



## What does a Home Stager do?

- 1) During a consultation we will evaluate the condition of the home from an aesthetics point of view starting outside and working our way in. We will evaluate curb appeal, what to declutter, depersonalize, fix, paint, or update to appeal to buyers in each room.
- 2) As we move through every room we evaluate traffic flow, space planning, determining the purpose of the space, and the best layout, to make the space feel large, easy to navigate, as well as inviting. If you can't draw them in the likelihood of them making an offer is lower.
- 3) Colour evaluation, colour is the most subjective aspect added to a home. Every colour will mean something different to each person walking through the space, so we need to address that prior to showing the home. Colour will also be influenced by many factors such as flooring, cabinetry and lighting. We try to avoid choosing a colour to go with the décor of the home as the buyers will have different décor.

## What can you expect from a stager?

### 1) *Professionalism:*

- Proper discussion of items throughout the home in a non-judgemental manner, presented with high quality "bedside manner".
- Member of RESA (Real Estate Staging Association). This association is a membership body with the goal of regulating the staging industry much like the decorating industry. This ensures the stager follows a code of ethics, and values to provide quality service.
- Have liability insurance to cover the unknown.



### 2) *Thorough evaluation of the property:*

- Depending on the size of home a consultation can range from 1.5-3 hours (averaging 2 hours for most homes)

### 3) *Detailed Report:*

- Depending on companies, a report may or may not be generated. We have a consultation book that is filled out on site and summarized, then discussed with the home owners so they understand the complete picture at the end of the report.



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## Common Staging Myths

***Staging is a trend that will dissaper in a few years:*** Staging was created approx 40 years ago in California and only growing in popularity amongst home owners and realtors who have experienced the benefits. Much like the home inspection industry, at one time they were viewed as an “as needed” service now they are recommended for every property.

***Staging will cost a lot of money and a lot of time invested in renovating:*** For the average occupied home the staging process consists of using what you currently have in different ways that appeal to the majority of buyers. There may be some *minor* recommendations for up-grades, as that is what buyers are looking for, but as a stager we will never tell a client to gut the kitchen, bathroom or wall. Staging recommends things that will appeal to the majority of buyers resulting in a faster sale and for top dollar. It is up to the client to decide if they would like to invest a little to result in a higher return. Approximate cost for staging of the average occupied home can range from \$200-\$1000 depending on many factors (company you work with, condition of the home, and amout of items we have to work with).

*Staging costs LESS than the average first price reduction!*

***Stagers are like home inspectors, so an inspection is not needed:***

This is the worst myth of them all! We do evaluate the condition of the home but only on a visually appealing way. We do not know if anything is “wrong” or in need of attention. Not doing an inspection because of staging is a poor dicision and a proper Stager will always tell the client that we are NOT home inspectors.

***It is better to stage after the initial listing so you know what buyers are looking for:***

We do not need to have the home listed prior to staging so we can “obtain feedback”. As a professional stager we work in many homes where we know our target market and what the MAJORITY of buyers are looking for in a home. Being on the market prior to staging can actually hinder the sale of the home as the first two weeks the home is considered a “hot” new listing and all buyers in the market for that type of home will want to visit it, If it is not shown in the best possible light you will turn off potential buyers and be placed on their “no list”. You only have 60 seconds to make a first impression do not let it pass you by.



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## Our Services Include

**Home Staging Consultation:** Prior to listing your home on the market our consultations will provide you with the recommendations and outlined “game plan” as to how to address your home in a way that appeals to the most amount of buyers. The consultation details with everything from curb appeal, decluttering, depersonalizing, traffic flow, appropriate selling colours, creating focal points and more. Since this will help sell the home 50% faster and typically for 6-30% more money.

**Home Staging Showcasing:** This is what many people see on TV, moving around the furniture, using accessories and art in specific ways to create focal points and draw attention in to the space appropriately. This is where we can really add the “WOW” factor to a home resulting in listing photo’s that stand out and draw the buyers in.

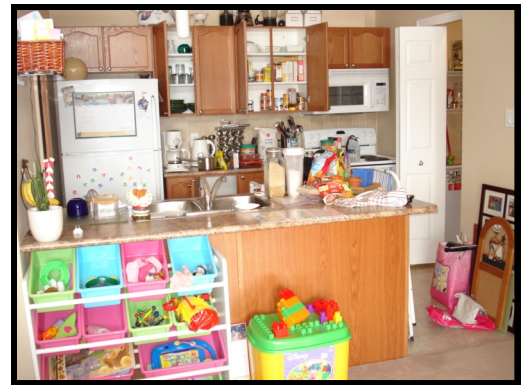
**Inventory Rental:** From a few key pieces to polish off a room, to a whole home of furniture, we can assist with the selection, set up, take down of all items. The rental period is in 1 month cycles, with the potential for 3 month contracts.

**Packing Assistance:** For the elderly or the business professional who does not have the time to dedicate to this labouring task. Our professionals will assist with packing of items appropriately, placing items into a storage room with in the home (off site services are also available).

### Other services non–staging related

**Colour Consultaitons:** selecting colour for the home to make it your own. We evaluate the colour psychology as well as your likes and dislikes to come up with a colour palate that works harmonously throughout your home.

**Interior Redesign:** “Staging to live” is where we take staging and decorating principles and do a hybrid of affordable decorating. We use your own items in different ways with in the home while also adding a more personal element to make it “YOUR HOME”.



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