

# 1-sheet ("Sell Sheet"), Set the Stage for a Sale

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HOME SELLING

AN IB PUBLISHING TRADE BOOK



**Title:** *Set the Stage for a Sale*

**Author:** Ilaria Barion

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**Illustrations by:** Heather McGrath Design

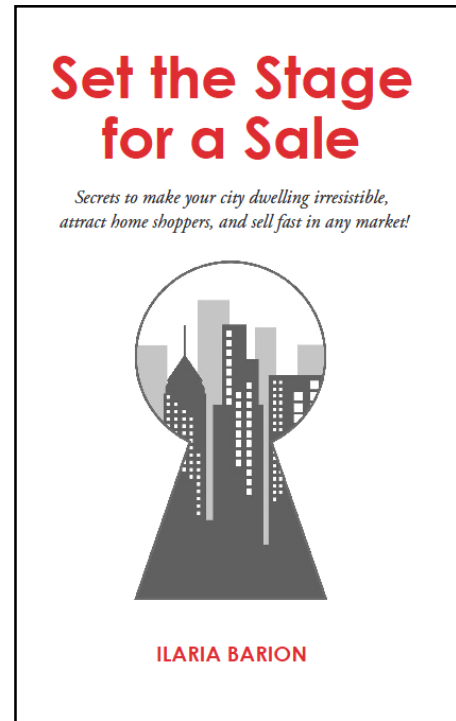
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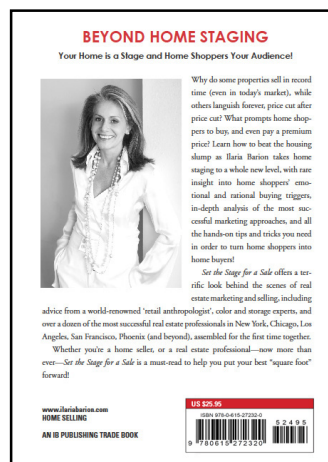
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Even in today's tough real estate market, why do some properties sell in record time, while others languish forever, price cut after price cut? What truly motivates home buyers to buy – and for top dollar?



Discover the secrets to setting the stage for an audience of home shoppers, as top NYC home stager **Ilaria Barion** takes real estate staging to a whole new level in *Set the Stage for a Sale*.

The reality of real estate is that people today don't just buy a property. They're really buying the experience of a lifestyle that comes with it. Home staging or real estate staging is the best way to do this – especially in a challenging economy.

*Set the Stage for a Sale* is unlike any other book on staging, offering a knowledgeable and entertaining look at the importance of real estate staging, as well as interviews with some of the industry's top marketers and brokers, including renowned 'retail anthropologist' and bestselling author Paco Underhill. The book also includes some of the industry's best-kept secrets on staging, marketing – and selling – city condos and apartments successfully (whether the real estate market is up – or down). With Ilaria's help, anyone can set the stage for a sale.