

# PAMELA SANDALL

*design*

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Hello Lucy & Ricky,

Thank you so much for sharing your home with us. Your home has some tremendous assets with great buyer appeal. The curb appeal is AHHHHmazing!. We would love to work with you to prepare your home for market. Our services involve a combination of home styling, design, staging, and home improvement fixes.

The goal for this detailed level of home preparation is to bring out the best in your home, maximize its wonderful assets so it appeals to the highest number of potential buyers. This in turn will sell your home faster and for the highest value possible.

The following proposal includes the services available to you for styling, staging, design, and project management. The report also contains the recommendations for the house from our conversation, a checklist, and a recommended schedule to prepare for market.

Included in this report:

- A Typical Staging Schedule
- Home Preparation Suggestions
- Implementation Options
- Next Steps

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Let's make sure we have great pics of the two of you to tempt buyers with!

# Suggested Schedule

We've prepared hundreds of homes to go to market. This is a good reference schedule for you to keep in mind.

- **Seller de-cluttering**
- **Flooring Updates** - refinish floors, tearing out carpets or doing tile work ALL cause dust and dirt to go into the air on walls. This should be the first thing you do!
- **Repairs and Improvements** - Any un-done repair is attended to next.
- **Yardwork** - This can happen concurrently to the repairs but before painting as this too kicks up dust that can make it's way into the house.
- **Painting** - This the final polish on the home that will bring it all together.
- **Deep Cleaning** - We recommend cleaning to be done immediately before styling and staging days. We want those windows to be sparkling clean for photos!
- **Styling** - We typically schedule this the day immediately following cleaning and immediately before photos.

## Home Preparation Suggestions

Based on today's walk through, the following are a list of areas of discussion.

**Landscaping.** First impressions count! We want to have the yard look well maintained with a fresh colorful curb appeal.

- Your gardener is doing a great job. Give him bon bons!

**Declutter and de-personalize.** This allows potential buyers to see the home and not the stuff in it. Helps them to picture themselves in the home. Also, makes the house appear as large as possible and that there is plenty of closet and storage space.

- Declutter all rooms including closets, and cabinets.
- Declutter garage and exterior areas of the home.
- Depersonalize all rooms; remove most family photos and personal items.
- Decluttering is NOT an issue.

**Thorough and deep cleaning.** If you have a regular weekly cleaner, by all means keep them! This cleaning is not what is typically for our weekly service.

- We recommend a professional cleaning crew. A pro team will clean all areas deeply and get to things we miss in familiarity with our homes.
- Clean windows inside and out, sky lights (**if applicable**), gutters, sills, walls, baseboards, and trim.
- Clean the inside of the appliances
- Freshen up the grout in the kitchen and bathrooms
- Clean all vents and filters
- Clean all light fixtures indoors and out
- Power wash exterior of home and all outdoor areas
- I'm sure you kept a beautiful home!

### **Pets (if applicable)**

- Remove and reduce all evidence of pets where possible
- Remove dog and cat beds
- Remove bowls, beds, cat trees, toys, and litter boxes
- Remove all animal hair and odors from home as people are sensitive to this or may have allergies
- Was this a thing?

### **Fixes**

- Go through the home, check all the windows, doors, door knobs, latches, cabinetry, cabinet doors and drawers make sure they are all in good working order. Make a list of any that need attention and fix where possible.
- Recommend light switches and outlets have matching neutral covers.
- Recommend matching door knobs throughout the house.
- All lights should have consistent wattage bulbs, preferable in a warm daylight color. All lights should be in good working order.
- Toilets should not run and faucets should not leak. These are often simple fixes a handy homeowner or handyman can take care of.

### **Patch and Paint**

- Painting: touch up painting where necessary. Patch any cracks or damage to interior and exterior of the house.
- Neutral wall colors are the easiest to sell. Though we love the bright and fun colors, neutralizing paint throughout will make the home appear larger, more cohesive, and neutral enough to help buyers envision themselves living there. We can help you choose a light fresh shade of paint during the project coordination phase. This generally appeals to the greatest number of potential buyers, helps houses sell faster and at higher values.
- Also, nothing makes a room feel as fresh and clean and well maintained as fresh paint. We're making the following suggestions for your home:
  - White kitchens are ALWAYS in style.
  - Maybe paint instead of wallpaper, just to be safe
  - Neutral is fine, but don't let your painter talk you into Swiss Coffee.

### **Repairs and Renovations.**

- We want the home to be pretty well free of "deferred maintenance". Work left undone draws attention to everything! If there's a task that you've been meaning to get to, this is the time. For your property, Did they have video camera's in the 50's?.

### **Flooring (If applicable)**

- Repair any cracks in tile
- Repair sloping in floors. We don't want to give potential buyers any reason to think there are ongoing issues in foundation.
- Replace flooring where possible throughout the house so that it is all the same. Consistency in materials has great appeal to your buyers. This creates a more cohesive upscale look throughout the house and make the rooms appear larger.
- Let's update by removing the carpeting. Folks will want hardwoods in 2020!
- We'll have the existing floors refinished to match the new for a perfect blend!
- Who knew your spanish tile would be making a comeback?

### And of course, **Style and Staging**

- De-clutter, and eliminate extraneous furniture items so house appears as large and open as possible.
- Add contemporary design elements such as curtains, pillows, and bedding to give the house a fresh contemporary feel.
- Add color to the house and yard with fresh flowers.
- Make sure each room or space has a purpose.
- If you've got multiple bedrooms NOT currently styled as such, this would be a good change to make. There is value in bedrooms :).
- Our suggested staging for your home (and included preliminary proposal)
  - Since you're not living in the home anymore, we'll be recommending full staging.
  - Let's make sure we have great pics of the two of you to tempt buyers with!

## *Implementation*

## Preliminary Proposal Details

Project total includes up delivery, set up, tear down and designer time. Staging period included in this price is for a period of 60 days. Rental charges will begin on the 61st day. Your monthly rental rate will be included in your final contract but will be roughly 25% of your staging total.

Name	Description	Qty / Unit Price	Tax	Subtotal
Base Staging Package	This is the foundation of your staging job and includes one living area, one dining area (or equivalent), the master bedroom. Also included is an accessory package for your kitchen and single bathroom. For your primary powder room we'll be including fresh flowers, quality disposable hand towels and hand soap.	1 x \$4,750.00		\$4,750.00
Guest/Childs/Secondary Bedroom	Each auxiliary space will be styled to get you the best look, flow and photos. We feel showing bedrooms is important and will style as many as possible with different looks. Your buyers will be mentally calculating the rooms as they review the listing photos. Therefore, it's important in your photos to have each space have it's own unique personality.  Each room (generally) includes: Bed, Single/pair of night tables (depends on room size), Single/pair of lamps, art 3-4, accessories.	3 x \$750.00		\$2,250.00
Project Management, Hourly	For our staging jobs, we base our fee on how many hours we've budgeted for your project.	10 x \$150.00		\$1,500.00
				Proposal Total
				\$8,500.00

## *Other Options*

### **\$75 / Hourly Decluttering Service**

Too busy to declutter and depersonalize your home? Let us help. The team can come prior to staging day and help you get ready. This is NOT a move-ready packing services, but we can provide some base pricing during our Trades Day if you need this level of service.

Also good to note: Decluttering must be complete prior to staging the home. If this isn't complete, we can jump in but this hourly rate applies. If you think this will be an option you need, please notify us during the beginning of the project coordination phase and we'll get you a bid during trades day!

## **\$150 / Hourly**

PSDesign Standard billable hourly rate is \$150. Your staging prices are bundled as shown above. However, if unscheduled follow up visits or additional tasks outside of the project scope are incurred, they are billable at this stated hourly rate.

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### **What's Next?**

This staging report has been prepared for you as an on-site evaluation of your property and designed to return to you quickly! Final pricing details may be subject to change based on further assessment and conversation with you and your agent. We're happy to adjust the scope of work to accommodate your needs, your budget and your schedule. You can call or set up a time for us to call you with our online scheduler.

Let's schedule a time to go through any questions you might have and we'll get the final contract off to you and get you scheduled!

Best regards,



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