

VIRTUAL STAGING

Virtual staging is an effective tool that enables prospective buyers to visualize a property's potential without incurring the substantial expenses and labor associated with physical staging. To ensure the success of your virtual staging efforts, keep these rules in mind when incorporating virtually staged photos into CincyMLS.



Virtual staging may only be used on the interior of the structure.



Personal property, like furniture, mirrors, artwork, etc. may be included in the staging.



Virtual staging is intended to enhance the visual appeal and may not be used to conceal physical defects or negative visual elements of the property.

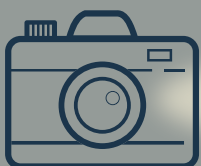


The actual property or its surroundings must not be modified, including permanent fixtures, wall colors, countertops, obstructed views, and other other elements.

URGENT

The phrase "VIRTUALLY STAGED" must be included on the images in a clear and reasonably sized font.

By leveraging the power of virtual staging with compliance, you can effectively enhance your marketing efforts and attract more buyers in the digital era of home buying.



TUESDAY TIP
04/25/2023

