

▶ partner spotlight  
Photos by KDE Photography

# PHIL & ASHLEY STOUT

## WITH SIZZLE HOME STAGING

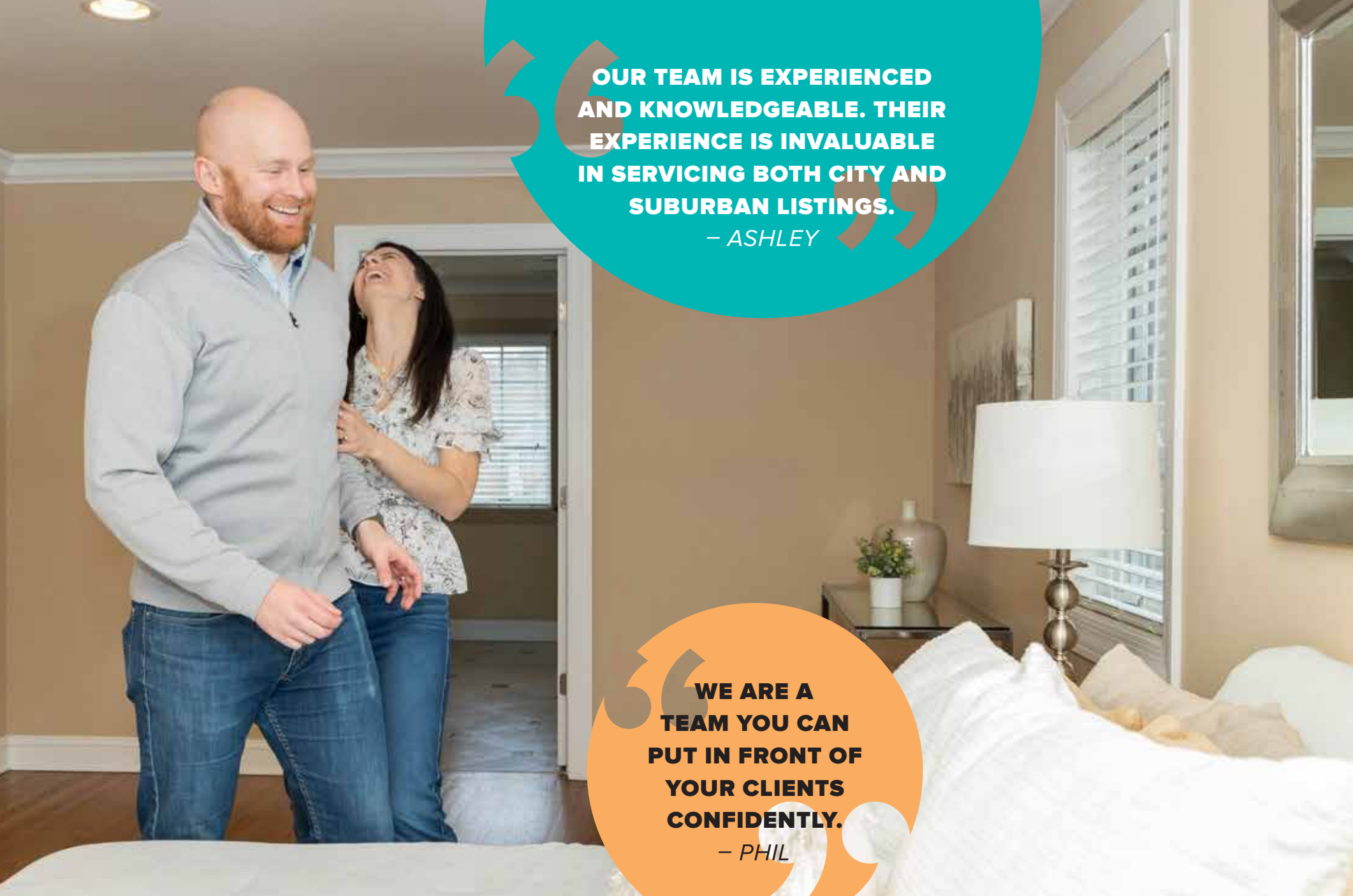
*Staging with  
Reputation*

For many top-producing REALTORS®, getting a property sold for top dollar is all about presentation, and that's where Sizzle Home Staging comes in. Sizzle is a full-service staging firm that has been providing its services to the Chicagoland area for twenty years. As both owners and designers, Phil and Ashley Stout have established a trusted company with excellent reviews, and they continue to strive to deliver value for their REALTOR® partners.

Sizzle Home Staging specializes in vacant properties of all sizes—from studios to large estates—and provides expert staging services for single-family homes, condos, and model units. For clients familiar with the Sizzle team and process, Sizzle will offer partial and occupied-space staging to meet the unique needs of a variety of seller situations.

Phil and Ashley's backgrounds have allowed them to bring unique skills to their business: Phil, who studied engineering and obtained an MBA, uses his business acumen and communication skills for handling sales and company finances. He puts his practical engineering skills to use with any repairs and maintenance. Meanwhile, Ashley brings her human resources management expertise to the table, and she oversees design, inventory management, scheduling, and staffing.

What sets Sizzle apart from other staging companies is the easeful and enjoyable experience they provide for their clients and partners. They understand the importance of prompt responses to inquiries, sticking to set schedules, and delivering an excellent final product. Sizzle Home Staging has a dedicated full-time crew, multiple trucks, and a warehouse of furnishings, which allows them to be more flexible, and faster, than other companies.



**OUR TEAM IS EXPERIENCED AND KNOWLEDGEABLE. THEIR EXPERIENCE IS INVALUABLE IN SERVICING BOTH CITY AND SUBURBAN LISTINGS.**

— ASHLEY

**WE ARE A TEAM YOU CAN PUT IN FRONT OF YOUR CLIENTS CONFIDENTLY.**

— PHIL



Phil with one of his daughters, Hailey.

Ashley with one of her daughters, Florence.



“We are a team you can put in front of your clients confidently,” says Phil. “Agents are pleasantly surprised at the ease of the process, and agents without prior staging experience should feel comfortable reaching out for information. We are here to help.”

Sizzle serves clients throughout Chicagoland—from Lake Forest, to Naperville, to Orland Park and everywhere in between. “Our team is experienced and knowledgeable. They likely know the maintenance guy at your condo building because they’ve been there before, and will make a point to remind us if there is a Cubs game to consider when planning our day to avoid traffic. Their experience is invaluable in servicing both city and suburban listings,” says Ashley.

Ashley and Phil have staging down to a science, and their clients see that in how smooth it is to work with them. “Getting a quote for staging and then moving from that quote to actually having the staging installed is relatively easy,” says Phil. “With the REALTORS® that frequently use us, there are cases where it only takes a couple of emails between both parties before the staging is installed and ready for photography,” notes Ashley.

The projects Phil and Ashley find most fulfilling are the estates and older properties they get to stage and bring new life to them. They love seeing their clients’ listings go under contract quickly, and feel like superheroes “swooping in to save the day” for properties that were sitting without offers before staging.

Over the years, Sizzle has seen clients become more targeted about which rooms they stage, such as the main floor only or odd rooms.

They also observe that the shift toward REALTORS® sharing the cost of staging with clients speaks to REALTORS® belief in the necessity and value of staging.

Phil and Ashley always encourage agents to communicate to clients the potential savings staging can bring. “Investing in staging can result in a higher sale price and save time on the market, which can save the client the monthly costs of carrying the home,” explains Phil. “Taking the time to explain the financial advantages can make the client more comfortable about making the investment themselves, which is ideal for everyone.”

When Phil and Ashley aren’t working, they enjoy spending time with their family. They have two children, Florence (6) and Hailey (4), and four pets: beagles Gus and Kagi, and cockatiels Ben and Tweety.

“We enjoy visiting our family’s lake house,” says Ashley. “Phil is a Pisces, so he needs water nearby. He actually installed a small pond near our patio to get his daily fix!”

As a family, they have been to Disney “an embarrassing number of times;” love being active outdoors, walking the many nearby nature preserves; and enjoy attending community events.

When looking at both their personal lives and the business that they are continuing to build, Phil and Ashley believe that success can be defined as knowing you have done your best for your client and are continuously striving to improve.

To reach Phil and Ashley and to learn more about the services Sizzle Home Staging provides its clients, visit their website [www.sizzlehomestaging.com](http://www.sizzlehomestaging.com), call 847-212-3352, or reach them via email at [contact@sizzlehomestaging.com](mailto:contact@sizzlehomestaging.com).