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'Home staging' trend comes to Downingtown

By: Nick Browne , Editor

Selling your home can be quite an undertaking, especially when attempting to set it apart from all the other homes on the market.

That is where "home-staging" comes in. It is the latest tool in a box of techniques designed to help individuals sell their homes more quickly, efficiently and for a higher selling price.

"Home Stager's prepare home's for sale," said Maggie Fithian, an accredited Home Stager and owner of Maggie's Designs. "I come up with a plan for the house."

However, not everyone is in need of a stager's full-scale "make-over" but would still like her expert advice and use of her varied inventory. That is where Fithian comes in. As an accredited Home Stager, Fithian shows you how to "Stage It Yourself" and save big money. Maggie even encourages her clients to utilize her vast warehouse of furniture and accessories, at a great savings.

Many people will say that Home Stagers do the same thing as a realtor, not so says Fithian.

"A lot of people don't understand what we do and how it differs from what realtors do," said Fithian. "They look at market comparables. We look at the minute details. A lot of realtors will call us to do consultations with clients. The realtor pays for us to do a detailed consultation."

Trained as a computer specialist for over 23 years, Maggie knows that "the devil is in the details". Every aspect and every detail of each project is carefully planned out in the computer industry. Even a single keystroke cannot be ignored.

Fithian says that these same principals work wonders when staging a home.

"It's a process that must be thought out meticulously in order to ensure the greatest return on your dollar," she said. "And that's our goal, to help our customers every step of the way in doing it themselves and saving money in the process."

"We come into the house to help enhance the home's features. Move furniture to accentuate features of the house. If they have a great view, we want to accentuate that view."

Fithian says she wants to be able to market to the home to all buyers, not just specific ones.

"Right now it's really picked up. It's a buyers market now. Sellers need an edge," she said.

Fithian has not always been involved with interior design, however.

"I've been in technology for 35 years," she said. "I had a computer technology company."

Because of her experience in the technology field, Fithian has developed an eye for detail.

"I pay attention to the slightest little detail," she said. "I'm a problem solver by nature. I look, as the buyer does, for the small details. All those things that may not help a buyer buy your house."

Aside from onsite consultations, Fithian is offering free webinars on Staging It Yourself.

Check out her website at: www.maggies-designs.com for times and dates.