

House sales decline creates property styling careers for women

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House Wow!, the first nationwide property styling company for home sellers which launched last month is in great demand and is already actively recruiting for more representatives throughout the UK.

Following on from the phenomenal success of the launch and the current downturn in the UK housing market, homeowners & estate agents are looking for quick & inexpensive ways to get their houses selling faster.

Recent statistics show that there is an average of 150 properties in a price bracket to the 10 buyers looking. That means that in the current housing market a home needs to stand out from the crowd to stand any chance of getting viewers through the door.

House Wow! have hit the headlines with a unique concept in property styling which delivers maximum wow factor at the best possible price.

House Wow! 's fresh & flexible approach avoids expensive and time consuming decorations wherever possible and focus on creating wow factor from the viewpoint of a camera lens for marketing pictures as well as for viewers who walk through the property.

"Layout and lifestyle accessorising is the key to selling faster" says Anita Richardson, the founder of House Wow! "Estate agents see the buyers picking a hit list to view from the best looking properties – and interior styling plays a vital role in whether they think the house is for them".

Anita believes that the housing markets needs for 'styling to sell services' is a fantastic opportunity for creative women looking to challenge themselves and build a business.

"The House Wow! service will only be available via a House Wow! representative so this really is a fantastic opportunity in a new marketplace" says Anita. "We offer stylists quality training and business start up support because excellence in our delivery of service is paramount to House Wow ideals"

Anita has run her own design, home staging and show home business and managed the Home Staging Network for a number of years.

"The reaction to House Wow! has been incredible", she says, "People are amazed at the fast re-styles we create", she adds, "because it gives them a whole new interior style with wow factor that not only sells the current house but gives them fabulous accessories ready for the new property they move into."

House Wow! offer an initial advice appointment with recommendations and quotation in writing for just £95.00 "A tiny fraction of the possible drop in selling price homeowners are facing as their only alternative to getting our stylists in", adds Anita, "we do everything we can to avoid redecorating by redefining space and restyling to save homeowners time and money."

“Like my own change of career to Interior Design, many women want a creative career with more flexible hours that fit around bringing up their children. House Wow! offers recruits the chance to build a successful business whilst dictating hours of work. New recruits are given Property Styling training and business tools including an online web site presence and online diary to set their own appointments. Building a business in this completely new area is challenging, but incredibly rewarding”, says Anita.

Anita personally trains and oversees the development of her team assuring them of the highest level of professional training and support.

During August House Wow! are offering Property Styling and business start up information days for just £95.00. These will run in London on 3rd August, Leeds on 9th August and Birmingham on 16th August. Further details and booking can be found at www.housewow.co.uk/vacancies

Anita estimates that House Wow Property Stylists will re-style property to the value of over £300 million in their first year and Anita believes that the business will grow and grow, “The housing market may well improve over the next 12 months or so but we expect that property restyling to sell will become an integral part of home sales for many years to come” says Anita.

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