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**"ALL THE WORLD'S A STAGE"**

**Realtors<sup>®</sup> Will Learn \$\$ Benefits of Home Staging at 2007 REALTOR<sup>®</sup> Rally & Trade Show**

**FORT LAUDERDALE, Fla.** - (June 06, 2007) – "All the world's a stage." "Staging a home increases marketability and profits."

Most people recognize the first quote as being from The Bard, William Shakespeare, in "As You Like It." The second is by "The Barb" – national home staging pioneer and expert Barb Schwartz – in her presentation to the REALTOR<sup>®</sup> Association of Greater Fort Lauderdale's **2007 REALTOR<sup>®</sup> Rally & Tradeshow** on June 15.

Realtors<sup>®</sup> attending the Rally will pick up valuable tips on one of the hottest trends in real estate – home staging – from the top expert in the field. And what they take away from Schwartz's presentation may help them become heroes to their clients. Consider:

- **Staging helps sell homes faster** - On average, homes on the market for more than 160 days sold within 14 days of being staged, while homes that were staged BEFORE being offered for sale, on average sold within nine days.<sup>1</sup>
- **Staging increases sales price** - Statistics show that staged homes net 3% -10% more than the un-staged competition. With the median price of single family homes at \$364,000, this means big gains for REALTORS<sup>®</sup> who stage - between \$10,000 to \$36,000 more per sale.<sup>1</sup>

Sellers often fix plumbing and electrical items, upgrade kitchens and baths or replace flooring to make homes more attractive. While these improvements typically return 40% to 140% profit, professional home stagers can achieve nearly 500% returns on expenses and add \$8,000 to the purchase price simply by staging furniture, clearing away clutter and more effectively lighting a home. No wonder home staging has gained so many devotees!

"In today's market place, home staging is almost a 'must' and with Barb Schwartz Realtors will be learning from the best in the business," says RAGFL CEO Richard Barkett.

In addition to home staging techniques, the **2007 REALTOR<sup>®</sup> Rally & Tradeshow** will offer "Ask the Experts" breakout sessions on MLS Workshop & Integrated Tools, Transaction Desk, Mortgage Fraud, and Contracts & Professional Standards Legal Panel (both English & Spanish sessions). There also will be an expansive real estate trade show with more than 65 vendor exhibits as well as a complimentary cocktail reception with giveaways and cash drawings totaling \$2,000.

The **2007 REALTOR<sup>®</sup> Rally & Trade Show** will be held Friday, June 15, at the Broward County Convention Center, 1950 Eisenhower Blvd., Fort Lauderdale. The event runs from 8:30 a.m. until 5 p.m., beginning with two tracks of continuing education courses (Code of Ethics Training or Risk Management) in the morning, followed by lunch and Watson's keynote address, the trade show, which opens at 12:30 p.m., afternoon breakout sessions and reception (4-5 p.m.).

The **2007 REALTOR<sup>®</sup> Rally & Trade Show** is open to RAGFL members and non-members and offers three great event packages for attendees, ranging from \$30 to \$60. To register, visit [www.ragflrealtorrally.com](http://www.ragflrealtorrally.com) or contact Helene Crisafulli: (954) 567-5034 or [hcrisafulli@r-world.com](mailto:hcrisafulli@r-world.com).

The REALTOR<sup>®</sup> Association of Greater Fort Lauderdale, Inc. is one of the largest Realtor<sup>®</sup> Associations in Florida, representing more than 12,000 real estate agents in Broward County.

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<sup>1</sup> 2004-2006 StagedHomes.com study of 300 houses staged by ASP™ Stagers.