

Gary Faber NurtureSource Designs

At the time of our project in 2014, Gary Faber had over ten years of experience in staging and design for the real estate market throughout the San Francisco Bay area. Gary sought my support in reframing the vision of his business through a formative time before expansion. Through interviews and on-site research, I captured his value-added perspective with an article entitled “The Last Ten Percent”. I also created original content to help prepare his website for upcoming edits. Directly, the vision of his business was a bit outside the mainstream. Therefore, for market accessibility he kept his original business name – NurtureSource Designs – and minimized sharing the unconventional specifics that drove his success.

Link to:

[The Last Ten Percent](#)

[About & Services](#) – content for the transitional site

[Exploratory Copy for Website Transition](#) – collective/collaborative copy through formative development

The Last Ten Percent

Over the last few years, real estate markets across the country have fluctuated for many different reasons. In certain regions, like the San Francisco Bay Area, the market has maintained strong pockets during these fluctuations. Real estate values remained steady and some homes even experienced multiple offers. However, even in San Francisco, some homes were highly sought after while others languished. Some agents attribute these successes to location or price, while others believe that the age and condition of the property are strong indicators. However,

NurtureSource Designs has discovered another essential factor behind a successful real estate listing. We call this factor “move-in readiness.”

NurtureSource Designs helps current homeowners design and prepare their properties for sale as move-in ready. A move-in ready house is transformed for the marketplace and presented as a more finished home for the buyer. Why are we so confident in the value and success of a move-in ready property? The benefit is in what we call “The Last Ten Percent.”

The Last Ten Percent is a commitment between a homeseller and the real estate agent to present a home that stands out from the others in appearance, condition and relative price-to-value ratio. The Last Ten Percent becomes the difference between an \$800,000 home sale and a \$720,000 home sale. NurtureSource Designs has worked with scores of real estate agents in order to earn The Last Ten Percent.

The real benefit of The Last Ten Percent is in its value. The Last Ten Percent pays for the real estate commission costs. It also pays for the preparation and staging costs required to complete the house’s preparation for the marketplace. And most importantly, not only does it cover the costs of any design transformations, but it often increases the profit for the homeseller. With over 10 years of experience as a successful home transformation company, NurtureSource Designs has prepared over 500 homes for the marketplace. Our track record confirms the success when activating a home for “The Last Ten Percent” within the marketplace.

However, by tracking the listing histories of individual agents and certain companies that haven’t worked with NurtureSource Designs, we have realized that the current real estate culture does

not always seek out this ever-important Last Ten Percent. Discount brokers consistently fall short of the objective while some high-end realtors simply play roulette with their clients' investment, "getting lucky" with some listings while losing tens of thousands of dollars on other properties. Unfortunately, this less than optimal attitude can strike anywhere and often hides beneath earnest smiles and sincere promises.

How might homeowners avoid the agents who don't pursue The Last Ten Percent? Do not assume the popular name and impressive marketing of an agent will automatically translate to a successful listing. Research historical listings and seek referrals and recommendations from friends and neighbors. Real estate results are quantifiable; seek the numbers that suggest successful outcomes. The economic value of your home is large enough that a few additional hours of research will not only pay for any additional expenses, but will likely bring additional profits as well. NurtureSource Designs has proven success with our results in earning The Last Ten Percent and would like to share our experience with you.

About & Services

NurtureSource Designs knows that a beautiful, move-in ready home sells more quickly, and for the best price. Established in 2003, this Berkeley-based project management and design services company has transformed over 500 homes throughout the San Francisco Bay Area. We contract with homesellers and uncover the best ways to earn ["The Last Ten Percent"](#) for the sale of their homes. Working with NurtureSource Designs is a commitment to make the home stand out in

appearance, condition and relative price-to-value ratio. However, our services go well beyond the basics of home staging for the real estate market.

NurtureSource Designs uncovers the hidden potential of your home through our unique process of Home Transformation Design. These services include Design Consulting, Project Management and Home Staging Presentation. Our use of color and light theory, feng shui, and fine arts enhances each house as it is prepared for the marketplace. Drawing upon the awe-inspiring splendor of the Bay Area, we transform homes to reflect the natural beauty of the environment.

We contract with an established network of local trade service associates that includes general contractors, landscape architects, licensed painters, and interior designers. These collaborations reduce costs and improve the final outcome of your home's transformation.

The proven success of NSD has made us an "open secret" among many successful listing agents. Collaborating with us often helps agents secure listings because of the competitive advantage we offer for their clients. In 2012, we prepared more than 50 houses throughout Berkeley, Piedmont and Oakland for the real estate market. Earn ["The Last Ten Percent"](#) from your home with NurtureSource Designs.

Exploratory Copy for Website Transition

a. **Home Page:**

The decision to sell your home is the culmination of many dreams and life experiences, but it is also an opportunity for a new beginning. Preparing a house for the real estate market is the often-overlooked step of this larger journey, and as a result you risk losing tens of thousands of dollars on the home's sale price. However, Home Transformation Design has a proven "open secret" that can help increase the value of your home.

Every house has a story. The patterns of living are embedded within its walls. By connecting with the essential qualities that have shaped the space of your home, HTD helps your house become an agent for its sale. Let this under-acknowledged member of the family share its knowledge as you prepare the course-of-action to sell your home.

The house is our client. We connect with your house and discover the essential qualities that will make the home move-in ready for your buyer. You will be presented with a 3-page Design Chart that organizes a series of design recommendations to transform your house for the marketplace.

The selling of a house is the outcome of many experiences, memories, and dreams for your family. It is also the commencement of a new journey for the house. Home Transformation Design understands the emotional complexities generated by this process and works with the family and the house to foster a beautiful outcome for everyone.

- b. **About Gary:** "I instantly connect with your house as I walk through the door. I fall in love with every house I meet."

Gary Faber has over 10 years' experience working within the competitive real estate market of the San Francisco Bay Area. Considered an "open secret" among many local agents, Gary's Berkeley-based design services company, NurtureSource Designs, has prepared over 500 homes for the marketplace. However, his expertise extends well beyond home staging.

Gary's success relies on his unique ability to uncover the hidden potential within a house. He calls this process Home Transformation Design. Gary's new company, of the same name, integrates this design consulting experience with his distinctive talent for design insight and vision. The goal is a course-of-action to inspire a move-in ready home that can earn what Gary calls [The Last Ten Percent](#). The Last Ten Percent is an investment that often pays for itself by covering both the enhancement fees of the house and the agent fees of the listing, while also generating additional profits for the seller.

c. **Definition of Design Chart and what to expect of this product:**

After meeting with you and connecting with your house, Gary will develop a Design Chart. The Design Chart serves as a springboard for your home's transformation.

Your specialized Design Chart is a three-page consultation outlining the potential transformations that will increase the value of your home. The chart is a set of recommendations listed categorically so that homeowners, real estate agents and their contractors can determine which aspects of the design vision best fit their needs and budget.

The Design Chart will also emphasize those areas of the home that are best left alone during its physical transformation. The subtle distinction of leaving certain areas untouched helps create an open space for potential buyers to fill with their own vision. In

allowing for this opportunity for personalization, the emotional connection between your buyer and the home often create added value to the property.

Gary's intuitive nature generates insights for activating design potential that are often overlooked in the standard approach to home sales. Gary follows a similar process of Home Transformation Design at his first company, NurtureSource Designs. His expertise connects with the wisdom of your house and helps you make informed choices while preparing your property for the market.

d. Why Gary's consulting is so essential/effective

The creation and follow-through of your Design Chart is a commitment to make your house as move-in ready as possible. By realigning the potential of the house, your buyer will be able envision what life will be like in their new home. The process connects the house with its future owners in a way not typical in the real estate market, and because homes happen on emotion, buyers becomes more willing to pay a better price for the home's perceived value.

Gary Faber's skill set is subtle, qualitative and unique. By taking advantage of his intuitive design sense and his ability for activating the energies within your home, the property will increase in value. The work consistently pays for itself by covering both the enhancement fees and agent costs, while also generating additional profits for the seller. With over 500 successful transformations in the San Francisco Bay Area, the proof for Home Transformation Design is in its results.

e. Additional explanation to develop based upon how much information Gary may wish to include on the website: "how" it works, outcomes for clients/agents:

In today's top real estate markets, there is a trend of staging a house for sale. Staging a house places furniture and furnishings throughout the property as a way to help potential buyers visualize what life in the house might be like. However, too often staging simply reinforces catalog assumptions of how a house should look and fails to take larger energetic values of the house and it's space into account. With a "design vision," Gary Faber will help guide the homeseller in following some basic transformational changes in order to emphasize the assets and under-served potential often overlooked by the standard practice of staging.

Using his intuitive design sense, Gary's perspective will to activate the space of the home with the development of a "design vision." Upon entering your house, Gary begins to understand the flow and energy contained within its walls. Gary uncovers the patterns embedded by your family and uses this essential information to create a larger design aesthetic to transform your house. In other terms, Gary connects with the house and seeks certain wisdom about how to best sell the house to your potential buyers.

f. Photo showcase of properties

Selection of photos from NurtureSource Designs website to demonstrate before and after.

Perhaps also offer a “sample” Design Chart for a selected property.

g. Testimonials

Quotes from real estate agents and sellers discussing the success of using NSD in order to emphasize Gary’s great reputation within in the Berkeley community.

Listing of articles (edited/revised from email collection) to help deepen qualifications.

h. Contact Information

New phone/address to help delineate between SFBA business and beyond?