



**Monday, January 25, 2010**

### [Staging and Selling Homes](#)

As a Realtor in the Valley of the Sun, it goes without saying that times are tough. We work hard, put everything we have into it, and yet, struggle.

I ask myself, "Why is that we struggle"? There are a few factors... namely the economy, the merchandise, REO's, Short Sales, and finally dealing with the banks. The banks of course cause an enormous amount of frustration, they dictate the sale price of a home, the time lines for a sale, the documentation they will agree to sign, or not sign, and everything else that goes along with a sale.

So what can we, as Realtors, do to help our customers through this dilemma? We can have integrity, be courteous, take calls, and truly care to help clients through this 'mess'. Better yet, seek what it is that we can offer, over and above, to gain business, sales, listings, and clients... in summary, our UVP (unique value proposition)

I take my clients out, maybe too many times, but they continue to think there will be more and more homes available... and guess what? They are indeed correct... daily there are more and more homes listed. As a result, this doesn't lead to a deal... they keep wanting to see what tomorrow brings. So, with a smile, I continue showing them homes... and will continue to do so until they eventually lose one they really want, but took too much time deciding... and then they will finally believe that homes are selling, quickly.

Some clients get it... they see one, love it, and put an offer. They realize that timing is everything and that homes DO sell, quickly, especially if they are in the lower price range.

As for listings, I found an awesome solution. I incorporated my staging business, [www.ChariotHomeStaging.com](http://www.ChariotHomeStaging.com), with my Real Estate business, [www.HazenRealty.com](http://www.HazenRealty.com). It's fantastic and works wonders... I can use all the furniture that I purchased for staging for my Listings. As a result, my Unique Value Proposition is that I LIST, STAGE AND SELL. It's been working very well, I have contented Sellers, whose home is showing beautifully, and satisfied Buyers who can see the potential of a home. My sales are increasing, and I continue to smile because I know I am helping Sellers and Buyers gain the most they can in a deal, by presenting a win/win for all.

So, those Banks, be it as they may, may continue to take their sweet time deciding on whether or not they want a sale, they will win some and lose some, but in the meantime, we Realtors, can continue working with clients and finding them lovely homes that make dreams come true.

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