

*Kawartha*

# HOMES

FALL 2010

## *Home Renovation*

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After Home Staging

# Home Staging

## STAGED HOMES SELL MORE QUICKLY AND FOR MORE MONEY

By Karen Hicks

Home decorating is for the home owner; but home staging is for the home buyer. That's a simple way to describe the role of the home stager when it comes to selling a home.

Kelly Ferreri of Door #1 Staging says it is sometimes difficult for home sellers to put themselves in the place of the prospective buyer of their home. "It's hard not to be biased about your home," she notes. But the prospective buyer has to be able to see his or her family in that space, so it has to be neutral and welcoming.

"Home decorating is clearly personalizing a property. You are hiring a professional to personalize your place, taking the likes and dislikes of clients into the design. It should be very

personal and reflect personal taste."

Home staging, on the other hand, is the opposite. "Someone coming in to purchase wants to feel it is their home, not the owners'. We want them to feel they could move in there and live in that house. That requires depersonalizing" which involves removing clutter, personal pictures and effects and neutralizing the colour to "builder's beige."

Staged homes sell more quickly and for more money, she notes. Kelly has lost count of the number of houses she has staged. And she has an excellent track record. When she has had free rein of a vacant property, and done her magic, it has never taken longer than five weeks on the market for the home to be sold.



Before Home Staging

### Before and After – Home Staging

How do you turn a spare room into a spacious master suite – with home staging! The before picture shows the spare/storage room, which was actually the largest bedroom in the house – definitely not shown to its best advantage!

Repurposing the space, Kelly Ferreri of Door #1 Staging, brought in a queen-sized bed to showcase the large room, and highlighted the attached sunroom to create the appearance of a suite. In the after picture, the wallpaper is gone, and a neutral colour has gone up on the walls. Hardwood floors were highlighted, removing the throw rug.

The owner, who was relocating to another city, spruced up the home with paint and minor repairs. And Kelly used the existing blinds and green table, but added some accessories she found elsewhere in the house and that she had on hand. The overall idea was to make the room feel "hotel-like" and luxurious, but also comfortable and neutral. Kelly's efforts worked, as the house sold within 24 hours, after five offers, and brought in three per cent over the asking price! Home staging pays!

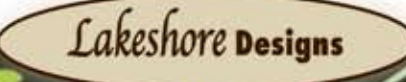
A home seller is "putting the home in a store front window. You have to take into account what is popular at the time and what people are looking for."


Home stagers look at furniture placement and flow and highlight the key features of a property, such as fireplaces, architectural details, hardwood floors, large windows. The home owner will personalize the home for that family's needs – which may not show the natural features to the utmost. A family with small children and pets, for example, may cover fine old hardwood floors with rugs. Another may use a dining room for a children's play area, whereas a prospective buyer may wonder where to put the table and chairs.

Kelly has her own inventory of accessories and works with local rental furniture companies to provide what the home seller may not have to showcase the home at its best. Her work takes her throughout the Kawarthas and she frequently works through realtors.



Angela Cunningham, owner of Lakeshore Design says home staging has "a huge impact" when it comes to selling a home.



"The first two weeks with a new listing are critical. People





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are going through 10-20 homes, and they want one that stands out and has huge impact. They want it to be polished, non-cluttered, with a real welcoming feel to it. That's what a client remembers."

Staging "is like the jewellery on an outfit." Without it, the prospective buyer will only notice what is unattractive, like a wall or carpet colour. "We want to accentuate the features of the home and the positive attributes."

If a home doesn't sell, the seller will reduce the price. The cost of home staging, Angela notes, is "less than your first price reduction on a home." So staging keeps the price of the home up.

Sellers often forget that when they are selling, it isn't their home anymore. "You have to get yourself out of the home mentally so others can see themselves there."

For more information contact **Door #1 Staging**, 705-931-3337, [www.door1staging.com](http://www.door1staging.com) or Lakeshore Designs, 427 George Street, Peterborough, 705-748-3875, [www.lakeshorehd.ca](http://www.lakeshorehd.ca)

**Door #1 Staging**

"Home staging can help your home sell faster and increase the selling price."

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