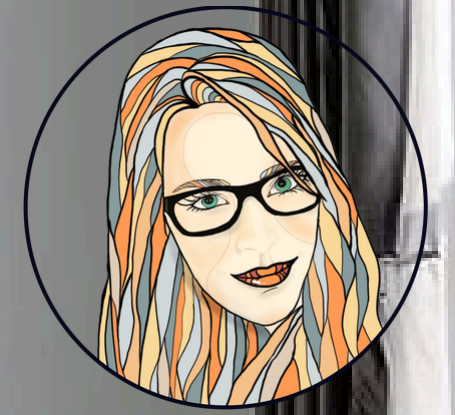


Interior Designer & Home Stager:

**Nadine Schmitz** | *The smartdesigner*

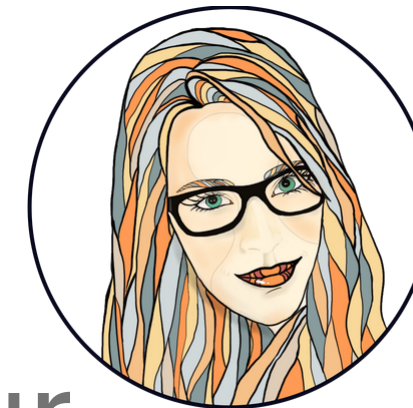


**AN INVESTMENT THAT ADDS VALUE**



**HOME STAGING | OPEN HOUSE | RELOOKING**

*Don't just sell square metres. Capture the feeling of living there.*



Without proper presentation, your home is just one listing among many!

Why does your property need me?

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In today's real estate market, competition is fiercer than ever.

That is why it is essential to stand out professionally and rise above the competition, presenting a property **impeccably** from the very first scroll, with photographs that **instantly catch the eye**.

As a professional **HOME STAGER**, with a **relatively small investment**, I prepare residential and commercial properties to make them appealing to their ideal target buyer. The potential buyer must feel at home from the very first visit: in fact, the urge to buy is born within the **first 90 seconds** of viewing a property.



*The urge to buy begins in the first*

**90 seconds**

*of viewing a home.*



FACTS MATTER MORE THAN WORDS: 95% SUCCESS RATE!



## HOME STAGING BY THE NUMBERS

HOME STAGING is an effective real estate marketing strategy that presents a property at its best, refining every detail of its presentation, speeding up the sale and reducing room for negotiation.

A few figures:

4%

average discount on the asking price after home staging

(8.5% national average – source: Bank of Italy)

95%

of staged properties sold

32

days on the market after home staging

-70% TIME

173

average time on the market in Italy,

according to the Bank of Italy (non-staged properties)



Home staging is not a cost, but a low investment that helps achieve the highest sale price

## Home Staging for lived-in homes

from €800

- **The value:** I enhance your property's potential without changing its identity, while making it market-ready.
- **What I do:** Decluttering, space reorganisation and the addition of selected decorative elements that highlight the property's strengths.
- **Target:** Ideal for homeowners who want to sell quickly at the best possible price.

## Home Staging for empty homes, new builds and offices

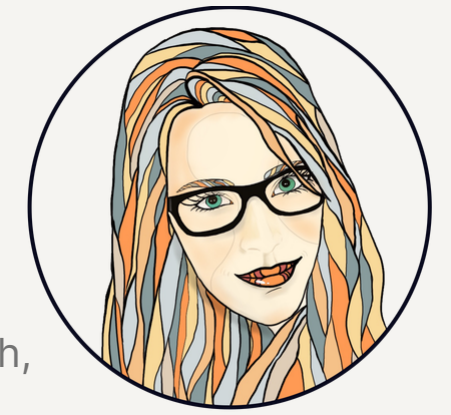
from €1.400

- **The value:** I transform cold, anonymous spaces into places where potential buyers can finally picture their future life.
- **What I do:** Full staging with rental furniture, accessories, lighting and decorative details to bring scale, depth and warmth to every room.
- **Target:** Ideal for developers, investors and new-build properties.

## Home Staging for furnished but unoccupied homes

from €1.000

- **The value:** I transform dated properties into fresh, modern homes.
- **What I do:** I carry out deep decluttering, removing the unnecessary and adding light furnishings and contemporary textiles to soften the signs of time.
- **The goal:** To neutralise the spaces so visitors can imagine their own future there, removing the "grandma's house" effect. Ideal for properties for sale with existing furniture that need a fresher image.



## Open house

from €500

- **The value:** It is not just a viewing, but an event that creates competition among buyers and helps speed up the sale.
- **What I do:** Full Open House organisation, supported by a professional photography service that makes the listing stand out on property portals.
- **The result:** More viewings in a shorter time, less disruption for the seller, and an immediate sense of exclusivity.

## Relooking per micro-accommodation properties

from €700

- **The value:** I transform your B&B or holiday home into a "sold-out" destination, increasing occupancy and average nightly rates.
- **What I do:** Targeted restyling of textiles, colours and lighting to create that "wow" effect that captures attention on booking platforms.
- **The goal:** To turn a room into a memorable experience, increase profits and improve reviews, while optimising the budget without renovation work.

## Relooking per homes, offices and retail spaces

from €350

- **The value:** I refresh your professional or private spaces so they reflect your new identity or improve everyday productivity and wellbeing.
- **What I do:** An image-led consultation that reorganises volumes and existing furnishings, adding new elements to create a functional, modern and coherent environment.
- **The goal:** To restore value and character to anonymous or dated spaces, making them welcoming for your clients and uplifting for those who use them every day.



# the method

## Property analysis

Site visit to assess the property's potential.

## Project creation

Definition of the target buyer, colour palette and furniture layout, including rental furniture for properties intended for sale, where needed.

## Staging

Functional and emotional preparation to minimise flaws and enhance strengths. Fast and effective, usually completed within 1 to 4 working days. Rental is included for 3 months (extendable).

## Photography service

Professional images created for property portals.

The professional **home stager's tricks:**  
clean, light, refine, neutralise

### Hospitality data:

Properties staged by me achieve an average

**+38%**

increase in profitability and an average

**+21%**

increase in occupancy rate.

### Sales data:

**+4%**

average discount

**32**

average days on the market



Well-executed staging increases clicks by **+61%** and, during viewings, boosts perceived space by **+30%**.

# BEFORE

## The empty home

From an empty space to a dream home: how staged furnishing defines functions and sparks the buyer's imagination.



## The furnished home

Decluttering and colour harmony: we cleared away the excess to highlight natural light and the property's true value.

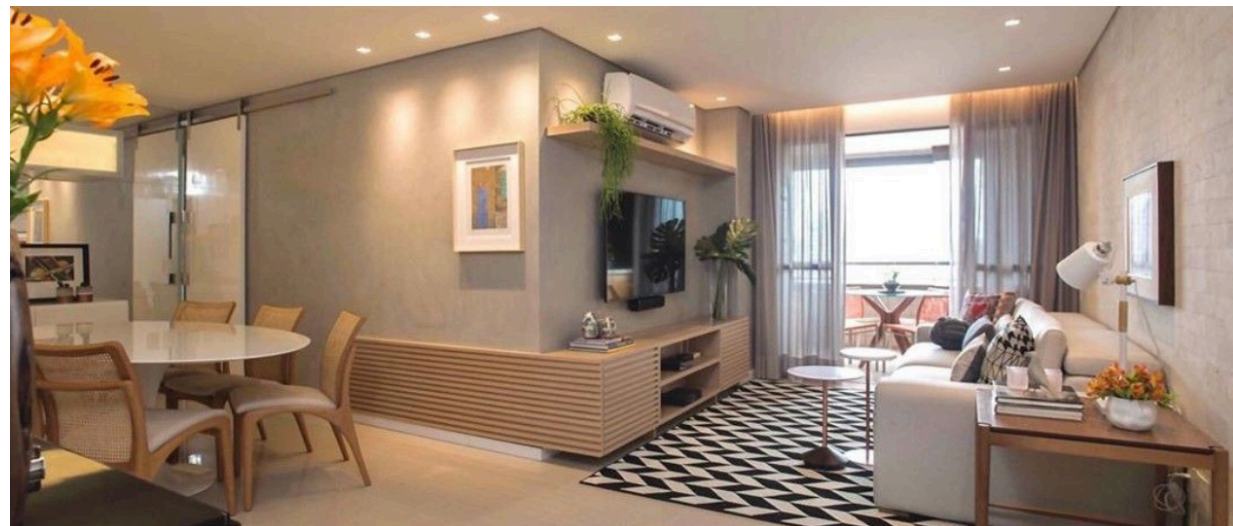


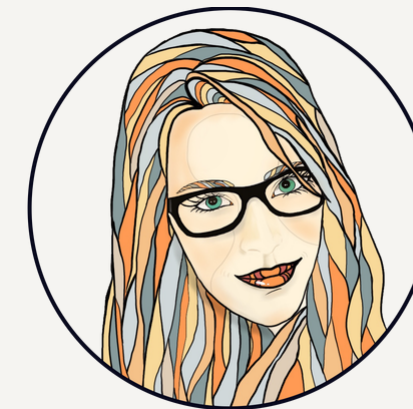
## Holiday rental

Design that attracts clicks: a targeted intervention using lighting and warm materials to stand out on booking platforms and increase occupancy.



# AFTER





Interior Designer & Home Stager:

## Nadine Schmitz | *The smartdesigner*

Every home has a story to tell. I shape its most important chapter: **the moment it meets the person who will fall in love with it.**

**Method, strategy and attention to detail** come together to transform your property into a market-ready home, able to stand out and be chosen at first glance.



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**Ready to turn every listing into a quick sale?  
Get in touch for a tailored consultation.**

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HOME STAGER