

# WILLIAMSON A.M. Real Estate



## Business sets stage for home sale

By MARILEE SPANJIAN  
Staff Correspondent

It's a proven fact that a house shows better when it's filled with furniture.

Of course, that furniture has to be in good condition and the style should fit the home's architecture. Anything worn or soiled could deter the prospective buyer.

But what if that furniture needs to be enhanced? What if the seller never finished decorating or has several living areas that are empty?

Realtor Kim Pennell with Legacy GMAC Real Estate in Green Hills asked if there is a local company that will rent upscale furniture to stage a home during a typical listing period of 90 days.

The answer is yes. I found one company in the greater Nashville area that has the ability to stage a home whether it's priced at \$250,000 or tops out over \$750,000.

For six years, Prix de Solde has prepared homes for sale. Besides renting furniture, owner Kelly Coty and her crew will landscape, paint, repair, clean and take what furniture the homeowners already own, "and spin it into a new look," she says. Her prices are based on what each home needs.

Coty has an inventory of tables, chairs, sofas, chests, beds, including platform style, grandfather clocks, mirrors, artwork, and accessories. She's not worried about normal wear. It's just normal depreciation. It's not going to be resold," she said.

But what if the only thing the homeowner needs is one room of furniture? What if they don't need Prix de Solde's services for the entire house? What if they have everything except their dining room table and chairs?

Coty gave this example: for a \$250,000 home, she could supply an area rug, table and chairs and even a vase with silk flowers to complement the existing décor. She would deliver, set up and return after the three-month rental period to pick up the pieces all for \$400.

If the home was priced at \$500,000, the price for rental would double because it would require higher-quality furniture, she explained. Coty can be reached at (615) 356-2113.

But what if a homeowner doesn't need the furniture for 90 days? What if they could get by with a shorter period?

While local furniture companies will not rent for an entire listing period, several will rent for up to three-days for photo shoots. Companies like Sprinzz Furniture at Cool Springs, Circa Interiors in the Factory at Franklin and Carissa Antiques & Antiques in Hillsboro Village rent furniture and accessories for a 2-3 day period to be used for photo shoots.

What can you do in a three-day period?

Photos for advertising in newspapers, magazines, on Internet sites, for brochures and other marketing material could be taken. Virtual tours could be shot and a Realtor could even hold a Realtor's open house.

Of course, it would require organization and precise coordination.

I asked Sprinzz store manager and interior designer Cheryl Oglesby if a homeowner or Realtor could rent furniture for that purpose. "It would depend on the project, but it would cost 25% of the price of the furniture," she said.

Circa owner Ronnie Shue also rents furniture and charges 20% of the price for the three days, while Carissa charges 20% of the price of each item per day.

If timed carefully, the new furniture could move in, a photographer could snap off some digital shots and the virtual tour photographer could come in to capture each room. Then the next day, the Realtor could have a Realtor's open house already scheduled. Promoted ahead of time, the

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## Ask Marilee: Business sets stage for home sale

FRONT PAGE 15W

store is that maybe someone would want to buy something. "It's happened before," Shue says. "Of course, they would get a discount for each piece."

There you go — two solutions to a difficult problem. ■

After the event, the furniture would return to the store(s), but the beauty of the furnished rooms would be captured forever. Or at least until the house sells.

The benefit of furniture is it enhances the home and allows a buyer to visualize how to lay out their own furniture in the home. And the benefit to the furniture

if you have a question about home construction, repairs or decorating, send them to me and I'll try to find the answers from the experts in the community.

Send your "Ask Marilee" questions to Marilee Spanjian in care of Williamson A.M., 320 Premier Court, Suite 202, Franklin, TN, 37069. You may also email questions or comments to spanjian@aol.com.