

## **RESIDENTIAL NEW CONSTRUCTION: *What does your model home say about "You" the Builder?***

**A model home is a silent salesperson. Merchandising is simply a way of packaging your product to your targeted market. Models are intended to influence home buyers by reinforcing their lifestyle desires, creating memory points and triggering their emotional hot buttons. This creates a sense of urgency in the buyer and solidifies their decision in choosing you- the Builder.**

**Today's buyer can be considered a "be back" on their first visit if you consider over 90% of buyers will have seen the home online first. A typical buyer will look at 50 homes, starting online, weeding out which homes they want to tour in person. Once the buyer walks in the door of your house, you can assume you've made it to their "top" list of homes they are considering for purchase. You have a matter of minutes to sell this buyer.**

### **Model Home Staging**

Have a model, showcase, or inventory home that needs gorgeous, engaging design customized to your target buyer? Toscano Interiors offers Model Home Design packages for builders wishing to own the inventory for use in other homes. Toscano Interiors can move and re-install the inventory as needed, and even refresh and re-customize for each move!

### **Model Home Design**

There is more to merchandising a model home than meets the eye. In order to properly merchandise your product, one must understand the lifestyle desires of the targeted market of the product and how to influence Buyers through targeted design. Up to date knowledge of the local real estate market and forward thinking trends is also very important in designing a model home. Model Design is priced per sq foot. I will ensure your model home:

- \* Demonstrates how the home will be used.
- \* Maintains continuity with your marketing and company brand/image.
- \* Implements forward thinking design to bring longevity with your investment.
- \* Increases the perceived value of your product.
- \* Identifies with the target market through style, function and memory points.

## **Model Spec/Inventory Homes**

At Toscano Interiors, we don't decorate spec homes the way we would a model home, but we add enough of the right touches to make a connection with the buyer. We always purchase the furniture we use, which means each piece can be moved to different spec homes once the previous one sells. It's a truly economical way to move homes quickly off the market.

Best yet, we only need a week to for this type of staging. We work on every budget, we know what rooms are the most important to stage, and we are up-to-date on the latest decorating trends. It's a known fact that people are more likely to purchase a house when their emotions are involved. Most builders' spec homes are empty except for a couple of random additions, like a raised basement ceiling or millwork here and there. What they lack is the emotional draw that the model home can offer.

## **Monthly Spec Home Staging**

Are you a builder with inventory, spec, or even showcase homes that need impactful monthly staging? Don't want to pull the trigger on owning the staging inventory? Toscano Interiors offers beautiful monthly builder packages and moving services to transport and re-style to new homes as needed.

Before you hire your Project Mgr., decorator friend, spouse, real estate agent, etc., to furnish your model home, give me a call for a *FREE* consultation.

My model home merchandising service includes:

- \* I work with the builder/developer to establish the marketing direction for the new community.
- \* I work closely with the builder's staff and other finish contractors on specifications: wall colors, cabinetry, counter tops and lighting.
- \* I purchase furnishings, window coverings, wall coverings, rugs, art and accessories upon design approval.
- \* Install and stage models to meet builder's opening deadlines
- \* Highlight and integrate eco-friendly/green design practices.