

# ✓ *Your Home Staging Checklist*



## 10 Steps to a Quicker Sale at a Better Price

Buyers are looking for bright, spacious homes that are stylish and well maintained. By emphasizing your home's features and downplaying its drawbacks, you can greatly increase its value. **Your greatest challenge will be to see your house through a "buyer's eyes"**. These tips from a home staging specialist will help get you started.

### **1. Reduce Furniture**

Be ruthless. Store all unnecessary furniture. Rearrange the remaining furniture to improve sight lines, open up traffic flows, and make rooms appear more spacious and inviting.

### **2. Conquer Clutter**

Generally, you can remove half the contents from your bookcases, shelves and closets. Clear kitchen and bath counters, leaving only a few high-style accents. A good rule of thumb is that every box of clutter removed adds \$500 to your bottom line.

### **3. De-Personalize**

Now is a good time to pack up family photos, certificates, trophies and collectibles. These personal items will inhibit buyers from imagining your house as theirs.

### **4. Make Repairs**

Make sure all doors, drawers, switches and faucets work. Repair any damaged walls and floors. If a buyer sees visible problems, they will think there are hidden problems.

### **5. Freshen with Paint**

Generally, you want to neutralize dark, vivid wall colors in favour of the lighter, sophisticated shades that buyers prefer. Fresh paint can be the easiest and most dramatic improvement you make.

### **6. Enhance Curb Appeal**

You don't get a second chance to make a first impression. Powerwash driveways, walks, walls and windows. Rake yards, weed flowerbeds, sweep porches. Hide bikes and bins. Does your front door say "welcome"? Try a fresh coat of paint and a pot of colourful flowers.

### **7. Clean & Brighten**

Give your house a thorough cleaning, including windows. Check that all lights have maximum-wattage lightbulbs. Open the drapes, raise the blinds and turn up the lights. Show off your assets!

### **8. Freshen the Air**

Clean carpets and upholstery to eliminate lingering odors. Avoid cooking strong-smelling foods (i.e. bacon, fish or curry) before a showing. Of course, no smoking indoors.

### **9. Create the Wow Factor**

Buyers respond to a house that represents the lifestyle they aspire to. Be creative! Set your table in the style of a trendy restaurant. Transform your bath into a spa-like retreat with candles and luxurious towels. Beautify your bedroom with elements of hotel chic.

### **10. Hire a Professional**

Save yourself time, energy and costly mistakes by hiring a home staging specialist. Take advantage of a professional's experience and resources.

*We offer a full range of services:*

- consultations
- renovations
- redecoration
- furniture rental



**HomeSale by Design**

*Turning houses into showhomes.*

Lani Clark Morand  
home staging specialist

cell: 604.375.5000  
email: hsbcd@telus.net

# The Power of Staging

Staging offers you the opportunity to earn the **best return on investment** you may ever make. Research by Coldwell Banker shows that, on average, and compared to an unstaged home:

- A staged home sells for about **5% more**  
(6.3% above listing compared to 1.6% above)
- A staged home sells in **half the time**  
(14 days compared to 31 days)

Based on those figures, a \$500,000 condo sold for about \$25,000 more. And a \$1,000,000 home sold for about \$50,000 more.

What does staging cost? Typically, between 0.5% and 1.0% of the listing price. Typically, much less than a price reduction.

Why does staging work? Because buyers look with logic, but buy with emotion. At HomeSale by Design, we style your house to excite those buying emotions. Our expertise is based on time-honoured design principles, careful market research, and a deep understanding of buyer psychology.

Get the power of staging working for you.

Call **604.375.5000**



**HomeSale by Design**

## *Here's what our customers say ...*

"I travel a lot on business. I had only 1 hour before my first open house. HomeSale by Design came in and transformed my 3-bedroom house. They rearranged furniture... eliminated clutter, cleared counters and organized accessories... My realtor couldn't believe the dramatic improvement made in just 1 hour. **I had the offer I accepted from that first open house.**"

*Guy DuHamel  
Homeowner*

"The house was simply a pleasure to show. And probably one of the best renovations we have ever seen... **From a single open house, the owner got multiple offers, including the one she accepted...** We highly recommend HomeSale by Design to anyone selling their home."

*Al Suleman and Mohammed Abdulla  
Sutton West Coast Realty*

"Lani changed our rec room into a lovely 1-bedroom suite that added much value to our house. She was very clever and creative with our small budget. We were able to sell our house for much more. In fact, I would say **our investment made at least 5 times more than what it cost.**"

*Soon Clark  
Homeowner*

"To improve the likelihood of a sale, I had convinced the owner to try staging... The owner loved the final product and realized it was money well spent. The services of HomeSale by Design definitely **improved buyer interest** and resulted in a **higher selling price and a quicker sale.**"

*George Costa  
Royal Pacific Realty - Oakridge*

"Thank you for your hard work and great suggestions to stage and present my client's home at its best. They are pleased and are happy to see the house **sold quickly and over the asking price.**"

*Peter Teng  
Sutton Langara Realty*

"My clients and their family had all done a lot of work to prepare the house for market, but their efforts were not being rewarded. They were frustrated and anxious..."

After their first meeting with Lani, the clients told me they felt such a **huge sense of relief**. They were reassured and confident that they and their house were in good hands. During the staging process, the HomeSale team was always **respectful and careful** to create as little disturbance as possible...

By making some paint and light updates, removing and rearranging furniture, and adding in some stylish rental furniture and accents, the HomeSale team transformed a dated apartment full of memories into a more spacious and sophisticated property that was much easier to sell. **HomeSale by Design delivered the "wow" factor.**

Great results. We got the offer we needed, **above the previous listing price.**"

*Paul Toffoli, MBA  
TRG The Residential Group Realty*

