



Capital Home  
Staging & Design



## Home Staging Benefits

### About Staging

- 2009 HomeGain survey put Staging at #2 below –Clean & Delcutter as the greatest ROI (Return on Investment), an investment of \$100-\$400 has the potential to increase prices from \$1500-\$2000.
- Staged homes are viewed better by buyers as “move in ready”  
80% of buyers are willing to spend a little bit more money for a move in ready home
- Professionally staged homes typically sell for more money and 50% faster. They are also often appraised at a higher value.
- Staged properties can increase the number of offers and the selling price, in hot markets.



### About Us

- Top producing staging team  
Average staging company in Ottawa does an average of 7 homes a month, Capital Home Staging & Design performs about 25.
- Only award winning company in Ottawa  
2009 won the BBB Torch Award for Market Place Ethics & Nominate 2009 +2010 RESA Finalist Top 5 Stagers in North America.
- Large inventory selection available
- Detailed professional service
- Currently have the only 2 **RESA-PRO** certified stagers in Ottawa.



### CHSD's 2010 Statistics for our STAGED homes.

Average DOM **16.3 Days**. / Average list to sale price **98%** / Highest ROI **127%**  
In 2010 we helped realtors sell over 37 MILLION dollars in real estate\*

### Testimonial from a home owner:

“We originally chose to list our home with a realtor who “*didn't believe in staging*” After no action we hired a staging company to get our “to do list”. With the help of Capital Home Staging & Design and the final showcasing of our home it showed off **AMAZINGLY!!** And we sold after the first open house for over asking!!” *Referring Client: Mark Smyth –Ottawa home owner.*

\* Staged properties by CHSD on 172 homes of our monitored statistics. In 2010 we staged over 250 homes so our dollar value in sales is much higher.



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