

PRESS RELEASE – FOR IMMEDIATE RELEASE

**CONTACT: Kristen Laniewski 781-331-1200 clinics@factorypaint.com
www.factorypaint.com**

DATE: July 11, 2011

**LOCAL PROFESSIONAL EARNS ACCREDITED STAGING
PROFESSIONAL® (ASP®) DESIGNATION**

The softening Real Estate market is increasing homeowner demands for tools to help bring a profit in the sale of their homes. ASP Home Staging has become one such tool. By properly cleaning, decluttering and preparing a house before it is listed on the market, homeowners have a better chance of selling their home at or above list price.

In a recent study conducted by Stagedhomes.com, of over 1000 homes, (55% Vacant, 45% occupied) across the United States and Canada, showed that homes that were prepared for sale by an Accredited Staging Professional (ASP®) were on the market 80% less time before selling than non ASP Staged Homes. And the average ASP Staged Home sold for more dollars depending upon the market, price range of the house and the neighborhood. Averages ran from 7.9 % more dollars to over 25% or more than non ASP Staged Homes.

Jackie Burns and Factory Paint & Decorating is now serving the south of Boston area as an Accredited Staging Professional (ASP®). Jackie is among the network of more than 21,000 Real Estate Agents and professional Home Stagers worldwide, who are providing sellers with the knowledge and tools they need to sell their homes faster and/or for more money. Jackie has completed the Accredited Staging Professional Course provided by StagedHomes.com, where she received hands-on instruction and was required to demonstrate techniques by staging a home that was listed on the market.

The Accredited Staging Professional Course was created by Barb Schwarz, the Creator of Home Staging®, President and CEO of Stagedhomes.com and the International Association of Home Staging Professionals®. Barb developed the concept of Home Staging in the early 1970s and has since educated more than one-million people on the subject. She is a nationally known and award-winning speaker, author and trainer and has been featured on *ABC's Good Morning America* and *20/20*, *NBC's The Today Show*, *PBS*, *The CBS Evening News*, *Fox News*, as well as many local news programs.

To have your property ASP® Staged please contact Jackie Burns at 508-746-7117 or jburnshomes@gmail.com.

END