

The benefits of staging



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Today's buyers are interested in a house that is "move-in-ready" and appealing in all aspects.

A staged home is just that. It is important because it appeals to emotion versus reason. A well-staged home should evoke a "love at first sight" feeling where prospective buyers can visualize living there.

Many people often see it as expense, but staging a property is a smart investment that can reap significant returns that go far beyond its initial cost. I have been hired to work with many people looking to sell quickly to relocate and have experienced first-hand how a designer and stager will garner larger offers and get homes noticed.

In a highly competitive market, staging can be very powerful. When done properly it can help do the following:

- Prevent long listing periods
- Stand out in the minds of prospective buyers
- Promote multiple offers
- Create beautiful MLS pictures
- Conduct successful open houses

Here are a few things you should start doing that are easy tips and tricks if you are thinking of selling your home:

Painting: It's one of the *most* cost effective and *most* impactful changes you can make when selling your home.

Invest in new lighting: Lighting holds an important role as it sets the tone and ambiance. One great retail resource I often recommend is Royal Lighting on Avenue Road.

Replace your hardware: This is a very small, subtle detail that can go a long way. Change those gold handles and replace them with a stylish, modern choice all through the house.

Decluttering: Although it may seem to be the easiest, it often is the hardest for home owners to carry through. Remember: less is more.

Depersonalize: Neutralize the space. It's important the prospective buyers are able to imagine themselves in the space, not you. And, remember to clean your house thoroughly. It should be spotless!

Update linens: Purchase new towels, a few cushions, throws and bedding to give the house a fresher look and feel. Homesense is a great spot to check out.

In the case of one recent staging project, pictured at right, we completely transformed the space by creating a more luxurious feel over all and improved the layout, adding seating capacity in every room giving the illusion of more space all around. Anything you do to help make the home look and feel better by staging will help to get you one step closer to seeing the sold sign on your lot! If you fear you cannot take on the challenge, consider hiring a pro to get the job done for you.

Designer Catherine-Lucie Horber is the principal of Royal Interior Design Ltd. The firm provides decorating, staging and renovating services for both small and full scale residential projects throughout the GTA, and is known for creating elegant and affordable design solutions tailored to suit different lifestyles. Visit royalinteriordesign.ca



BEFORE: Humdrum and out-of-date.

AFTER: We added wainscoting, updated lighting and created separated living and dining areas, allowing it to feel bigger, more elegant and spacious. The \$10,000 staging effort added an estimated \$70,000 in value to the home.