



New Book "Set the Stage for a Sale" Available Now, to Help Home Sellers Save Money -- and Sell Homes Fast!

Famed Stager's Essential New Guide to Making the Sale Launches Nationwide and with Events in NYC

New York, NY ([PRWEB](http://www.prweb.com)) April 3, 2009 -- The exciting new nonfiction book "Set the Stage for a Sale," by famed top home stager Ilaria Barion, is now available for purchase nationwide, at <http://www.setthestageforasale.com>.

"Set the Stage for a Sale: Secrets to Make Your City Dwelling Irresistible, Attract Home Shoppers, and Sell Fast in Any Market!" is sure to become every home seller's bible -- just as valuable for real estate professionals as for independent home sellers looking to sell on their own. Written in an entertaining and informative style by industry expert Ilaria Barion, the book tells home sellers how to save money through savvy home staging -- making faster sales, and for top prices.

"What motivates home buyers to buy for top dollar, even in today's tough market, while other properties languish unsold, price cut after price cut?" asks Ilaria. "My book answers those questions, and more -- demystifying the home selling process while showing how home staging actually saves sellers money." As "Set the Stage for a Sale" shows, the moment a property hits the market, home sellers have a narrow window of opportunity to appeal to home shoppers, generate traffic and achieve the sale. Engaging shoppers and getting them to a fast decision is far more complex than just sprucing up or adding a little décor. Unlike other books on home staging, "Set the Stage for a Sale" offers rare insight into home shoppers' emotional and rational buying triggers, in-depth analysis of successful marketing approaches, advice from top color and storage experts, and in-depth interviews with some of the top real estate and marketing professionals in the U.S. These include bestselling author Paco Underhill, plus top real estate brokers Jacky Teplitzky, Efraim Tessler, Deborah Grubman, Paul Gavriani, Vincent Falcone, Glenn Norrgard, John Tenore, Linda Shaughnessy, Valerie Fitzgerald, Lori McGuire, Barbara Callan, Walt Danley, and Lino Raffaele -- plus Ilaria's hands-on secrets to turn home shoppers into home buyers!

"Home shoppers are spectators before a stage: your home," adds Ilaria. "Setting that stage is the most powerful marketing tool at your disposal to beat the housing slump!"

Ilaria Barion's "Set the Stage for a Sale" (ISBN 978-0-615-27232-0) is a hardcover book (6x9 format, 244 pages) available now, priced at \$25.95. However, to celebrate the book's launch, a special discounted price is currently available via its official website, at <http://www.setthestageforasale.com>. The book will also be available nationwide at a variety of major online booksellers, as well, and a sample "look inside" can also be immediately viewed online, by visiting the book's website.

Events and Seminars

To celebrate the launch of "Set the Stage for a Sale," Ilaria Barion will be holding a special event in New York on Thursday, April 16, 2009 from 5:30 to 7:30 p.m., at a fabulous penthouse property listed by Bryan Tomczuk and Mark Schoenfeld of The Corcoran Group that she recently staged. For information on additional events, appearances or book signings as they occur, please visit <http://www.ilariabarion.com/events.php>. Meanwhile, to



share her secrets on setting the stage for a sale with real estate professionals and home sellers alike, Ilaria Barion is currently available for appearances, speaking engagements, and interviews nationwide. To inquire about her availability, or to request attendance to her special April 16 event, please contact pr at ilariabarion.com or Paramitch at aol.com.

About the Author

Originally from Milan, Italy, Ilaria Barion is a marketing veteran and highly sought-after real estate stager who is a proud member of the Real Estate Staging Association (RESA). Before helping sellers to attract traffic and turn it into sales, she advised corporations around the world, and then transformed that marketing expertise directly into her own specialized and highly strategic approach for real estate. Today, her clients include developers, investors and celebrities from across the globe. Through her virtual staging service, Ilaria's expertise is available to clients no matter where they are, and she also offers "Stage to Date," a unique service to make singles' apartments as "date-able" as they are. Learn more at <http://www.ilariabarion.com>!

For more information on Ilaria Barion, for a review copy of her new book "Set the Stage for a Sale," or to book her for interviews or media appearances, please contact publicist Angela Mitchell at (904) 982-8043, or ib at paranoidpr.com.

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