

Pre-Listing Property Preparation, Made Simple

Chelsea transforms complex, occupied homes into market-ready properties while handling every detail from start to finish

COMPREHENSIVE SERVICE FROM A TO Z

One Team. One Point of Contact. Continuous Accountability.

Pre-Staging

A new approach to property prep that handles the upfront work, bridging the gap between getting a home ready and getting it staged



Staging+

Legacy staging reimagined, starting with property upgrades that complete the staging vision for a negotiation-free walk-through

OUR FOUR-PHASE FULL SERVICE SOLUTION

PHASE 1

Downsizing & Decluttering



We go through the property item by item and clear what doesn't belong in the listing

PHASE 2

Coordination & Logistics



We bring in movers, donation centers and auction houses, and manage every one of them

PHASE 3

Repairs & Upgrades



We oversee the contractors who handle painting, flooring, fixtures and the small fixes that hold up an offer

PHASE 4

Bespoke Staging



We stage around the property's own architecture, not around it

THE OLD WAY: FULL OF FRICTION

Vendor Chaos

Coordinating multiple vendors takes time away from your business

Client Inexperience

Passing off the prep work results in delays and unmet expectations

One Team

End-to-end property preparation carried out by one team

Proven System Method

Transparent, proposal-led, no hidden fees or surprises

Vetted Vendors

Consortium of reliable trusted partners

Operational Know-How

Highly trained team for handling logistics

Skipping Pre-Staging

Without clean-up you're left with eyesores you can't hide at a showing

No Methodology

Deadlines are difficult to meet without a structure and process in-place

One Point of Contact

One communication channel for monitoring progress

No Surprise Add-Ons

No added line-items no matter how long the property sits

Competitive Pricing

Relationship-priced costs others can't offer

Emotional Know-How

Guiding clients through difficult decisions

Building Rules

Misunderstanding building requirements leads to problems and delays

Asset Downsizing

Years of accumulated valuables are complicated to sell and remove

On-Site For Every Task

On-site or nearby based on vendor appointments

Packaging & Pricing

No overspending with a-la-carte packaging & tiered pricing

Preferential Scheduling

On-call vendors offer immediate bookings

Brand Know-How

Your brand represented on-site at all times

THE CHELSEA WAY: FRICTIONLESS

REAL STORIES FROM HOMEOWNERS LIKE YOU



Downsizing Boomers

Right-sizing for what's next

"Chelsea brought order to what felt impossible. They handled everything with such compassion and respect."

- Diane, daughter

Use Cases:

- The Older Couple
- The Older Widow
- Siblings with Aging Parents



Estate Properties

Handling complexity with care

"We were overwhelmed after inheriting the family home. Chelsea handled every detail with incredible sensitivity."

- Thomas, son

Use Cases:

- Inherited by Out-of-State Children
- Inherited by Older Family Members
- Executor Managing The Estate



Life Transition Gen X

Navigating change with confidence

"During a difficult chapter, Chelsea made the home transition seamless so I could focus on my family"

- Sarah, mom of two

Use Cases:

- Family with Kids
- Divorced Single-Parent
- The Busy Professional

RETURN ON INVESTMENT

Chelsea's Results vs. Doing it Yourself

Same building. Same unit size. Same floorplan. With and without Chelsea.



Properties	With Chelsea	Without Chelsea	Difference	Buyer Benefits	Result
550 Grand St (Lower East Side)	35 Days	106 Days	-71 Days	+56 Saves	Closing Record
166 W 76th St (Upper West Side)	70 Days	193 Days	-121 Days	+63 Saves	Closing Record
175 W 93rd St (Upper West Side)	16 Days	116 Days	-100 Days	+104 Saves	Closing Record



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