



VIRTUAL HOME STAGING PRICING

WHAT IS VIRTUAL STAGING

Virtual Staging enables vacant or occupied homes to stand out online and appeal to a wider range of buyers.

Most buyers today, roughly over 90% search online for their dream home.

To make your listing stand out above your neighbouring competition your online photos have to catch buyer's eyes and help them to imagine how your property could be their dream home.

Vacant properties can feel cold and lifeless, and most buyers can't picture how rooms could be used or styled. Occupied homes that are cluttered, dated or have bad layouts can make buyers scroll straight past your listing.

Using the latest software, we transform rooms and make them beautiful, modern and up to date, ensuring your home gets more views.

GUIDELINES

Photo requirements

We require the largest photo files that you have, minimum 500kb file sizes. Photos should be taken horizontally with the camera held level at 4-5 feet (chest level) above the floor, with a nice mix of floor and ceiling in the shot. We strongly recommend using only a limited amount of wide-angle lens for the rooms to be staged and advise against taking portrait (vertically oriented) photos.

Room recommendation

For most homes, we recommend approx. 6 - 7 photos:

- 2 photos of the living room from opposite sides
- Dining and/or breakfast area
- Kitchen
- Master bedroom
- 2nd Bedroom
- Outdoor area

We advise to include any rooms that buyers may find confusing or are not sure what to do with.

Occupied Rooms

Whilst we can remove existing furniture, we may not be able to work with excessively cluttered rooms. Once photos are submitted, we will advise if any photos are unsuitable and may suggest moving out certain furnishings to obtain the best result.

Receiving Staged Photos

Your virtual 'staged' photos will be sent to you at the same resolution as the base photos you provided us with and will be in a .jpeg format.

The photos are to be used only to market the specific property you identify on the order form, and it is up to you to determine if the outlets where you want to post the virtual staging pictures will permit the use of virtually staged photos.

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HOW IT WORKS

STEP 1

Advise how many rooms you would like Virtually staged and email the best quality photos you have of those rooms in the largest .jpeg format.

If you don't have photos or would like to improve the ones you have, we can assist you in coming to the property to take new ones.

Along with the photos we ideally require floorplans or dimensions to accompany each room.

Floor plans / dimensions allow us to understand the right scale of your property and get better results.

However, if you don't have a floor plan, we can perform virtual staging without it.

STEP 2

With our expertise and huge inventory of modern furnishings we advise the design direction of the property.

If, however you would like to have input in the design you can advise which of the styles below you feel would best compliment your listing.

Modern



Contemporary



Traditional



STEP 3

Once the photos, floorplans etc. have been received plus payment of specified order, please allow a minimum of two business working days for staged photos to be emailed back to you, depending on the amount of photos required.

PRICING

Vacant Home

- Virtual Staging per photo – **R 650.00** (includes one revision)
- Additional revisions – **R 400.00 per revision**

Occupied Home

- Virtual Staging per photo with furniture removal – **R 850.00** (includes one revision)
- Additional revisions – **R 400.00 per revision**

Photography

We will come to your property and take the requested photos.

- 1 – 3 rooms – **R 1,500.00** (excludes transport)
- 4 or more rooms – **R 1,900.00** (excludes transport)

All prices quoted include VAT.