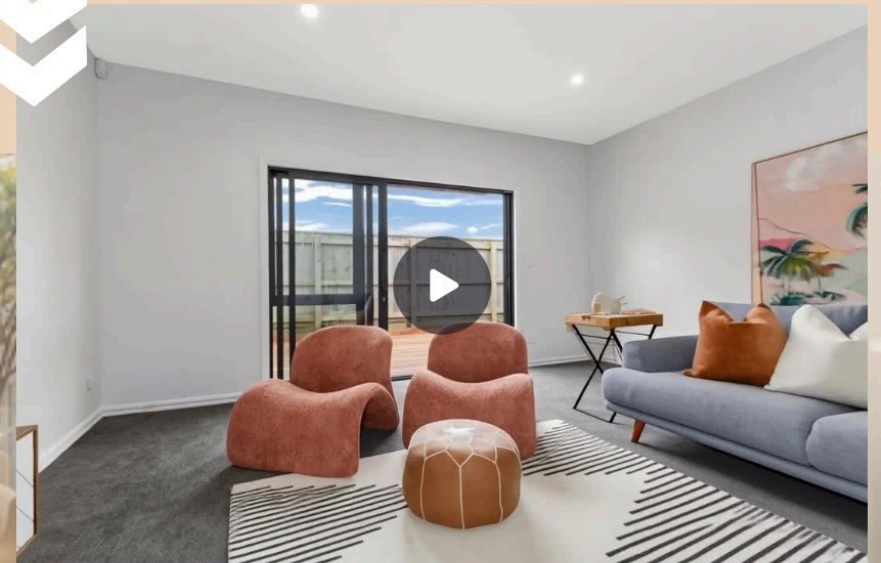
Benefits of staging

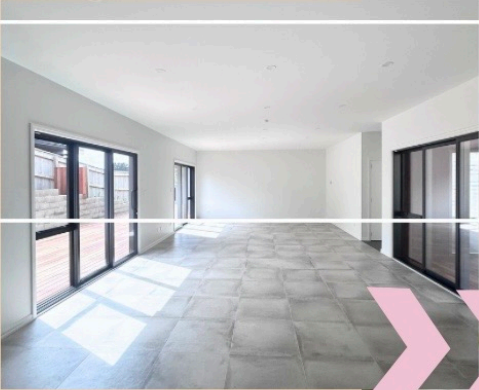
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# from Start - Finish

1

## Enquiry

Get in touch with our team and tell us about your property, timeline, and goals. We'll discuss the type of staging that best suits your home and answer any questions you may have.

2

## Consultaion & Quote

We visit the property to assess the space, layout, and property features. Following the visit, we provide a staging proposal and quote outlining our pricing and staging terms.

3

## Installation

Our team delivers and installs all furniture, artwork, décor, and styling elements. We carefully curate each room to create a cohesive, market-ready presentation designed to maximise buyer appeal.

4

## Collection

Once the property is sold or the staging period ends, we arrange a convenient collection time. Our team removes all staging items efficiently and leaves the property ready for its next chapter.

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# Pricing

## Full Home Staging

3 Bedrooms

**\$1,955**

4 Bedrooms

**\$2,185**

5 Bedrooms

**\$2,415**

*\*Pricing includes installation, collection and a standard 4 week staging period of 1 living room, 1 dining room & respective bedrooms. Additional rooms, outdoor staging & walk-on access are an additional charge.*

*All prices are included GST*

## Integrated Home Staging

Pricing starts from

**\$690**

*\*A site visit is required to provide an accurate quote based on what furniture & decor items will still be at the property at the time of staging.*

## Premium Home Staging

Pricing starts from

**\$4,000**

For a 3 Bedroom, 1 Living Room property

*\*Pricing includes installation, collection and a 6 week staging period of 1 living room, 1 dining room & respective bedrooms. Additional rooms, outdoor staging & walk-on access are an additional charge.*

*Price includes GST*

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