



why stage with Victoria? projects and results

2016

“ Much of what appeals to buyers is subliminal. They're often not sure why a house feels right, they just know it when they feel it. This "feeling" is what Victoria excels at creating. She understands how to enchant, add value and broaden appeal by pressing all the right emotional and aesthetic buttons. Often simple, always comfortable, Victoria's designs and color sense are unmistakably among the very best in the industry. ”

Julie Wright (Designer/Developer.)

In the last six years alone, our work preparing homes for market has increased client property values by over **\$22m!**

In 2016, our increase to client home values was **+\$4,510,000.**

Please see below for an analysis by project that compile this total for the year.

284 Seadrift, Stinson Beach

Cosmetic work prior to staging
(VHR did all specifications and project management)

Valued at: \$5,000,000

Sold for: cash, undisclosed price plus 2 lots

+ \$1m (value vs sold)

Quick close

Staging \$9,800 (partial)

196 Buchanan, Sausalito

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,100,000

prior to upgrades and staging

Sold for: \$1,500,000

+\$400K (value vs sold)

Staging: \$6,800 (partial)

71 Robinhood, San Rafael

Interior client of Victoria's needing minor adjustments to prepare for sale

Valued at: \$1,350,999

Sold for: \$1,425,000

+ \$75K (value vs sold)

Multiple offers, quick close

Staging: hourly consultation fee

35 Spring Road, Kent Woodlands

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$2,200,000

Sold for: \$2,800,000

+ \$600K (value vs sold)

Multiple offers, quick close

Staging: \$18,000 (full)

6 Grande Paseo Way, Novato

Valued at: \$659,000

Sold for: \$690,000

+ \$31K (value vs sold)

Quick close

Staging \$4,000 (partial)

136 Margarita Drive, San Rafael

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$2,800,000

Sold for: \$3,400,000

+ \$600K (value vs sold)

Multiple offers, quick close

Staging \$9,800 (partial)

2 Tomahawk Court, Novato

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$799,000

Sold for: \$1,000,000

+\$201K (value vs sold)

Multiple offers, quick close

Staging: \$8,500

19 Toyon Lane, Sausalito:

(new construction)

Valued at: \$4,390,000

Sold for: \$4,734,100

+ \$344K (value vs sold)

Highest priced large new construction ever sold in the area

Staging: \$14.5K (full)

804 Butte Street, Sausalito

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,075,000

Sold for: \$1,179,000

+ \$104K (value vs sold)

Was on the market for 60 days and didn't sell.

After VHR staged it sold quickly to a buyer who had viewed previously.

Staging: \$8,000 (full)

91 East Blithedale, Mill Valley

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,150,000

Sold for: \$1,388,000

+ \$238K (value vs sold)

Multiple offers, quick close

Staging: \$7,800 (full)

208 Almonte, Mill Valley

Cosmetic work prior to staging
(VHR did all specifications and project management)

Valued at: \$1,285,000

Sold for: \$1,525,000

+ \$240K (value vs sold)

Multiple offers, quick close

Staging \$9,800 (full)

16 Kenrick Drive, San Anselmo

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,100,000

Sold for: \$1,340,000

+\$240K (value vs sold)

Multiple offers, quick close

Staging: \$9,600 (full)

129 Ross Valley Drive, San Rafael

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,550,000

Sold for: \$1,695,000

+ \$145K (value vs sold)

Staging \$9,600 (full)

91 Lincoln Road, Stinson Beach

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,400,000

Sold for: \$1,492,000

+ \$92K (value vs sold)

Staging: \$9,500 (partial)

247 Elizabeth Way, San Rafael

Cosmetic work prior to staging
(VHR did all specifications)

Valued at: \$1,450,000

Sold for: \$1,650,000

+ \$200K (value vs sold)

Was on the market prior to VHR staging for 90 days and didn't sell.

After VHR upgraded and staged,

multiple offers, quick close

Staging: \$9,600 (partial)