



Measure Your Marketing

When marketing a home to sell, how do all of your choices **measure up?**

Luxury home developer, Geoffrey Edmunds of Pinnacle Peak Place, LLC weighed three options and chose **Parker Rose Design** as the answer.

Do Nothing / Reduce Price: Today's market conditions have left a large surplus of luxury home properties on the market. This means that doing nothing to merchandise a home can cost more time and money than ever before. And reducing price is never the ideal option. Statistics show that staged homes sell 68% faster than vacant homes, and achieve a more optimal price. Staging with the right company can give a **measurable return on investment** in both time and money.

Purchase Home Furnishings: Spec builders and developers often turn to purchasing furnishings once the decision to stage has been made. This option can mean months of planning and huge amounts of marketing dollars. When Geoffrey Edmunds weighed this decision, he found that the **price tag to purchase was approximately \$300K!**, and it locked him into finding a buyer that would accept the furnishings along with the home.

Staging with Parker Rose Design: Parker Rose Design was able to supply Geoffrey Edmunds with a **complete, luxury home staging for lease** instead of purchase, providing the flexibility to market the home to a broader range of buyers, and all at a fraction of the cost to purchase furnishings! Parker Rose was also able to design and deliver in weeks instead of months, which meant that Mr. Edmunds was able to count his time and money saved!

Of all of these choices, Parker Rose Design is the one that **measured up to success!** Geoffrey Edmunds has sold two luxury spec homes within 6 months, with the help of Parker Rose Design.

