

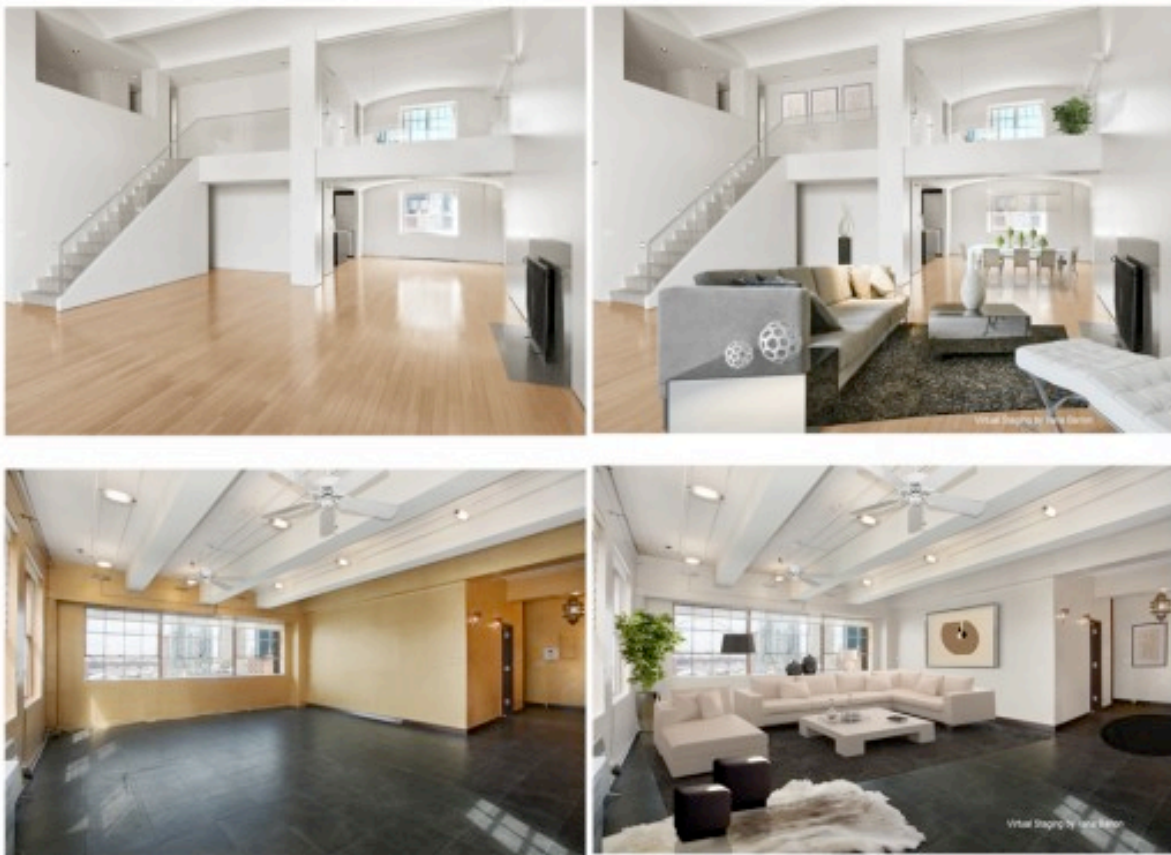
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HOME STAGING

Virtual Staging the Latest Innovation in Property Marketing

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Virtual Staging the Latest Innovation in Property Marketing

For vendors looking to present their home in its best possible light, home staging in advance of property photography and showings has become an accepted part of the process.

However, traditional home staging doesn't come cheap with site visits, consultations and the hire or purchase of suggested furnishings and accessories all incurring a cost. Step in the virtual stagers – an affordable alternative for those looking to showcase a property's potential to possible purchasers. Virtual staging uses [property photography](#) featuring vacant rooms as a starting point, to which furnishings and accessories are added digitally to give the look of a fully styled and staged space.

Virtual Staging offers Innovative Property Marketing Solution

One practitioner of this innovative new [property marketing](#) service is Ilaria Barion, who has taken her years of accumulated staging expertise into cyberspace to extend her services to people in all areas with all kinds of budgets through her [virtual staging website](#). Prices for the service start at just \$49 (about £30) per room and the images created can be used on listings, particulars or [microsites](#).

Enhancing Property Photography Turns House into Home

Ms Barion, who gained a reputation for great work during her successful staging career in New York, explained that virtual staging was an excellent option for those attempting to sell an empty property as it allowed house hunters to envisage the potential for a house to become a home.

She said: "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. Online home sales are like online dating. If your property's pictures aren't attractive, you won't get a wink of interest."