CONSTANCE GOLDER

STYLE + STAGE

Aspen's Resource for Redesign & Home Staging

ConstanceGolder.com

ABOUT CONSTANCE

Constance Golder is The House Whisperer expert in design and staging of beautiful homes in Colorado. Constance has over 20 years of home staging experience where she specializes in updating homes to increase their sale and or rental valuation. Constance is originally from Philadelphia and studied at NYC Fashion Institute of Technology and Philadelphia College of Textiles and Sciences where she holds degrees in Fashion Design and Textile Design.

Constance moved to Aspen, Colorado in 1991 and designed two lines of clothing sold at the national level. She then followed her love of fashion and design into a career of prop and wardrobe styling for commercial photo shoots as a style and fashion editor at Aspen Magazine. Demand began increasing for staging homes and condominiums as the staged homes sold at such a quick rate. A new career thus began styling and upgrading properties in the Roaring Fork Valley. Constance is available for home staging and styling.

RETURN ON INVESTMENT - THE STATS

- Staging reduces vacancy times by 75% therefore increasing weekly/monthly revenues
- 81% of Realtors said styling helps buyers visualize the property as a future home
- 46% of Realtors said styling makes prospective buyers book a showing
- 32% of Buyers Agents believe styled homes increases the offer amount by 10%
- 37% of Sellers Agents believe styled homes increases the offer amount by 10%
- Staging the living room for buyers was found to be most important (55%), followed by staging the master bedroom (51%), and staging the kitchen (41%)

Statistics provided by National Association of Realtors®

According to the National Association of Realtors:

"The economic benefit of home staging is taking the extra step in styling a home and creating a significant difference in the price received for the home."

FROM DRAB

TO FAB

SERVICES - UPGRADED VS. NON-UPGRADED

Many condominiums in the Aspen Snowmass area are currently being rented in two category types, upgraded and not upgraded. Upgraded condos are seeing an advantage in rental income and higher occupancy. Off-season is a great time to enhance your Aspen Snowmass investment. Swapping out key furniture items and accessories can make all the difference to your next renter especially when viewing your condominium online. I guarantee to modernize your unit, purchase cost conscious furniture that upholds wear and tear and increase your return on investment. You name your budget, we'll create a proposal that generates additional rental revenue.

We recommend the following upgrade considerations:

- Replace sofa, coffee table, headboards, bar stools, dining table & chairs
- New throw pillows & throws
- New lighting in kitchen/dining area
- New lamps in living area and bedrooms
- Art/mirrors
- Update electronics
- Area rugs (optional)
- Accessories

PRICING

I work on a flat fee basis that addresses your specific concerns to upgrade your condo/residence into a luxurious and comfortable retreat.

- Flat fee based on scope of project includes assessment, design research, proposal and installation supervision
- $125 consultation fee, waived upon contractual agreement
- Art, paint, carpet, electrical and install labor are additional
- 50% of design fee due at start, balance due upon final installation
- Advance funds required for all purchases of furniture and accessories as specified in contractual agreement
- Final bill with any additional charges (messengers, shipping, etc.) will be sent upon completion

**Will coordinate with general contractor/subcontractor for $125/hour*

To book a consultation:

cgolder@me.com

917.693.1234

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References Available