

DUO STUDIO.

Property Staging



DUOSTUDIO.COM.AU

ABOUT DUO STUDIO.



Welcome to Duo Studio, the leading property styling company in the Central West of New South Wales. We specialize in transforming homes to enhance appeal and help clients achieve the best outcomes when selling. Servicing areas from The Blue Mountains to Forbes, including Mudgee, Cowra and Molong, our team creates stylish, functional spaces that attract a wide range of buyers.

Property staging involves preparing a home by showcasing its best features through strategic furniture arrangement, décor, and lighting. This helps buyers envision themselves in the space, highlighting the property's potential. Staging elevates a home's appeal, leading to faster sales and higher prices. At Duo Studio, we tailor each project to present every home in the best light, ensuring it stands out in a competitive market.

WHY CHOOSE US?

*You only get one
chance to make a great
first impression!*

● EXPERTISE & EXPERIENCE

At Duo Studio, we bring years of experience in property styling, with a deep understanding of the Central West real estate market. Our team has a proven track record of successfully staging homes of all types, from charming cottages to large estates. We use our design expertise to highlight your property's best features and create an atmosphere that appeals to potential buyers or tenants.

● TAILORED STYLING SOLUTIONS

We believe every property has its own unique charm. That's why we take a personalized approach to each project, ensuring our styling is custom-designed to suit your home's individual characteristics. By carefully considering your property's strengths, we create spaces that resonate with your target market, maximizing its appeal and making it stand out.

● PROVEN SUCCESS

Our portfolio showcases a wide range of properties we've styled, demonstrating our ability to adapt to different spaces and client needs. With numerous satisfied clients and successful sales outcomes, our track record speaks for itself. At Duo Studio, we're committed to delivering results that exceed your expectations and help you achieve the best possible outcome for your property.

PROPERTY STAGING



WHY STAGE?

- Increased Sale Price: Staged properties sell for 5%–20% more, with properties in New South Wales seeing higher sale prices than unstaged ones.
- Faster Sale: Staged homes sell 73% faster, with staged properties attracting more interest and often leading to multiple offers.
- Enhanced Appeal: Staging creates a strong first impression, increases online views (93% more), and appeals to the target buyer demographic.
- Better ROI: Staging offers a high return on investment, with sellers typically recouping staging costs and more, with global returns as high as 586%.
- Psychological Advantage: Staging helps depersonalize a home, making it easier for buyers to envision themselves in the space and perceive the property as better maintained.

**STAND
OUT**

**SELL
FASTER**

**SELL
FOR MORE**

RESULTS

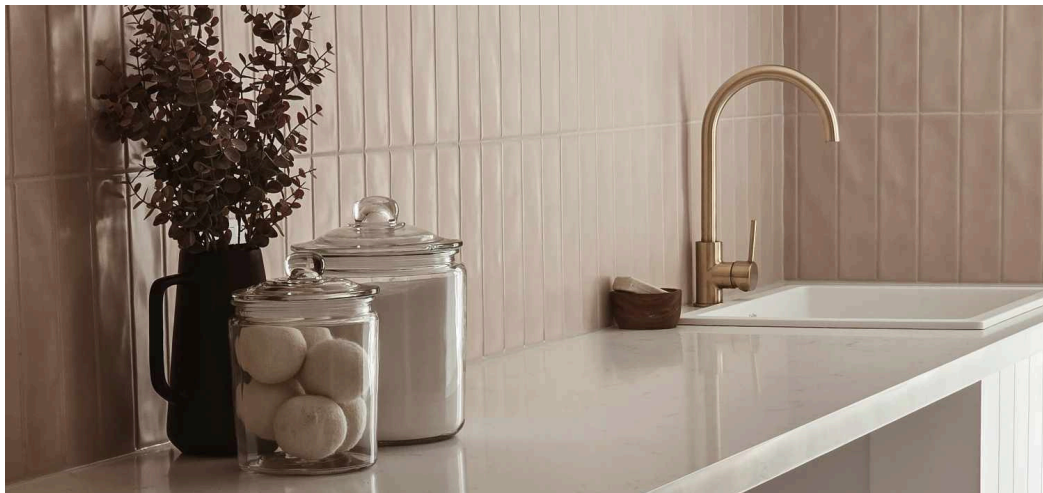
Home staging is a proven strategy in the NSW real estate market that helps sellers achieve a higher sale price, reduce time on the market, and attract more potential buyers.



- Professionally staged homes in NSW often sell for **5-10%** more than non-staged homes.
- Staged homes in NSW generally sell **30-50%** faster than unstaged properties.
- Properties that sit on the market for too long often see price reductions—staging helps avoid this by creating a strong first impression. The cost of **a price reduction will 100% be more** than the cost of staging.
- High-quality staging makes listings more visually appealing in online listings, where **90% of buyers** start their search.

THE DUO PROCESS

We understand that selling your home or investment property can be a stressful time and is always a bigger job than expected. So, we aim to make things as easy as possible for you when preparing your property for the market.



NEXT STEPS

01

Request a quote. We are able to quote by visiting the property, a floor plan, old listing photos and or new photos sent by you. We will then send a quote via email. The quote will be broken down with a price per room shown. You are able to decide on the rooms to stage based on conversations with your agent, budget or existing furniture.

02

Approve the quote. Approve the quote so that we know to start to select & allocate the furniture items from our warehouse. We will also contact you to start talking about an installation date. As much notice as possible is our preference, although we are able to achieve tight turnarounds, it is our preference to have as much selection time as possible.

03

Let your agent know. We work very closely with a number of agents in the region. Once the installation date is selected, we ask that you let your agent know that photos can be booked after this date. Whilst we enjoy a deadline, it is our preference that the photos are booked the day following our installation. This allows us a bit of extra time to make changes if required.

04

8 week hire period. It takes our team (once the selections are complete) up to 4 hours to pack, unpack and style a home. Your hire period commences following the completion of the installation. Our hire terms are 4 weeks paid and 4 weeks free. This period allows for marketing photos to be taken, and a few weeks of open homes to take place.

05

SOLD! Once the sale of your property is unconditional, we ask that you let us know. This allows us to schedule in the removal of the furniture. It will also stop an invoice for an extension period being automatically sent.

06

Extension periods. We offer these at 40% of the original price per month. If we do not hear from you by the expiry date of the initial hire period, an extension invoice will be automatically sent at the completion of your initial hire period.

PRICING

We base our pricing per room. So all the costs are included and upfront, there are no hidden costs.
We provide everything that you need to stand out, sell faster and sell for more!

SAMPLE QUOTE

Lounge Room	\$700
Master bedroom	\$700
Secondary Bedroom	\$550
dining / Kitchens	\$600
Study	\$600
Outdoor	Complimentary
Bathrooms and Laundry	\$3,150
TOTAL ex GST	\$315
GST	
TOTAL INC GST	\$3,465

- 8 week Hire; 4 week paid & 4 weeks free!
- All furniture & decoration selections are based on the discretion of the stylists.
- These prices inclusive of; logistics, insurance, photos and social media sharing.

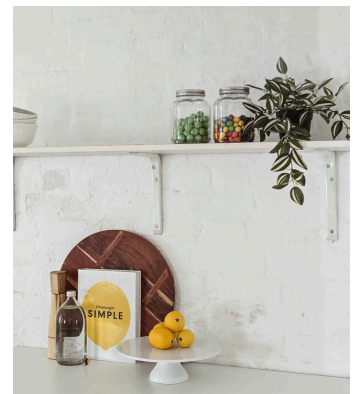
LOGISTICS & INSURANCE



The quoted price includes all logistics & insurance. Logistics includes all selections, delivery, set up and removal.
Our insurance covers all furniture and items included. Our insurance cover includes fire, theft and natural disasters.

PHOTOS & SOCIAL MEDIA

The quoted price includes the sharing of images taken by our inhouse photographer, as well as a post on our social media channels. Sample photos below.



FREQUENTLY ASKED QUESTIONS

What is the cost of property staging?

The cost of property staging can vary depending on factors like the size of the property, the level of staging required, and the duration. Typically, prices range from \$2,000 to \$10,000. We'll provide a detailed quote room by room after assessing the property and your specific needs.

How long will the staging process take?

The staging process typically takes 1-5 hours in your property, depending on the size of the property. The setup is done professionally to ensure a quick transformation, and staging typically lasts until the property is sold or until your preferred duration has expired.

Do I need to make any repairs or updates before staging?

While staging can enhance your home's appeal, minor repairs or updates (such as fixing leaks or freshening up paint) can make the staging process more effective. We'll provide recommendations on any necessary repairs or improvements during our initial consultation.

How does staging help my property sell faster or for a higher price?

Staged homes are proven to sell faster and for higher prices, as they create a more inviting and appealing environment for potential buyers. Studies show staged properties sell 73% faster and can attract offers that are 5%-20% higher than unstaged homes. Staging helps buyers visualize the potential of a space, making it easier for them to imagine themselves living there.

What is included in the staging package?

Our staging packages typically include furniture, decor, artwork, lighting, and accessories that complement the property's design. The package is tailored to your property's style and the target market. We can also offer additional services like landscaping or exterior staging if needed.

Can I stage my property while it's still occupied?

Yes! We specialize in staging occupied homes. Our team works with your existing furniture and decor, enhancing the space by adding key pieces and rearranging elements to maximize the property's appeal. We'll work around your schedule to ensure minimal disruption.

Do you stage both vacant and occupied homes?

Absolutely! We stage both vacant and occupied homes. For vacant properties, we provide complete furniture and decor setups, while for occupied homes, we focus on refreshing and enhancing the existing elements to highlight the home's potential.

Will the staging style match my target buyer's preferences?

Yes! Our experienced team will assess the property and market trends to tailor the staging style to appeal to your target buyer demographic. We consider the location, property features, and buyer preferences to create a design that resonates with the right audience.

TERMS & CONDITIONS

1. Ownership

Furnishings & accessories supplied and installed by Duo Studio for the property staging remain the property of Duo Studio at all times. You agree not to remove any such items from the staged property address.

2. Display

You agree that the items supplied by us for the service are for display purposes only and not for general use. Selection and placement of these items within the property shall be at our discretion.

3. Keys and Alarms

On commencement of the service, you / and or your agent agree to provide us with entry keys, alarm codes, or access instructions to enable us free access to the property under such times as we require it during the service. If the agent grants us access, no additional approval is required from the owner.

4. Access & Shoes

Our team will be bringing in large furniture items and accessories and will require clear access to driveways and entrances. We need to ensure our staff and visitors can handle heavy objects without the risk of injury to themselves or others on your property. Do not hinder agreed date of install, if clear access is not provided at the agreed time, we may be required to delay your installation. Please note that our staff are required to wear shoes at all time whilst installing due to our OH&S policy.

5. Damage to Furnishings

If, while under your care, our furnishings and accessories are lost, damaged, or require repair due to misuse, you assume full responsibility. We understand that accidents do occur, but as our items are for display, we expect access to avoidable damage under these circumstances. Examples of this include incidents such as food or drink spills, pet damage, fire, or significant marks and scratches. Charges may include cleaning or repair costs, or replacement costs where the item cannot be restored to its original condition.

6. Insurance

While very rare, vacant homes can be a target for burglary or damage due to fire, flooding or other natural disasters. With our insurance, you have peace of mind knowing you are covered against replacement costs for our furnishings stored in your property under such circumstances during the service period.

7. The Act of Staging

We treat our customers' property with as much care as possible to avoid damage and agree to remedy avoidable damage that is clearly caused by our staff in the act of installing and removing large furniture items. However, you also accept that the act of installing and removing furnishings can create minor blemishes to fixtures such as carpet or hard surfaces such as doorways where minor indentations or bumps may occur. You also accept that hooks will be placed into walls where mirrors and artwork are requested to be hung. These hooks will remain

8. Payment & Invoicing

We require full payment prior to installation day. A receipt will only be sent on request.

9. Minimum Hire Period

Home Staging aims to present your property to potential buyers in the highest form. If that results in your house selling in under a week or within the first month, then we will not refund. Our initial hire period is for up to 8 weeks. Our fee includes styling, staging for photographs, planning, logistics, delivery, styling, and removal. If you need to extend your hire term, we offer a fortnightly hire period extension at the rate of 40% of the initial cost for an additional 4 weeks.

10. Removals

Once your property sells or you choose to have the staging removed, please contact us as soon as possible so we can arrange a removal date.

11. Urgent Removal

Where you require urgent removal of furniture that takes less than three (3) business days' notice, an urgency fee of \$250+GST will apply. (Due to the increase in costs we occur under these circumstances, as it may consist of removing your hire items after hours or on weekends, which may incur removal fees).

12. Extensions

We understand that no two property sales are the same. If your property has not sold at the conclusion of the initial 8 week hire period, or the next stage of your campaign requires further marketing, we can renew the staging service for a monthly extended hire period at the rate of 40% of the original hire fee.

13. Cancellation

You may cancel your agreement with us at any date. If you need items out of your property urgently, please refer to Removals (10) and Urgent Removals (11) above.

14. Refunds

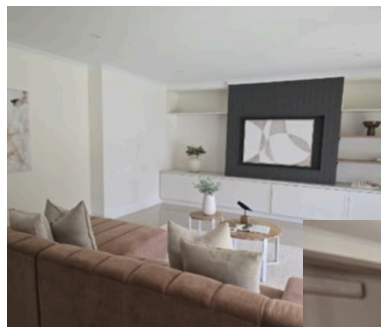
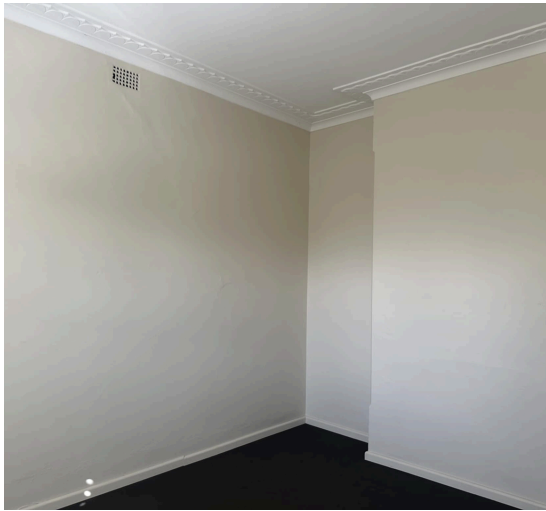
If something changes before 'set-up' commences and you wish to cancel your booking, please advise us at least 24 hours prior to receive a full refund of any money paid. If a property sells in the first 8 weeks, we are happy to collect the furniture, but no refund or part thereof will be given.

15. Acceptance

You agree that payment of this quote is acceptance of these terms and conditions. In providing the service to you, we also agree to operate under these terms and conditions.

BEFORE & AFTER

Buyers are willing to pay a premium for a property that is well-presented and move-in ready. Property staging enhances perceived value by highlighting the property's best features, making it more competitive in the market.



BEFORE & AFTER

Buyers are willing to pay a premium for a property that is well-presented and move-in ready. Property staging enhances perceived value by highlighting the property's best features, making it more competitive in the market.



FEEDBACK



The thought of styling our family home for sale was overwhelming, but Lisa and Nikita from Duo Studio turned it into an exciting experience. They made our home look amazing, offering fantastic ideas. The process was quick and effortless. By combining some of our furniture with theirs, they provided outstanding styling ideas. Our agent reported that potential buyers adored the fresh professional look. We are so grateful we received offers and sold after only one open home.



Lisa and Nikita are two of the most professional people that I have worked with in 23 years of Realestate sales. Their attention to detail, willingness to overcome any problems and ability to bring out the best presentation of a sale property; adds value to the home and shortens time on market. My clients often ring them after furniture has been installed to say 2 things - WOW !!!! and I can't believe how good my property looks. The question potential clients need to ask themselves is why wouldn't I use their services.? They are just a pleasure to deal with. !!!!



Easy to deal with and great service, will use again.



Nikita and Lisa were very professional and the end product looked amazing.



We have worked with Duo Styling to assist our clients with preparing their properties for sale. Lisa and her team consistently deliver exceptional results with quick turnaround times, helping our clients achieve above-market prices for their homes.



I have had the pleasure of working with Duo Home Staging for many years, and they never disappoint! Lisa & Nikita have consistently transformed my clients' homes with stunning results, making the selling process a breeze.

Lisa & Nikita and Duo are always available, incredibly flexible, and provides invaluable advice along with their amazing styling services. I highly recommend them to anyone looking to attract more buyers to their home and achieve an exceptional result. Thank you, ladies, for your exceptional work!

**All testimonials copied from the Duo Studio - Google review page.

THANK YOU.



www.facebook.com/duostudio2795



www.instagram.com/duostudiopropertystyling



www.linkedin.com/company/duo-studio2795

CONTACT

Lisa 0417 449 223

Nikita 0419 743 613

duo
studio.

DUOSTUDIO.COM.AU