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Bohemia Realty Group launches new staging division: Bohemia Staging

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New York, NY Bohemia Realty Group, a full-service real estate brokerage, has launched Bohemia Staging, a new division providing interior design services for model apartments in new developments and virtual staging for exclusive resale listings.

The brainchild of Bohemia Realty's co-founding principal Sarah Saltzberg, it is also being spearheaded by Karen Paul, a long-time member of the Bohemia Realty team and co-owner of the Chipped Cup Coffee Shop in Hamilton Heights.

"Bohemia Staging is a natural evolution of services we have traditionally offered clients," said Saltzberg. "Over the years, I have completed several successful fix-and-flips, and Karen has tremendous experience in decorating commercial and residential spaces, including her own coffee shops and bars. With this division, we are able to provide an indispensable and affordable marketing tool."

Bohemia Staging consults directly with sellers and is able to showcase a variety of templates to elevate the marketing. Working with BRGDM, the development marketing division of Bohemia Realty Group, the team has already created model apartments for the Amman, a new condominium development in Hamilton Heights, and virtual staging for the Dunbar Apartments, a historic, 534-unit rental development on West 149th St. to West 150th St., between Seventh Ave. and Frederick Douglass Blvd.

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