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**"Beyond Sight and Sound"**

*Karen Schaefer GUARANTEES to show your audience how to make their property appeal to all five senses and make it the most memorable property a buyer sees!*

**/24-7PressRelease/** - PALOS HEIGHTS, IL, July 18, 2008 - This powerful promise comes from Karen Schaefer, a highly respected authority on how to stage a house to sell and founder of the premier nationwide staging and design company, Simple Appeal Inc.

Karen is a powerful and entertaining interview. She'll tell your audience:

- How, in the blink of an eye, to build a sense of trust with the buyer
- How to make absolutely certain that your house will be the most memorable the buyer will see
- The 5 most common mistakes sellers make when trying to stage a house for sale
- How to use emotions as a media for your message
- How to create the authentic feeling of home
- Three ways to appeal to all five senses when staging a home

Karen receives standing ovations at her staging and real estate seminars and is a sought after speaker all around the country. By the end of your interview you will be convinced that Karen has the answers to selling houses even in this difficult market. She is an excellent interview that will thrill you and your audience.

Historically, this is the most difficult time of year to sell a house. BOOK EARLY!!! She will be booked solid very soon.

Karen Schaefer is an entertaining and informative interview. To interview her call 719-244-3420

We are very excited about being able to work with BGS Marketing," said Bob Regnerus, President of TheLeadsKing.com. "It's a challenging project because not a lot of retail business owners are fully online. But, we are being creative with keywords and other high-level strategies so we that can find where these retail business owners are online.