

Interiors by Marianne Cherico

When Accredited Staging Professional Marianne Cherico started her real estate career in the 1980s, staging was an unknown phenomenon in this part of the country. In fact, most real estate agents were cautious about advising sellers on how to prepare their homes for sale for fear that the seller would be insulted. Today, with the concept of staging growing in this challenging real estate market, Marianne has been busier than ever offering her wealth of services including staging resale and model homes, interior design and color consultations.

When staging resales, Marianne looks at the home through a buyer's eyes. Many real estate agents hire Marianne to do a report and consultation that involves a lengthy walk-through with the homeowner — an average time of one-and-a-half hours. As Marianne walks the seller through the house, from the outside to each and every room, she makes suggestions and answers the client's questions. Every home has unique challenges and Marianne is careful to make sure that she presents



Marianne Cherico

cost-effective ways to get the job done. For instance, sometimes simply decluttering and rearranging furniture can make a big impact in a room. In this way Marianne can make sure that the buyer sees the features that sell houses, like hardwood floors or a lovely window overlooking a gorgeous backyard. Sometimes neutralizing a wall color is an inexpensive way to appeal to the largest amount of buyers. "If you have a royal blue room and the buyer hates blue, he/she will start taking money off for that — or worse, start talking themselves out of the house. Most Buyers, however, will be OK with a neutral color." Marianne follows up the walk-through with a detailed report listing priorities.

Interiors by Marianne Cherico has also staged model homes from Marina Bay in Quincy to South Kingstown, Rhode Island for numerous builders, developers and property managers. "It is difficult for buyers to envision how they would set up rooms. Model homes sell quicker than vacant homes because they help the buyer place furniture in different rooms and they feel warmer." Marianne keys in on important architectural features when designing a room. Her goal is to keep reminding buyers why this house is special. For instance, she places furniture in a way that makes beautiful fireplaces a focal point or she makes sure that hardwood floors are featured. Marianne also uses decorating to minimize negative features. One of her "tricks" is to add sheer window treatments if there is a view that is not desirable. She also tries to make small rooms look more spacious by keeping furniture to a minimum and arranging it, keeping traffic flow in mind.

Marianne's credentials include 20 years of experience in the real estate business. She studied interior design at RISD and went on to become one of just over 100 Accredited Staging Professionals in Massachusetts. "The mindset of staging uses some of the same principals as interior design. Things like traffic flow, focal points, color, etc., are used in both. Staging, however, differs in that we want to appeal to the most amounts of buyers instead of designing specifically to an individual or family." The goal is to make the home warm and inviting but appeal to a broader audience. Marianne also keeps demographics in mind and designs uptown condos differently than rural homes. "Buyers have different expectations in different areas as well as different price points."

Statistics on the Staged Homes website say that 93% of homes staged by Accredited Staging Professionals sell in one month or less. Utilizing a professional like Marianne can be a great advantage in this ever-changing real estate market.

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Phone: (508) 404-7307

E-mail: interiorsbymarianne@comcast.net

www.homestagingbymarianne.com ■

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