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# WELCOME PACK

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**Analog**  
interiors  

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HOME STAGING AND DESIGN

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# MEET CARON

**A** professional Home Stager & Interior Designer based in Gauteng, South Africa, Caron's passion for all things design and creativity began almost two decades ago. Her mother and partner Fran, began renovating and selling homes as a hobby. This is what inspired Caron to start her own interior design firm in 2018. And Analog Interiors was born.

With the art of balanced living being the forefront and main focus of Analog, Caron was inspired to study the ancient art of Feng-Shui. She wanted to offer this as an added service to her clientele, so they could benefit from these principles. By incorporating these

techniques and design wisdoms, her clients always comment on the calm and relaxed energies they feel in these Feng-Shui spaces.

And she did not stop there. By creating flow and visual interest in rooms, Caron went on to complete a Home Staging course to even further her service offering to her clients. Here Analog Interiors Home Staging & Design came to fruition. This is a marketing tool that is used to present a home in its full potential to attract buyers.

"A home that is professionally staged and priced right invites success."

- Caron Bronkhorst



# WHY HOME STAGE

Home Staging first started in the US by an estate agent called Barbar Schwartz in the early 80's. It is now a multi billion dollar business enterprise and is found all over the world.

This amazing service has now made its way to South Africa and is making waves in the real estate industry. It doesn't matter if your home is worth R800 000 or R8 Million, every home should be staged before going onto the property market.

Let's face it, with over 95% of homes being viewed on the internet, web appeal is the new curb appeal!

Do you know it takes a person 7 seconds to decide if they want to buy a home.

With thousands of homes being viewed every single day on property portals you really want yours to have the wow factor to entice potential buyers to fall in love with your home.

90% of people cannot visualise furniture in a vacant home. According to South African statistics vacant homes can sit on the market for up to 107 days. It really will pay you to stage your home to sell it faster. Fewer days on market means more money in your pocket.

Home staging is a great marketing tool that we use so potential buyers can visualise themselves buying and living in your home.

It doesn't cost you to home stage it pays you!



# SERVICES OFFERED

## **HOME STAGING**

### **PROFESSIONAL: -**

This service is by appointment only and is charged for at a price of R1 500-00 for 1 - 2 Hours consult.

We do a full inspection of your home, interior and exterior. We do a floor plan and spacial layout incorporating a detailed report of what needs to be enhanced and changed in order to present your home stylishly on property portals. De-cluttering and cleaning are not included in this price, but can be provided at an additional cost depending on what is needed.

**Total Investment within a 25Km radius: - R5 000-00**

## **HOME STAGING DO-IT-**

### **YOURSELF: -**

This service is by appointment only and is charged for at a price of R1 500-00 for 1 - 2 Hour consult.

We do a full inspection of your home, interior and exterior. We do a floor plan and spacial layout incorporating a detailed report of what needs to be enhanced and changed in order to present your home stylishly on property portals.

**Total Investment within a 25Km radius: - R3 000-00**

## **VIRTUAL STAGING: -**

You provide us with photos and a walk through video in landscape format from each corner of each room of the house.

We do a floor plan and spacial layout incorporating a detailed report of what needs to be enhanced and changed in order to present your home stylishly on property portals.

**Total Investment within a 25Km radius: - R2 500-00**



# WHAT TO EXPECT

When your consultation has been paid and confirmed Caron and Fran will come and see your property.

A detailed report will be taken from the seller with regards to things like, how many occupants live in the home, your budget and your expectations are taken into account, just to name a few.

We understand that putting your home on the market can be a stressful experience. So we are here to make it more of a pleasant one by offering our advice and creative insight, so this can be as much of a smooth transition onto the next chapter of your life as possible.

We are here to style your home for professional photographs and/or showings.

We will also explain to you exactly why we are asking you to do certain things in your home.

We are absolutely not here to judge and criticize your home..

We are here to make your home into a product that will be more marketable to the public.

Home Staging is NOT interior design. Home Staging is a thought out room design that will catch the eye of your demographic in your area so the styling method may not appeal to your taste, but more to your target market. Please keep this in mind.

Your home is now a product and it needs to be as neutral as possible to make buyers feel comfortable enough that they can imagine themselves living there..



# TURNAROUND TIME

The turnaround time for your detailed report will take around 48 to 72 hours depending on what needs to be done.

Please remember that it is imperative that you begin the de-cluttering and cleaning stage before the Home Staging can commence.

De-cluttering is very labour intensive and mentally exhausting work. If you do not have a team to assist you, we will gladly include this in the quotation. If you do not have boxes and tape etc, we will happily include this in the quote too. We will also give you a checklist for each room so you can do your packing in bite size chunks so it's not so overwhelming.

We will also provide you with interior paint colours and products if needed.

If you choose the Home Staging Professional option, this will take 1 to 2 days depending on if all de-cluttering and cleaning is complete.



# WHAT YOU RECEIVE

You will receive a detailed report consisting of the following:

1. Detailed Floor plan of what needs to be organised in each room
2. Kitchen Check list
3. Shopping list for soft furnishings and decor if you wish to buy your own and not rent for the photo shoot.



# OUR AGREEMENT

Analog Interiors will always go the extra mile for our clients. We are here to offer you the best professional service of Home Staging so you have peace of mind knowing that your home is market ready. We take no responsibility what so ever when recommending outside suppliers to quote on your home. This is on the owner to do their research on any company that has been recommended as an outside source.

You give us permission to use our own (and the estate agency's) before and after photos of your property and the street name / area of your property in our marketing material and website. You may use these photos for your own marketing.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_