

Real Estate Staging:

Looking for that special edge over your competitors?

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Just as we take great pains to dress ourselves appropriately to suite the occasion, so must a home be dressed....for the holidays, a special occasion, or for sale. Just as any product needs to be prepared for sale with proper marketing strategies, so does a home. Staging is the strategy of preparing any home for sale, regardless of its price or location and the best proven way to gain an edge over your competitors. It is showcasing or “dressing” the home to highlight its features, drawing attention to the positives, and away from any flaws. It’s about creating a positive image inside and out, attracting potential buyers to your home. Homes that are “dressed” appropriately appeal to more buyers, stand out from the competition, and therefore sell faster and for more money. Great first impressions at every turn create a desire in the buyer to make the house their own, and we all know, **“You only get one chance to make a great first impression”**.

In today’s competitive real estate market, the concept of staging is becoming a strategy that cutting edge Realtors®, For Sale By Owners and Homebuilders rely on to improve the success of putting their listings and homes on the market for shorter periods of time with a higher return on investment.

So you’ve decided to sell your home. Once you’ve made that decision, your home then becomes a house, a product, and as such must be marketed to appeal to the broadest spectrum of buyers. Your home is probably the largest investment that you will make in your lifetime, and if positioned and packaged properly for sale, should be one of your biggest returns on investment. Investing in a certified home stager is an affordable way to maximize your equity in the shortest amount of time.

Staging a home is all about fabulous photos on MLS and marketing brochures, and open houses that excite homebuyers. It’s about eliminating the elements that cause buyers to chip away at your asking price. **Staging is about marketing to get the house SOLD faster, and for top dollar.**

Realtors® too, face many challenges when listing a home including location, price & condition. A home in an undesirable neighbourhood, or adjacent to an eyesore can decrease the value of a home and certainly require a stronger marketing effort. Unfortunately the location of a home is something you just can’t change. When you encounter a homeowner who insists on pricing their home too high for the current market, this too can make selling a house more difficult. Like any other product, it’s important that the home have competitive features to offset the higher price, in order to get it sold quickly. This is where condition is the key, and why staging is the answer. A Canadian Staging Professional™ uses their training & expertise to address clutter, repairs, odour, outdated décor and personal items with the homeowner. A CSP™ is trained to handle any objections the homeowner may have to the work or to investing the money into the house to prepare it for sale.

When you hire a home stager, you delegate the job of discussing all the challenges of the home with the homeowner, and eliminate the risk of losing the listing by offending the client with your honesty. Even overpriced homes, or homes in a poor locale have an increased chance of selling at asking price when the condition of the home is at its best and the focus is on its best features. Of course, it is also difficult to create great photos & virtual tours when the home is in poor condition. Using the services of a professional home stager results in beautiful marketing photos, which in turn improve the chances of selling your listing faster with a higher return on the seller’s

investment. In turn this secures you the highest possible commission, and earns you a reputation for selling your listings quickly, and for top dollar.

As a Homebuilder, you also know that every day a vacant property remains on the market is costing you money at the bank. Your investment relies on getting a home sold quickly, ensuring that you realize your maximum profit potential. Statistics show vacant homes that have been staged sell almost 80% faster. Many builders know that hiring a home stager to transform a new home into one with warmth and lifestyle appeal is the final step needed to turn the FOR SALE sign to SOLD quickly.

Strategically adding furniture to a vacant home gives potential homebuyers a place to rest their eyes, allowing them to envision their own belongings in the space. **Furnishing a vacant home doesn't have to cost a fortune.** In fact, hiring a home stager to "dress" a vacant home could cost you literally thousands of dollars less than the fees of an interior designer. Home stagers have the training and expertise to transform an empty shell into a vision of a home. Using our extensive inventory, we create that 'model home' look with our quality furnishings and rentals, complimentary accessories and fine linens. Many designers rely on buyers falling in love with the furnishings so they can benefit from the commissions of the sale, therefore using more furnishings than are necessary. Given that the average person who purchases a new home doesn't have the disposable funds to buy all new furniture, it's vital that the lifestyle portrayed in the new home is something they can relate to. By scaling back the amount of furniture used by a designer, a potential buyer is able to focus on the space, as opposed to the abundance of beautiful furnishings. As a cutting edge homebuilder, invest in the services of a certified home stager before your first open house, and secure offers right away.

Just as "dressing up" isn't reserved just for going out on the town, staging isn't reserved exclusively for when you sell your home. **Staging can also help you enjoy the home you're in.** A certified home stager specializes in furniture and accessory placement as well as creating the best flow in any home.

If you are hosting a special event or need to make that holiday memorable, a stager can work with you to create the visual impact your holiday or special event deserves. We can help you arrange your seating, style your tables and arrange your decorations to create an effortless occasion. We'll add thoughtful touches to guest bathrooms, help create places for coats and gifts, create inviting entranceways, and arrange candleescapes and flowers.

No time to decorate for the Holidays? A home stager can take the hassle out of any holiday and transform your home into a showcase you can be proud of. We can use your special occasion items or shop for you from our wholesale resources for new decorations and place them in your home. With all the logistics taken care of you can sit back and relax and enjoy your time with your guests in your beautifully "dressed" home.

So regardless of whether you are staying or moving, home staging is the answer to "dressing" your home for the most positive image, inside and out.