

For Immediate Release – January 27, 2009

Contact: Angela Mitchell
Paramitch@aol.com or (904) 982-8043

Real Estate Staging Expert Ilaria Barion Shares the Secrets to Beat the Housing Slump in “SET THE STAGE FOR A SALE”

Marketing veteran and top stager announces hot new book for March 2009 that shares the secrets to make your city dwelling irresistible, attract home shoppers and sell fast -- in any market!

New York, NY – Why do some properties sell in record time (even in today’s real estate market), while others languish forever, price cut after price cut? Learn the secrets to beating the housing slump from one of the industry’s top home staging experts, as **Ilaria Barion** announces the launch of her new book **“Set the Stage for a Sale”**. With publication scheduled for March 2009, the book takes real estate staging to a whole new level, with rare insight into home buyers’ emotional and rational buying triggers, in-depth analysis of the most successful marketing approaches, expert sales advice, and all the hands-on secrets, tips and tricks sellers need in order to stage to sell.

“In today’s tough economy and even tougher real estate market, home sellers are understandably worried about what to do to make the sale,” comments Ilaria. “While it’s one of the hottest buzzwords in the real estate industry, staging is too often wrongly perceived as quick cosmetic fixes or superficial beautification. In my new book, I instead try to explain what staging is really all about, providing a unique look at how home buyers are really home *shoppers*, what goes into their decision-making process, and how sellers can most effectively engage them at both emotional and rational levels.”

“*Set the Stage for a Sale*” offers a fascinating and highly valuable look at the psychology and strategy of home sales, and also includes expert advice from some of the most respected success stories in marketing and real estate, as well as secrets on staging to sell that will help sellers to reach their goals. “When it comes to making a sale, real estate is show business and home shoppers the audience in front of a stage – your home,” adds Ilaria. “Setting that stage is the most powerful marketing tool at your disposal today. Embrace it!”

In her successful career as one of New York City's most sought-after staging experts, Ilaria's clients include home sellers, investors, developers and top celebrities. She also advises real estate professionals through her speaking engagements, seminars, and events. Her book "*Set the Stage for a Sale*" hits the market in the nick of time, offering a timely, insightful, and often humorous look at the importance of real estate staging in today's troubled real estate market. As an added bonus, the book will also provide savvy advice especially for home sellers in city environments. "In writing this book, I decided to focus on a truly underserved market in the staging arena – city dwellings in metropolitan areas – in which marketing challenges are profoundly different from those of the suburban houses in the rest of the country," explains Ilaria.

"*Set the Stage for a Sale*" will also include a section of in-depth interviews with some of the top real estate and marketing professionals in the U.S. Featured experts include famed 'retail anthropologist' and bestselling author **Paco Underhill**, color, storage and moving experts as well as top real estate brokers such as **Jacky Teplitzky, Efraim Tessler, Deborah Grubman, Paul Gavriani, Vincent Falcone, Glenn Norrgard, and John Tenore** in New York, **Linda Shaughnessy** in Chicago, **Valerie Fitzgerald** and **Lori McGuire** in Los Angeles, **Barbara Callan** in San Francisco, **Walt Danley** in Phoenix, and **Lino Raffaele** in Milan, Italy. Thanks to "*Set the Stage for a Sale*", these experts' insights are together for the first time, and are now an exciting and integral part of Ilaria's new book, further helping home sellers to make the right decisions (and avoid the wrong ones) when setting the stage to sell in real estate.

"'*Set the Stage for a Sale*' is not just another staging manual. I really wanted my book to address the Why's as well as the How's of real estate staging," adds Ilaria. "For this reason, I share the secrets to setting the stage for a sale on your own, but I also explain the marketing reasons behind the actions that I recommend for you to take." By explaining the concepts of experiential marketing, as well as the economics of staging in a friendly and highly readable style, Ilaria's book also dispels many popular myths about staging -- examining the hidden costs of *not* staging, as well as the dangers involved when sellers confuse staging with home décor (a mistake that can cost sellers thousands). "It's understandably difficult to think of your home as a 'product,' even when you put it on the market," comments Ilaria. "But that's what it is – a product, and one that's in stiff competition with other products in the same price

range. And it is a *perishable* product: The longer it sits on the market, the lower the closing price is going to be. Doing the math and using all the weapons at your disposal is a must to sell fast and for top dollar in this or any market.”

For these reasons, and many more, “*Set the Stage for a Sale*” will be as great an asset to real estate professionals as it will be to home sellers facing the process on their own. The book will be released in March 2009 – and in today’s ultra-tough real estate market, “*Set the Stage for a Sale*” will be a must for any home seller’s bookshelf.

About Ilaria Barion

Originally from Milan, Italy, Ilaria Barion is a marketing veteran and highly sought-after real estate staging expert who is a proud member of the Real Estate Staging Association (RESA). Before helping sellers to attract traffic and turn it into sales, she advised corporations around the world, and then transformed that marketing expertise directly into her own specialized and highly strategic approach for real estate. Today, her clients include developers, investors and celebrities from across the globe. Her assortment of services includes “Staged to Date,” which helps singles to make their homes as “datable” as they are, as well as her unique virtual staging service, which means that her staging expertise is available to clients no matter where they are. Ilaria also shares her know-how to sellers and real estate professionals in seminars and events across the U.S., and will soon be offering a series of seminars around the methodology of “*Set the Stage for a Sale*” in Spring 2009 in New York, Chicago, San Francisco, and beyond. Find out more about her work and approaches at www.ilariabarion.com.

For more information on Ilaria Barion, for a review copy of her upcoming book “*Set the Stage for a Sale*,” or to book her for interviews or media appearances, please contact publicist **Angela Mitchell** at **(904) 982-8043**, paramitch@aol.com, or pr@ilariabarion.com.

###

Ilaria Barion (Pictures and Images)

Please use the image below when writing about Ilaria Barion and her upcoming book “Set the Stage for a Sale”



As one of today's top real estate stagers, Ilaria Barion's unique knowledge and staging secrets are in constant demand – and she now shares her own unique secrets for staging success with the announcement of her exciting new book, “Set the Stage for a Sale.”

(PHOTO CREDIT: Copyright 2009 Karol DuClos.)