



## Sellers why bother with staging.....you didn't have to do it 10 years ago!

1. **Save time & money**– Staging gives home owners an easy to do list of suggestions for the home that will help appeal to the most amount of buyers resulting in a quick sale saving thousands of dollars during the prep time as well as time on market.
2. **Generate immediate interest on MLS** – More than 95% of buyers begin their search online. Staged properties shine among the listings and automatically generate lots of interest. Take a look through MLS and you'll see exactly what I mean.
3. **Prevent price reductions** – When properties don't move, the first step is likely a price reduction which is usually a minimum of \$5-10K. The cost of staging is a fraction of a price reduction; home staging actually saves the home owner money!
4. **Appeal to more buyers** – 90% of buyers can not envision the potential of the space. Which means if you do not stage your home the majority of buyers going through your home don't know if it's right for them because they can not put themselves into the home. As a stager we show you how to address your home in a way that buyers can see their family in the home. This will also help reduce the amount of time sitting on the market.
5. **Sell faster and for top dollar** – Staged properties sell 50% faster and for up to 30% more! This has been proven time and time again throughout North America. Staging works because home owners are appealing to the most amount of buyers as soon as they are on the market. Did you know 80% of buyers said the condition and layout of the home is a major influence on their buying decision.
6. **Understand EXACTLY what home staging is** – I can't emphasize this enough! HGTV has been an excellent promoter of home staging, however, many people are under the impression that staging involves a team of contractors, a truck full of rental furniture and the lives of the home owners turned upside down. Home staging can be elaborate, complete with renovations, rental items and contractors, however, 99% of the time, that's not the case. Home stagers can work their magic with the existing belongings of the home owner, often just re-arranging furniture and accessories and pre-packing items to be stored while the home is on the market.

### About Capital Home Staging & Design

- Currently Ottawa's only award winning home staging company (BBB Torch Award) + more
- Has a team of professional certified home stagers one phone number gets them all.
- Only company with *Employees* (not independent contractors)
- One client was able to obtain 40,000 OVER original CMA!
- Performs an average of 20+ jobs a month (while majority of other companies do 4-7/ month)
- Thousands of dollars invested into rental inventory for our clients.
- Full-Service for clients who need packing, renovations, project management etc.

