

# A PRESTIGIOUS TOUCH

AS A PIONEER IN HOME STAGING IN DUBAI, MATHIEU NAKKACH A PROFESSIONAL HOME STAGER AND OWNER OF SIGNATURE STAGERS – THE FIRST “HOME STAGING” COMPANY IN THE UAE CATERING TO LUXURIOUS HIGH END PROPERTY- TAKES US IN AN INTERESTING JOURNEY AND INTRODUCES US TO HIS VENTURE WITHIN THE REAL ESTATE MARKET IN DUBAI.

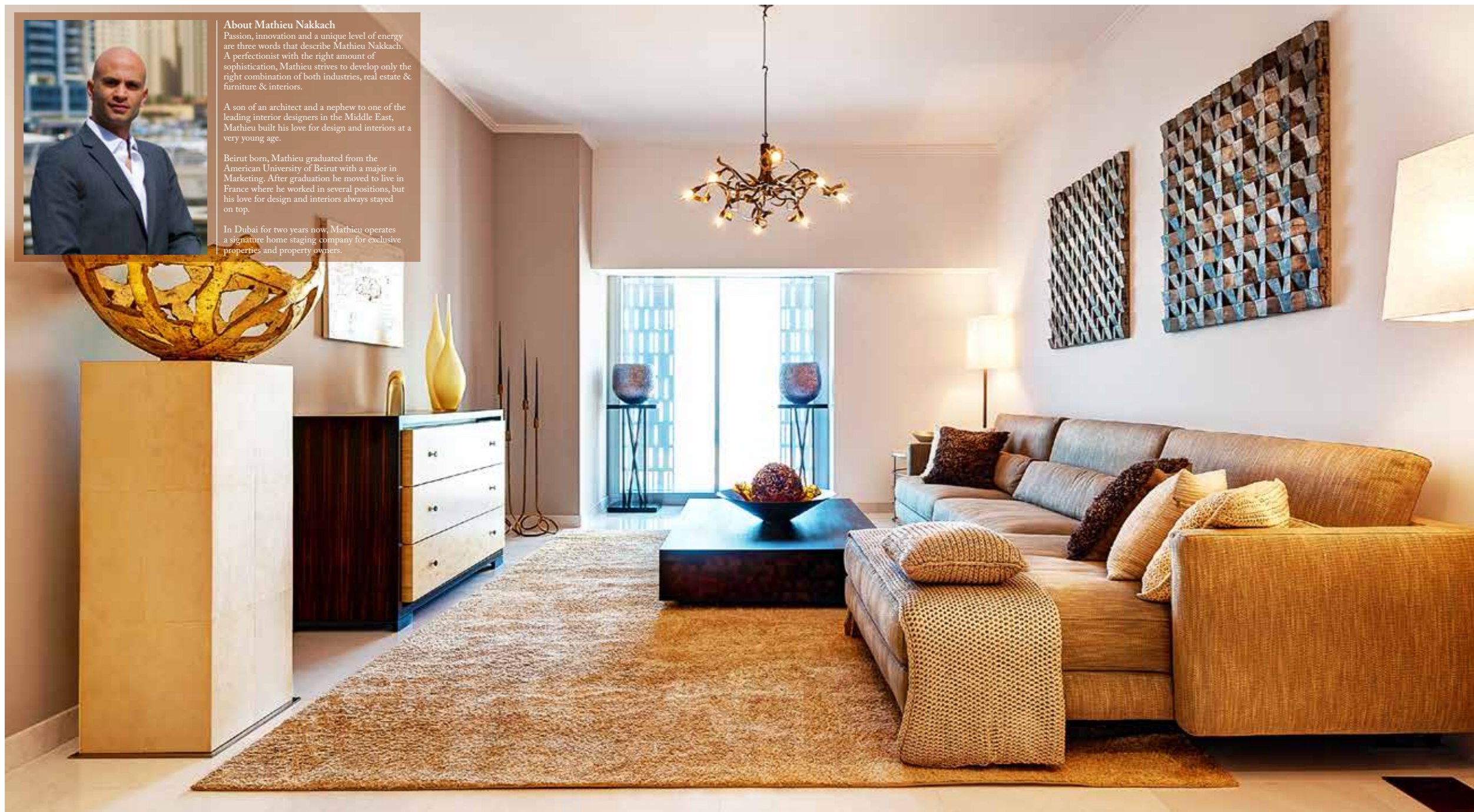


**About Mathieu Nakkach**  
 Passion, innovation and a unique level of energy are three words that describe Mathieu Nakkach. A perfectionist with the right amount of sophistication, Mathieu strives to develop only the right combination of both industries, real estate & furniture & interiors.

A son of an architect and a nephew to one of the leading interior designers in the Middle East, Mathieu built his love for design and interiors at a very young age.

Beirut born, Mathieu graduated from the American University of Beirut with a major in Marketing. After graduation he moved to live in France where he worked in several positions, but his love for design and interiors always stayed on top.

In Dubai for two years now, Mathieu operates a signature home staging company for exclusive properties and property owners.



## WHAT IS HOME STAGING?

Home staging is a marketing tool to help prepare a home for sale. Just like any product on the market would be positioned and packaged prior to being put on a shelf, home staging does the same for a house for sale.

## HOW DID YOU GET THE IDEA OF HOME STAGING IN DUBAI? IS IT A NEW BUSINESS?

I basically thought to myself, how do I get into the real estate market without being an agent? -Which doesn't appeal to me here since it could be a very shady business- Real estate in Dubai is the backbone of the local economy especially with the Expo 2020. The Real Estate market has picked up in the past 6 months and competition is on the rise. The idea here was basically to help everyone involved from the buyer to the seller and everyone in between (suppliers / developers) whilst making a living for myself and riding the property "wave".

## COULD YOU PLEASE TELL US ABOUT THE INCEPTION OF SIGNATURE STAGERS?

I founded the company at the end of 2013 right before the Expo 2020 win. I realized there is a lack of services in the real estate agencies and what tiresome experience it was for those involved in property ranging from the agents who had no efficient tools to help acquire them exclusive listings, and sellers who were torn apart by agents who had no mercy on them just in order to sell and attain the commission. Like any other industry, the level of professionalism, perseverance and quality of services provided are the facts that will guarantee you a long term journey.

Dubai's backbone is the real estate market, so why not polish it up and transform it into a luxurious fun experience for all those involved?

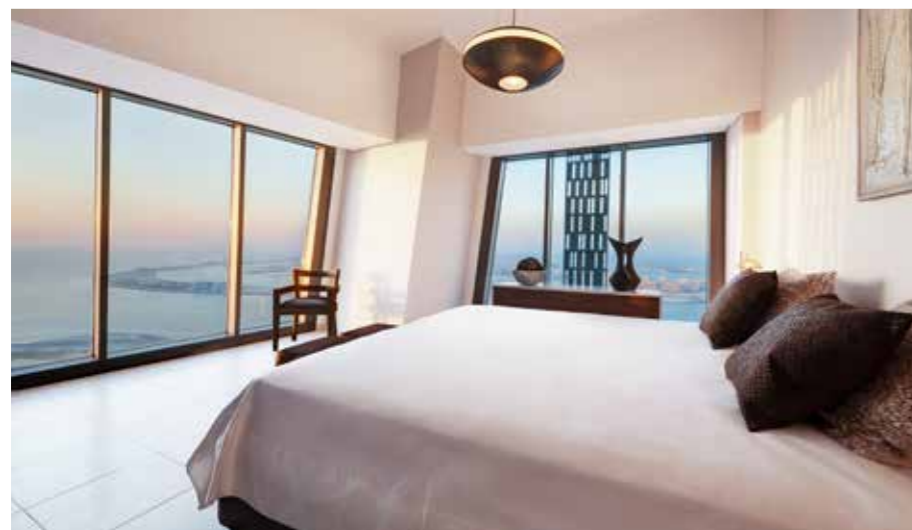
## WHAT DOES YOUR WORK ENTAIL?

Although some televised shows abroad have often shown the home staging industry in a glamorous and exciting light, there are a lot of physical and emotional demands and challenges involved in the day to day operations of a home staging business. Home staging involves a lot more than what people visually see, from developing business, marketing plans, operating policies and procedures, networking and meeting with clients.

Our clients are twofold. First, those who sell real estate: realtors, investors and home builders. Second, those who have a house to sell: home owners. We also have outstanding furniture suppliers who believed in our business model and partnered up with us to make this a success.

## WHAT DO YOU LIKE ABOUT YOUR PROFESSION?

I am a people person! I love meeting with clients in their homes. I like knowing why they bought the house and understanding why they are selling. In a short time frame I can formulate a plan and an approach to help not only a



prospective buyer see the house as one they may want to buy but the seller to understand the reasons why it needs to be done. Home selling and buying is an emotional process and what I love about my job is that I am helping my clients maximize the return on their investment and get the most from their home sale so they can move on and fulfill their dreams or write new chapters in their lives. There is nothing offensive or hurtful about what I do. Although there have been times when the conversations were difficult, but a seller needs to know what can be done to improve the marketability of their home for a quick and profitable sale.

**WAS IT HARD FOR YOU TO CONVINCE CLIENTS AND SHOW THEM THE ADDED VALUE AND BENEFITS OF HOME STAGING?**

Home staging has been practiced in North America and Europe for many years. However, the concept in the Middle East has not yet been implemented properly.

Having said that, since this is a new concept, we need to educate property owners and realtors in order to show them the importance of the service we provide, and how staging can add a lot of value.

Many clients believe that their property will sell itself with fewer difficulties. That may be true to some point with fierce competition only the unique stands out.

Besides providing state of the art looking homes, we also provide property owners and real estate agents professional HDR quality photos taken by our professional interior design photographer. These pictures will add value and give exposure to their online listings and will definitely increase their viewings, and leverage exclusivity.

**DOES THIS SERVICE WORK FOR LUXURY ESTATES WHICH SELL THEMSELVES IN SUCH A VIBRANT MARKET AS DUBAI?**

The luxury real estate market is certainly unique in favoring a diverse spectrum of design. This dynamic does affect the staging process however, as with marketing any product; there are creative tactics that can be implemented to realize greater market potential. A luxury residence needs specialized attention. Interior designers typically work with individuals to design functional spaces that fit their client's individual preferences and needs. We as professional home stagers design spaces to influence a specific audience or targeted market. Understanding buyer lifestyle preferences is essential to merchandise a luxury residence effectively.

Each residence has a target market and our personalized service ensures that those market expectations are acknowledged through our design. Clients utilizing these staging strategies coupled with a strong marketing campaign by their real estate professional can expect a much higher success rate in the marketplace.

**WHAT OTHER SERVICES DO YOU PROVIDE?**

On top of home staging and interior design, we provide fit-out services and "Home Doctoring" for both residential and commercial units.

Home doctoring is a simple concept of taking a "sick" floor plan/home and making it better. We like to think that once we are done with a home, the actual value per square foot is raised.

**WHAT SKILLS AND SPECIFIC KNOWLEDGE ARE NEEDED TO PERFORM THIS JOB?**

Both my partner and I have a Bachelor degree in marketing which has been invaluable. Having a passion for home design and real estate is a must. Knowing how to run a small business is also crucial. The staging industry is unique in its operating procedures. Having professional procedures and policies in place is important for running a successful home staging business. I am always looking for new ways to showcase and share my service and skills. Knowing how to stage is one thing and knowing how to run a successful home staging business is quite another.

**DO YOU OWN AN INVENTORY OF FURNITURE?**

We have formed partnerships with various suppliers and basically we are their "marketing campaign" with an edge. We turn staged homes into "satellite" showrooms. Thus, creating footfall and shedding a spotlight on their brands. All the furniture featured in the staged homes is for sale and our suppliers have their brochures placed strategically around the property with vouchers attached that can be availed at a promotional value at their showroom.

All our furniture placed in the houses is brand new and up for sale if buyers desire a hassle free designer home in a move in ready condition. Owning inventory has its pros and cons. We would be limited to one style and one look which imply that most of our homes will look the same.

**HOW DOES THAT WORK AND HOW DOES IT BENEFIT FURNITURE SUPPLIERS?**

Partnering up with furniture suppliers means diversity and more importantly creating a platform where agents, landlords, buyers and suppliers meet for an exciting experience called a "staged home". Suppliers get exposure, agents get a stunning home which helps them sell faster and gain reliability with their clients as those who provide "extra" service- an edge basically. We are in the business of creating stunning experiences and giving businesses involved an edge.

**ARE PROPERTY OWNERS OBLIGED TO BUY THE FURNITURE?**

Not at all. They only pay for the staging service. We are in the business of creating experiences and options and it's important to note that all our furniture in the homes is brand new and up for sale at a promotional value should buyers want a 'hassle free' designer home in a move in ready condition.

**HOW MUCH IS THE STAGING FEE AND HOW LONG DO YOUR HOMES REMAIN STAGED?**

We do not consider it a fee or a cost but rather an investment. This investment is recouped once the home is sold. Each project deserves a customized approach so a fixed rate is not logical but let's just say that the investment is relatively enticing compared to the benefits and value it adds to the overall property transaction experience.

It is imperative that all our luxury staged homes do receive a lot of PR and marketing via our direct mailing to a wide range of investor databases, social platforms and selective publications.

The staging duration is usually two months but we do offer extensions. Part of the package also includes professional interior photography, insurance of all furniture and accessories that are in the property and professional property maintenance on a weekly basis.

**HOW DOES HOME STAGING BENEFIT REALTORS?**

Staged homes spend approximately 50% less time on the market as they attract more buyers thus more offers. These homes sell for between 5 to 20% more money than un-staged similar homes. Therefore, realtors get an edge in their business and achieve more in less time. This generates higher ROI for both property agents and landlords.

Our service is a valuable add on to realtor services and will eventually grow stronger relationships and make obtain property exclusivity which is a Dubai realtor's most valuable asset.

**WHAT PROJECTS HAVE YOU ACHIEVED SO FAR?**

We have two projects under our belt so far and funny enough each one was of a particular service scope.

We "doctored" a 2 bedroom apartment in Ocean Heights, Dubai Marina and rendered turnkey design services.

We rarely do lived-in homes, since we use high end furniture to stage that has never been used.

**COULD YOU PLEASE GIVE US MORE DETAILS ABOUT YOUR CURRENT PROJECT IN CAYAN TOWER, DUBAI MARINA?**

This tower is a work of art in its own dimension. It was designed by Chicago-based Skidmore Owings and Merrill, the masterminds behind Burj Khalifa. We have taken on a 3 bedroom duplex as our latest project and are very proud of our work there. On this project, we partnered up with Palma Real Estate with whom it is currently listed and our close partners Caspaiou have taken on the design and furnishing aspect of things. With Caspaiou we have transformed the empty and cold duplex into a lavish warm and inviting home whilst show casing its living potential as well as portraying its spatial spaces in a positive manner.

This unit can be viewed through Palma Real estate only, as we have helped acquire exclusivity through the landlord who was positively astounded with the idea of "beautifying his unit" and basically showing its best face. Currently the offers have exceeded their initial sale price prior to our service. This has been a positive outcome to all of us. The secret is in the open house after the marketing campaign Palma has provided of course. Buyers walk in and don't seem to want to leave!

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