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*After staging ...*



*Marcyne in  
the living  
room before  
staging ...*



## ALL THE WORLD IS A *Stage* ...

*"Life's a stage ...*

stage it right!" Those eloquent words are the embodiment of Marcyne Touchton, owner and principal stager for *Domaine Staging™*.

Just a few years ago, the term "home staging" was anything but the buzz. Now, thanks to women like Marcyne and her mentor, Barb Schwarz (Stagedhomes.com), Home Staging is the way to sell homes. "A staged home sells faster than a non-staged home by 97 percent," Marcyne said. "Seventy-five percent of my staged homes sell within 15 days," she continued. "We have the knowledge of what it takes to stage to sell and the manpower to make it happen. Whatever your needs are, we'll help you get it done."

Marcyne is a member of the International Association of Homes Staging Professionals (IAHSP) and the Charlotte chapter. She is one of only 140 accredited staging professional masters in North America to date.

"Getting on this career path was really an inspiration from God," Marcyne said. "I

asked my church group to pray for me to find my calling ... a couple of weeks later, my husband said to me, 'I have a new client called Stagedhomes.com. Have you heard of it?' The amazing thing is his clients have always been in the banking sector, yet here he was working with Barb Schwarz herself! It was about a month later when he felt comfortable enough to let her know how much I wanted to go into staging and Barb said, 'Honey, fly her up and I'll train her myself.'"

Barb Schwarz turned out to be more than a teacher for Marcyne. "She is an amazing woman with such strong passion," she said. "She is so focused on her life's work, and her work ethic is astounding ... she is an incredible woman!"

When Marcyne isn't busy staging homes she is enjoying the simple things in life. "I love reading, scrapbooking, traveling, having a fun gals' night, and scuba diving," she shared.

She also spends time with her children doing community service and working with their church. "We have a partnership with Crisis Ministry," Marcyne said, "and we donate our clients' gently used furniture."

The economic downturn, particularly its effect on real estate, has presented a challenge for Marcyne. But who better to take advice from than a genius such as Albert Einstein who once said, "In the middle of difficulty lies opportunity." Marcyne took that sentiment to heart and set out to find opportunity despite the recession. In October of 2008, when everyone was reeling from the sting of the market, she reprioritized her marketing strategies and looked at new ways of doing business. "I had to get out of my comfort zone and create an opportunity for myself," she explained. Stepping out of her comfort zone involved more networking, updating her training, and scheduling speaking engagements. The result? "We grew our business 200 percent last year," Marcyne explained. "If we didn't have that challenging phase, I would have gone with the status quo, and we wouldn't have been pushed to improve efficiency and get closer to our full potential."

Life, with all its ups and downs, twists and turns, may indeed be a stage—and you can bet that Marcyne is going to create the opportunities, whatever surprises and challenges those ups and downs bring, to stage it right! 🏠