



Marianne Cherico: Professional Staging Yields Amazing Results!



affiliate
profile

by Lalaena Gonzalez-Figueroa

For Accredited Staging Professional™ Marianne Cherico, there is nothing like combining her love of design with her years of experience in the real estate industry. A licensed real estate agent, she has long understood the value of a home's appearance in increasing its appeal to prospective buyers. Today she offers a wealth of services including staging resale and model homes, interior design and color consultations. She takes a collaborative approach to her work, serving as a trusted resource and support person to real estate agents.

Marianne studied at the Rhode Island School of Design and went on to become one of just over 100 Accredited Stagers® practicing in the State of Massachusetts. Her work as a staging professional involves more than just rearranging furniture or freshening a property's look. "Staging is different from traditional interior design work," she explains. "It's not about making a space unique, but creating a place that will appeal to many people."

Today, a typical savvy homeowner or REALTOR® may have the skills necessary to improve a home's appearance through decluttering or by rearranging existing furniture. Some even go so far as to stage homes with borrowed furniture and accessories. But the value of working with an Accredited Stager® like Marianne goes far beyond basic cosmetic improvements.

A typical staging consultation involves a lengthy walk-through with the homeowner—an average time of one-and-a-half to two hours—during which Marianne makes observations, looking for focal points and key features to highlight in each room. She provides ongoing verbal feedback, explaining why she would suggest certain changes and answering clients' questions. Afterwards, a complete written report details her recommendations, which are listed by priority. Throughout the entire process, Marianne focuses on her role as a support person to a REALTOR® and a liaison between the agent and the client. "I've worn both hats (as a designer and a sales associate)" she says. "I find that people are more open to ideas when they are presented by a third party. My background in design and experience in real estate helps lend credibility to the advice I'm presenting."

Not only does she take into consideration each home's unique selling points, but she also works within every client's budget, offering reasonable suggestions that will make a strong impact. "It's money well spent," she asserts. "We have seen that a home's pricing and condition are the key factors in its salability; I defer to the listing agent for pricing, and I do my part to ensure the home will show at its best."

In addition to her staging and design business, Marianne also works as an assistant to REALTOR® Gil Campos. Her work provides her with a well-rounded understanding of the real estate market, enabling her to maximize the results of her services. She understands the nature of the real estate business, and offers complete confidentiality to every client with whom she works.

Today's real estate market is highly competitive and constantly evolving; agents must continuously update their repertoires in order to remain viable within their fields. Working with an Accredited Staging Professional™ like Marianne is one way to increase the value of the services they provide. To this end she offers a discounted rate to REALTORS® who regularly utilize her services. "Agents are using this as a tool to secure more listings," she explains. "Using an Accredited Staging Professional™ is a great way to enhance a sales associate's marketing package."

According to the International Association of Home Staging Professionals, staged homes spend an average of 50 percent less time on the market, and sell for nearly seven percent more than non-staged listings. Utilizing the services of a professional like Marianne can save time and money, increasing client confidence and helping REALTORS® build valuable repeat and referral business. ★



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