

## When do I Stage®?

Most buyer activity occurs in the first 2 – 3 weeks after the FOR SALE sign is placed on the lawn. Therefore, it is imperative that your home is “sale ready” before a realtor or potential buyer has seen your property. It is during this critical time that a professional Stager can assist in preparing your house to show.

### Remember the B4 formula,

- ❖ B4 The sign goes on the lawn
- ❖ B4 Photos are taken
- ❖ B4 Your property's feature page is created
- ❖ B4 Any marketing begins
- ❖ B4 The property appraisal is done
- ❖ B4 Any open houses
- ❖ B4 Anyone sees it!

*“The way you live in Your Home and the Way You Market and Sell Your House are Two Different Things!”*

– Barb Swartz ASPM, CSP, CASPT, President IAHP

## We are the The HouseStagers!

### We can provide you with:

- ❖ As much or as little Staging that you are comfortable with. We will work with the furniture and accessories that you already have or provide additional rental furniture and decorative items, if required, for that “wow” factor.
- ❖ Our professional team will arrange and coordinate any subcontractor work necessary to stage your home to perfection.
- ❖ Services for both occupied and vacant properties.
- ❖ Flexible plans to suit your budget.
- ❖ Certified residential design and decor services.

If we can be of assistance, please call us for a free consultation.



### Design Services and Consultations.

Let our experienced professionals assist you in making your dream home vision a reality. We can recommend a vast array of options and design choices that will also save you time and money. Our goal for each and every one of our clients is a comfortable home that best meets their design taste and lifestyle.

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Contact **The HouseStagers**, Accredited Staging® Professional Master, Certified Residential Design and Decor:

Phone: 905-335-7320

Toll Free: 1-866-995-5038

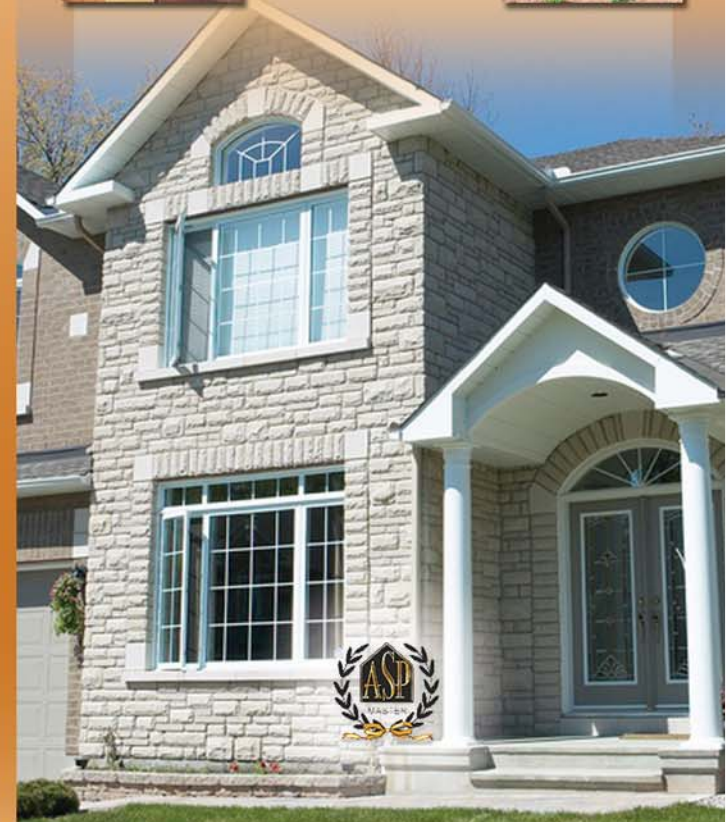
Email: [jcoates@housestagers.ca](mailto:jcoates@housestagers.ca)



[www.housestagers.ca](http://www.housestagers.ca)



## Sell your home for what it's worth!



**The HouseStagers**  
will professionally prepare  
your home to meet the demands  
of today's savvy buyer and achieve  
top market value for your home.

*It's a fact ...*

The longer it takes to sell a home the more likely it is that the seller will be forced to reduce the selling price.

From the first day on the market...your home needs to assure the buyer that your home is priced right. How? By presenting your home at its best and in showcase condition leaving the buyer with the perception that "this home is move-in ready."

*"Buyers only know what they see  
not the way it's meant to be!"*



**What is Staging®?**

Staging® is the process of "setting the stage" or preparing the condition of your home for the purposes of achieving a quick sale at top market value. A professional Stager® will evaluate your home's market appeal, inside and out, and highlight your home's key features by "showcasing" the space.

**How is this done?**

- ❖ Creating Curb Appeal
- ❖ Space Savvy Furniture Placement
- ❖ Decorative Accessories
- ❖ Completing Repairs and Renovations
- ❖ Appealing use of Colour
- ❖ Bright, Clean, and Spacious Interiors
- ❖ Professional Design and Layout

These elements are all cost effective ways that are considered when creating a space that captures a buyer's interest enough to make an offer.

*"Staging® is not about decorating.  
It is about selling space and showcasing that space."*

**Why Stage® Your Home?**

Research reveals that "housing is a significant source of wealth...representing 40% of the average homeowner's net worth." Your property is an investment, and like any investment, you want it to grow and provide the maximum financial benefit for you and your family. Selling your home "as is" will cost you money.

*"Staging® entices buyers and  
increases your property value."*

**The process of staging can:**

- ❖ Substantially reduce the number of days your home is on the market.
- ❖ Attract serious buyers by enhancing your home's property and features.
- ❖ Secure the equity in your home by increasing its market value.
- ❖ Help identify what today's property buyers are looking for and provide the skills necessary to enhance your space to meet those needs.
- ❖ Make your home stand out from all other homes on the market. Create a great impression from the minute the buyer walks in the door!

