



**PARKER STAGING**

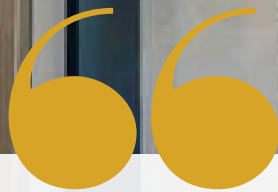
FURNITURE STAGING & REDESIGN EST. 2009

# STAGING

*for Real Estate Success*







*Great experience staging our home in Washington DC. This company went above and beyond to facilitate the necessary stage in order to get our home sold at our asking price.*

- Washington DC Client





**Did you know that  
only 10% of home  
buyers can visualize  
the potential of a  
home?**

# STAGED HOMES SELL FASTER

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Home staging is the act of preparing and showcasing a residential or commercial property for sale where knowledge of real estate, home renovations and creative design principals are applied to attract a buyer.

Home staging helps real estate sellers and buyers by setting a mood, lifestyle, and character for a home, making it easier to visualize its potential. With the right furniture and dressings, smaller, empty rooms come alive with style and personality.

## STAGING STATISTICS

- 90% of buyers look to the internet to view homes BEFORE they contact a real estate agent
- 63% of buyers are willing to pay more for move-in ready properties
- Buyers view professionally staged listings as “well maintained”
- Staging can give older homes a fresh look
- Provides functionality for small rooms and odd layouts.
- Photos of professionally staged listings look better in print and web media

## ABOUT US

Parker Interiors is one of the largest staging and redesign firms in Washington, DC committed to designing interiors that deliver results for our clients.

## OUR CUSTOMIZED APPROACH

At Parker Interiors, there is no one size fits all. We understand that each home deserves a customized approach that highlights its unique design style and integrity.

## STAGED FAST, STAGED RIGHT

In the fast moving world of real estate, we believe that staging must be fast and convenient. We pride ourselves on our flexibility and our ability to stage homes expeditiously, making every effort to meet client deadlines without sacrificing quality.

## CREDIBILITY

Since 2009, we have staged real estate properties valued at \$3B. 80 to 90 homes are fully staged at one time. Our vast inventory of traditional, contemporary and transitional style furniture, art and accessories exceed in value of \$3M. We serve builders, developers, investors, real estate agents, plus homeowners all across MD, VA and DC.

## CUSTOMER CARE

We are an established high volume reputable staging business with a proven track record, yet we still conduct and maintain the same personal one on one client service of a small business. We will address your needs. We will minimize and rectify any issues. Your voice will be heard and results will be executed in a timely and effective manner.

## STYLE OPTIONS

We are one of the very few staging companies that will allow you to select our own design styles. We offer our Modern Classic Pinnacle collection, our contemporary Parker Condo collection and our Parker Transitional collection. Three distinct design styles that will bring our vision to life to help you sell faster for top dollar!





*We are Your Staging Solution and Partners  
in Your Success*





## OUR STATISTICS

- Staging homes in DC area since 2009
- Over \$3B in staged homes to date
- 70% of our staged homes sell at or above asking price
- Clients: Builders, Realtors, Homeowners, Investors, Businesses
- Homes staged from \$250,000 up into the millions
- 10,000sf of furniture art & decor
- Trained staff of professional staging designers and staging installers
- Professional moving partners
- Full liability insurance coverage
- Over \$3M in inventory
- Most homes staged in one day (9-10 stagings)
- 460 Stagings in 2019



# 3 *Design Style Options*

## MODERN CLASSIC

Our Pinnacle Modern Classic design style is elite, restrained and mature. With neutral based palettes, this design style is recommended for properties that aim to attract a discriminating buyer. Structured furnishings are complimented by bold accents, pops of soft color and the occasional addition of metals and glass for a modern twist on the classic traditional home.

**Pinnacle stagings start at \$3000.**

## PARKER CONTEMPORARY

Looking for a staging that screams chic, modern, simple & stream-lined elegance? Contemporary staging is perfect for you. Most commonly used in urban settings, condos, studios or efficiency apartments, contemporary staging provides the perfect jolt of energy that connects with couples, young people (or the young at heart) and those attracted to simple and minimized style.

**Contemporary condo start at \$1650.**

## PARKER COMFORTABLE TRANSITIONAL

Comfortable Transitional is the most commonly applied staging style. With it's emphasis on soothing comfort, this style can be applied to single family homes in the suburbs but it can also work well for condos and single family homes in the city. Transitional staging has elements of traditional and contemporary stagings. The understated style of our comfortable transitional look has appeal across age groups and other demographics. Pricing and contents of our transitional staging packages.

**The average transitional staging is \$2300.**



## OVERVIEW OF OUR SERVICES

Parker Interiors understands the hurdles you face in the real estate game. As your partners, we can help you navigate with ease by providing services that will help enrich your agent/client relationship and position you as a top producer!

### WE PROVIDE:

- Complimentary Quotes
- Occupied & Vacant Stagings
- Walk n Talk Consultations
- Variety of Design Styles: Modern Classics, Transitional and Contemporary
- Partner "Trade Only" Discounts
- Paint Color Selection Assistance
- VIP Client Program
- Layout & Design Advice
- Model Home Decorating & Furnishing
- Rental Property Decorating & Furnishing
- Short Term Rentals
- BackStage Furniture Sales
- Interior Decorating



## STAGING FAQs

### **Q. WHAT IS INCLUDED IN THE STAGING FEE?**

A. Our staging fee includes the design, delivery, installation, de-staging and rental of certain furniture and accessories for 45 days, if required to make your home look its best. Our staging services can be as extensive or as simple as you want. We can stage every room or just a single room.

### **Q. HOW MUCH WILL IT COST TO STAGE MY HOME?**

A. The cost varies greatly from home to home. Factors include, size, location and what your home needs. Call us to schedule an appointment for a free quote.

### **Q. HOW LONG DOES IT TAKE TO STAGE A HOME?**

A. After we receive the signed contract and payment, we can stage your home in as little as one day. Larger homes can take 1-2 days.

### **Q. MY CLIENT IS ON A VERY LIMITED BUDGET. IS THERE A STAGING OPTION WE CAN AFFORD?**

A. We can adjust our staging services that accommodate your budget by being as extensive or as simple as you want. We can stage every room or just one room. We specialize in maximizing existing items and focusing your staging dollars where they matter most.

### **Q. WHAT IF I NEED TO RENT FURNITURE LONGER THAN 45 DAYS?**

A. If you find that you need to rent furniture and accessories longer than 45 days you can purchase additional rental time on a monthly basis.

### **Q. WHAT FORMS OF PAYMENT DO YOU ACCEPT?**

A. We accept cash, checks and all major credit cards.





**PARKER**  
**STAGING**

Experience + Savings

**HOW TO CONTACT US TO BOOK YOUR  
STAGING OR REQUEST MORE INFO?**

Contact your sales person directly or give us  
a call at **1 (866) 512-7659** or **1 (240) 532-7366** or  
via email at **[sales@parkerstaging.com](mailto:sales@parkerstaging.com)**

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