

## **Luxury Home Staging Reaches the Mainstream with Virtual Staging by Ilaria Barion**



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Finally, anyone can afford to get their vacant property ready to sell or rent. Luxury home staging has entered the mainstream at last, thanks to Virtual Staging by Ilaria Barion.

Through virtual staging, Ilaria Barion's upscale and stylish home staging services are now available to clients worldwide for as little as \$49 per staged room. As an acclaimed home staging expert with over \$300 million in staged real estate to her credit, Ilaria knows how to entice home shoppers, and in her virtual staging services, she uses the magic of computer-generated furnishings and décor to turn a simple photograph of an empty room into a realistic and flawlessly designed interior for home sellers and real estate firms alike.

"A vacant property poses serious problems for those seeking to sell fast, and for the best possible price. Why? Because only a fraction of home buyers are able to appreciate the true size of an empty space -- much less envision what to do with it," comments Ilaria. "That's even more important online, where the search starts and traffic is generated. Online home sales are like online dating," she emphasizes. "If your property's pictures aren't attractive, you won't get a wink of interest. Staging a vacant property is a must, it's as simple as that. And I am thrilled that now anyone can afford to do it through Virtual Staging by Ilaria Barion ([www.virtualstagingbyilariabarion.com](http://www.virtualstagingbyilariabarion.com))."

As a home staging pioneer who once worked with an inventory of over 900 furnishings and accessories in New York City, Barion now works from an almost limitless digital catalog instead, creating flawlessly staged rooms in cyberspace that spotlight each property's assets for buyers. "I'm able to utilize my years of staging experience," she adds, "while adding an incredible number of décor options to my work." Best of all, virtual staging enables Barion to offer her services anywhere, from Chicago to Miami, from Sydney to San Francisco, and beyond.

Virtual staging has become such a key part of the marketing process for vacant properties, that several real estate firms are now routinely picking up the tab and making it part of their regular sales and marketing process. Combining her years of traditionally staged properties with her gifts for experiential marketing, Barion's virtual stagings offer the next frontier in home staging, and she has been selected as the virtual staging provider for The Corcoran Group, a New York-based firm with 42 offices and over 2,200 agents in New York, The Hamptons and South Florida. Her services have also already been tapped by firms like Prudential Rubloff Properties and Koenig & Strey Real Living in Chicago, by Sotheby's International Realty in Minneapolis, and by Coldwell Banker(R) in Connecticut.

### **Staging Realistic Rooms in Cyberspace:**

Through virtual staging, Ilaria Barion offers home sellers and landlords everywhere an alternative to traditional home staging -- without the hassles of actually moving or changing furnishings, and at a fraction of the cost. Virtual Staging by Ilaria Barion offers a terrific alternative to traditional home staging, and prices start at just \$49 per staged room.

Best of all, the virtually staged images created by Barion's firm can also be used by sellers or real estate professionals for everything from websites to marketing materials, sales brochures, e-cards, and more. Virtual staging is also ideal for those with rental properties, as well. "Rental properties can benefit from home staging just as much as those for sale, and virtual staging now offers a truly practical option for the rental market," adds Barion. "Now any landlord can afford to make their rental listings shine online!"

To immediately view stunning sample galleries of Ilaria Barion's virtual stagings, please visit [www.virtualstagingbyilariabarion.com](http://www.virtualstagingbyilariabarion.com).

### **About Ilaria Barion:**

Originally from Milan, Italy, Ilaria Barion is an acclaimed author, expert, speaker, and accredited Professional Stager. She is an official member of the Real Estate Staging Association holding RESA-PRO (TM) designation, and has spent years advising individuals and corporations on experiential marketing and staging to sell. She is also the author of the award-winning how-to book "Set the Stage for a Sale: Secrets to Make Your City Dwelling Irresistible, Attract Home Shoppers, and Sell Fast in Any Market." The book is a must for any home seller, and is available for purchase from [www.virtualstagingbyilariabarion.com/book.html](http://www.virtualstagingbyilariabarion.com/book.html), as well as at Amazon.com, or several other quality booksellers nationwide.

For more information on Ilaria Barion, to interview her as an expert on home staging, or for a review copy of her book "Set the Stage for a Sale," please contact her at (212) 920-7161.

For images, information, or to book Ilaria for interviews or media appearances, meanwhile, please contact publicist Angela Mitchell at (904) 982-8043.

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