

# Business Connection

Strengthening the local  
economy and serving  
members for 70 years



925.846.5858

[www.pleasanton.org](http://www.pleasanton.org)

March 2018

## Business Spotlight

### Staging to sell. Staging to live.

*First impressions matter...*

**E**nhanced Staging is owned and operated by Vicki Salinas, a 26-year resident of Pleasanton. A pioneer in the industry, she opened her first staging company in 1996. Vicki is an active member of the Chamber and belongs to the Southern Alameda County Women's Council of Realtors.

Home staging rethinks and reworks spaces; it requires a special touch. Vicki is vibrant and warm and loves getting to know her clients. "Buyers don't get excited in an empty or lackluster home," says Vicki. "They need to picture themselves living in the space. We are experts at creating atmospheres where clients linger. It's not just about staging, it's about the way you make people feel."

Staging is common in vacant homes but can be just as impactful in occupied residences. "We understand that preparing an occupied home for sale is a collaborative process," says Vicki. "We consider the existing furnishings and bring in what's necessary to showcase the space. Today's buyers are savvy. Your property should wow them."

#### Client Consultations

In addition to staging services, Enhanced Staging also offers one-hour homeowner

consultations. "Sometimes a home doesn't need much more than a little tweaking to make it shine," says Vicki. "Realtors hire us first. These houses go on the market looking their best from Day One."



**Vicki Salinas**  
owner | operator  
Enhanced Staging  
925.963.5051

#### Decorating & Color Consultations

Staging isn't just for realtors. With the help of a professional, you can finally create your dream home. Vicki finds most people already have what it takes; they just need the right editor. "Properly arranging color, furniture and accessories is the magic. Environments change the way we think and feel. Your home should bring you joy."

*"I have worked with a lot of stagers in my thirteen years of real estate, but none make a better first impression for my listings than Vicki Salinas. I always want the best for my clients and they love her. That is why I choose Vicki to stage my homes." ~ Shemill Cody, Coldwell Banker Residential Brokerage*

*Enhanced*  
staging

