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Ilaria Barion's Home Staging Book "Set the Stage for a Sale" Wins Top Honors from The National Best Books 2009 Awards in Multiple Categories!

Leading New York and Chicago Home Stager's Essential Guide to Making the Sale Wins Business: Real Estate and Home: Reference Categories from The National Best Books 2009 Awards, while placing as a Finalist with Home: Decorating/Interior Design and Home: General Categories, as well

New York, New York (PRWEB) October 21, 2009 – Leading New York and Chicago home staging expert **Ilaria Barion's** new nonfiction book ***"Set the Stage for a Sale: Secrets to make your city dwelling irresistible, attract home shoppers, and sell fast in any market"*** has just been announced as a multiple award-winner by **The National Best Books 2009 Awards**, sponsored by USA Book News!

Barion's book won top honors as the award-winner in the Business: Real Estate category, and also won the Home: Reference category. The book also achieved award-winning "Finalist" status in the Home: Decorating/Interior Design and Home: General categories, as well. USABookNews.com, the premiere online magazine and review website for mainstream and independent publishing houses, announced the winners and finalists of The National "Best Books" 2009 Awards (NBBA) on October 20, 2009. Awards were presented for titles published in 2009 and late 2008.

Barion's book, *"Set the Stage for a Sale: Secrets to make your city dwelling irresistible, attract home shoppers, and sell fast in any market,"* is still new to the market, having just been released in the late Spring of 2009, but the book has already proven a true bible for home-sellers, especially those seeking to sell in cities and urban environments, as well as for real estate professionals seeking to help their clients to a quick sale. Written in an entertaining and informative style by industry expert Ilaria Barion, the book teaches home sellers how to save money through savvy home staging – making faster sales, and for top prices. Unlike other books on home staging, *"Set the Stage for a Sale"* offers rare insight into home shoppers' emotional and rational buying triggers, in-depth analysis of successful marketing approaches, advice from top color and storage experts, and in-depth interviews with some of the top real estate and marketing professionals in the U.S.

A major publicity campaign announcing the award results is already underway from USABookNews.com, and will continue throughout the holidays.

What’s Unique About “Set the Stage for a Sale?”

Ilaria Barion's book is unlike any other, and its unique point of view was a contributor to its achievement of multiple awards in Business and Home categories from The National Best Books 2009 Awards. Unlike most other books on staging, “*Set the Stage for a Sale*” offers the following unique angles:

- 1. It’s a Real Estate Marketing Book.** As Ilaria’s book demonstrates from its very first pages, selling a property isn’t about décor. Generating traffic, engaging buyers, and getting them to a fast decision is far more complex than just adding a little pizzazz or a few throw pillows. Instead, Ilaria’s book explains what really influences home buyers’ decisions, how to think like them, and how to prepare your property to turn traffic into the fast sale you’re looking for.
- 2. It Offers Real Industry Experts’ Insights – Not Staging Myths.** Unlike any other book of its kind, “*Set the Stage for a Sale*” includes over 80 pages of interviews with dozens of industry leaders, including: top real estate pros from coast to coast, a world-renowned authority on shopping behaviors, color and storage experts, as well as staging statistics from an industry leader, each offering essential and thought-provoking insight into what makes for a successful sale.
- 3. It Teaches Readers How to Sell A City Apartment.** If you are selling a city dwelling in a metropolitan area, you face unique marketing challenges that are profoundly different from those of suburban homes. Ilaria’s is the first staging book that specifically addresses those challenges, answering such questions as: How do you turn a narrow hallway into a grand foyer? How do you transform a cramped studio into cool spaciousness, overcome lack of storage or natural light, or even get top dollar for a brick-wall view? Here, you’ll learn all the secrets to make your city dwelling fly off the shelf, in any market!

The book is available online at Amazon.com, Barnes & Noble (<http://www.bn.com>), and via Ilaria Barion's website (<http://www.ilariabarion.com>) at a special discounted rate.

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A complete list of the winners and finalists of the USABookNews.com National "Best Books" 2009 Awards are available online at <http://www.USABookNews.com>.

About the Author:

Originally from Milan, Italy, Ilaria Barion is a 20-year marketing veteran and highly sought-after real estate stager 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 Ilaria Barion LLC is one of the top home staging firms in the United States, with offices in New York and Chicago, over \$300 Million in staged real estate to its credit, a rich history of success, and a distinguished client list that includes real estate agents, home sellers, developers, investors and celebrities from around the world. Learn more at <http://www.ilariabarion.com>!

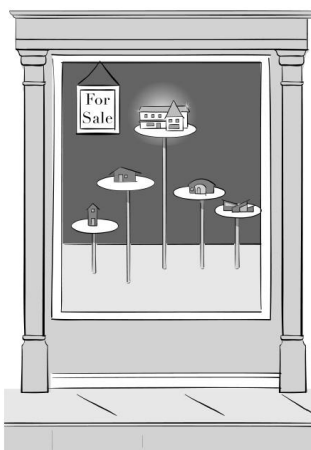
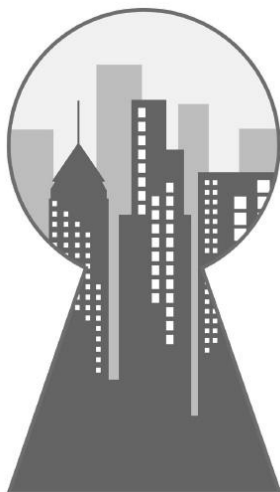
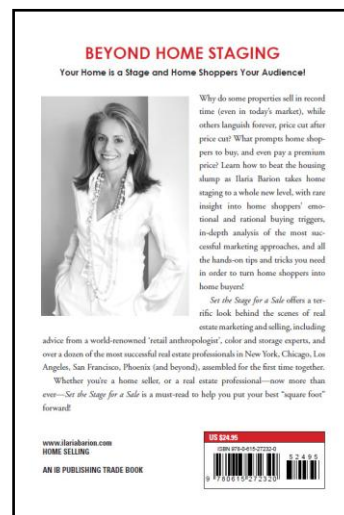
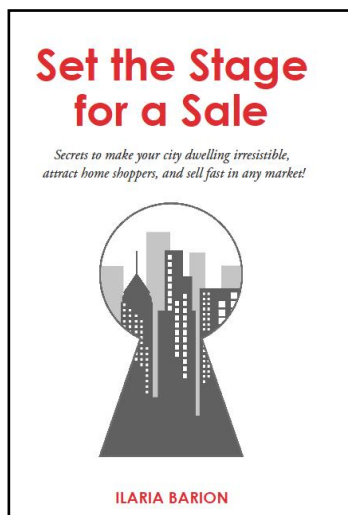
For more information on Ilaria Barion, for a review copy of her award-winning book "*Set the Stage for a Sale: Secrets to make your city dwelling irresistible, attract home shoppers, and sell fast in any market,*" or to book her for interviews or media appearances, please contact publicist **Angela Mitchell** at (904) 982-8043, paramitch@aol.com, or ib@paranoidpr.com.

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Ilaria Barion and *Set the Stage for a Sale*

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