



Create Some Magic

by Jill Vegas
Jill Vegas LLC

In the staging world at Jill Vegas, we transform properties from deadbeat market listings to sold in no time flat. Time and again brokers call us for advice on what we can do to help sell apartments, condos, lofts, and houses. I'm happy to report that we've staged more than \$175 million worth of real estate. Eighty percent of our listings sell within two weeks. To celebrate, I want to share a success story with you. I hope to inspire every broker to stage their properties for fantastic results in 2008.

Recently a broker called with a listing—a penthouse duplex in TriBeCa—that had been on the market for 18 months. The previous broker had put it on the market for \$5,995,000 with the homeowner's existing furniture and décor in it. They didn't get a single offer. The broker suggested moving out the furniture and showing the duplex as a vacant property. The property stagnated on the market.

Indeed, the property posed challenges. It was renovated beautifully on the top floor, but the lower floor felt neglected and desperately needed a renovation. Potential buyers likely felt overwhelmed with the prospect of a full-blown renovation; or possibly, they simply couldn't envision it. When the exclusive expired, the homeowner brought on a new broker who insisted on staging.

That's when they called in the crew at Jill Vegas, and we began to work our mojo. Here's a peep into Jill Vegas' staging magic:

The Dirty Work:

1. Our professional team of handymen and painters fixed crumbling brick, painted over the lime green bedroom for a more soothing palette, repaired water damage, and spruced up the foyer with a fresh coat of paint.
2. Our landscaping pros put new plantings to spruce up the terrace.

The White Wash:

Our meticulous white-glove cleaning crew completely scoured every nook and cranny, including the grimy bathroom vents and grubby windows.

The Final Touch:

With a clean slate to work from, we brought in our furniture—pieces from the Jill Vegas exclusive collection. Custom-made, matching mohair Francis Knoll settee and club chair; a chaise lounge; and glass coffee table grounded the large living room. It now felt like a place buyers could sit and relax. Art was added, making the space look cozy and appealing. We brought in elegant white orchids to soften the room.

The Result:

The penthouse sold with multiple offers in less than a month.

I hope this is all the inspiration you need to call on our team at Jill Vegas to put some life into a stagnant listing.



Living Room: Shown is furniture from the exclusive Jill Vegas collection. We work with our own furniture inventory so that we can stage quickly, and buyers can get in fast to fall in love and make an offer.



Bar Cart: A fun festive bar cart is the perfect way to create ambiance. It says instantly, 'Happy Home'. Placing books with fun titles, like 'Happy Times', gives the message that this space is the ultimate place to let the good times roll. Buyers instantly loved this staged property and the offers rolled in.

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