



Maximum appeal. Maximum value.

[www.stagingniagara.com](http://www.stagingniagara.com)

## **The Benefits and Process of Staging**

Home Staging is the newest trend in selling real estate and is fast becoming the number one consideration when listing a house for sale. Everywhere you look, on TV, in magazines, and on the web Real Estate professionals are raving about the benefits of Staging.

**Home Staging is the process of preparing any home for sale regardless of size, value or location.**

In this process a house is assessed to find its greatest assets and these assets are highlighted to show the house in its best possible condition to potential buyers. This can be done through minor repairs and updates, packing and depersonalizing, curb appeal and furniture arrangement. The idea of staging is to create a feeling in the house that positively appeals to all the senses and wow's the potential buyer. The buyer is more likely to put in an offer if they have a great amount of positive feelings towards the house.

**It is vital that a house be staged prior to putting it on the market.**

Statistics show that there is the greatest number of showings within the first 2 weeks of it being listed. According to the 2006 royal LePage Staging Survey, 58% of buyers feel they only need to view 10 houses or less before making a decision to buy. A buyer decides how they feel about a house within the first 15 seconds of stepping foot into it. The first impression needs to be the best impression. Once they've been through the house, no matter what is done to make improvements from that point on, that potential buyer has been lost. It is important for those potential buyers to see the house in its best possible condition.

**A seller only has control over 2 things when selling their home...  
the list price and how it looks.**

Hiring a stager helps to protect and capitalize on your most important investment while reducing stress, and maintaining control over the sale of your home. Once the home is staged, realtors can best recommend the pricing level, knowing the market that the staged home will now attract.



**When a house sells quickly for the highest value, everyone wins.**

**As the homeowner...**

you reduce the stress of months on the market, constantly keeping the house clean, having to work around showings, packing up the kids and the dog every time someone wants to walk through the house and with months of not selling, considering that dreaded price reduction. With a prepared house, you have already completed a lot of your packing, which means that when moving day comes, most of the work has already been done. The house shows great, sells quicker and the biggest benefit to the homeowner is the return on the investment when the house sells. That means more money in your pocket.

**As the buyer...**

it means buying a house that is updated, clean, bright, and well cared for. It means not having to make updates and repairs to the house prior to moving in or trying to live around contractors as you're trying to get settled into a new home. According to the 2006 Royal LePage Staging Survey, 63% of buyers would much rather pay the extra to buy a house that they can "just move into" and not have to consider the extra time and expense that goes into a fixer upper.

**As the realtor...**

it means selling a house with pride. Realtors are much more likely to show a house with confidence when it looks great. They know that buyers are most likely to look at houses on the market that look great and need little work before houses that are dated and in need of repair. Through media, TV and the web, buyers today are more aware and educated on decorating trends, have a higher degree of house buying knowledge and have easy access to full photo listings. Often times, buyers make a decision as to which houses appeal and do not appeal to them without even driving down the street. A house that has been prepared for sale looks better in print and in on-line advertising, drawing more buyers to the house and giving it a distinct marketing advantage.

**Houses that have been staged also have a better chance at being appraised higher than non-staged houses.**

**A home inspector will also see the house as better cared for and take that into consideration in his report.**



## **Our services include:**

### **Staging Consultation**

- A Professional Stager will come and meet with you at your house, take pictures of each room, measure the space and write down all of the recommendations from packing, depersonalizing, updates, minor repairs and curb appeal. These recommendations will be put together in a written report along with quotes for labour, materials and furniture rental that has been recommended. This report will be given to you and a second visit will be scheduled to go over the report and answer any questions you may have.

### **Packing and Storage**

- If time is an issue, we can take care of packing your personal belongs and have them moved to a storage facility.

### **Updates and Minor Repairs**

- Once the staging consultation is completed, and items have been packed and stored away, Staging Niagara can follow through with any or all of the recommendations listed in the report. We will send out the qualified experts required to complete the updates and repairs.

### **Staging and Furniture Rental**

- This is the process of putting the finishing touches in the house. This is the part that changes the look of the house from ordinary to extra-ordinary. We can do this by using existing furniture if possible or bringing in rented furniture and accessories from our own inventory.

**To find out more or to book a staging Consultation  
ask your realtor or call Staging Niagara at 905-386-4141**