

## What is Staging

Home staging is the hottest trend to hit the Real Estate market. Staging allows homeowners to sell their homes faster and for more money. The goal is to appeal to buyers through creating an inviting home experience, which translates into increased offers on your home. Staging begins with an initial consultation involving a thorough analysis of the following: colour, lighting, décor and the current living space.

Home Staging uses the following techniques to increase the value of your home:

- 1) De-cluttering, re-arranging, and organizing your living space
- 2) Packing and arranging for temporary storage of unnecessary items
- 3) Furniture rental
- 4) Rental of artwork, linens, lighting, plants and accessories
- 5) Recommendations of skilled trades people such as: electricians, plumbers, painters, and tile contractors

*Homes that were staged sold in 13.8 days. Homes that were not staged sold in 30.9 days (Joy Valentine, Coldwell Banker Broker, 2004)*

## Benefits of Staging

Home Staging is an effective tool to sell your home in any market. In a slow market, in which homes stay on MLS for long periods of time, it becomes difficult to sell your home. Homeowners need that competitive advantage when selling, and statistics show that home staging speeds up the sales process and differentiates your house on the market. In a competitive market where there are bidding wars, staging can increase the price of your home by 20% - 50% through multiple offers

Staging costs less than your first price reduction. If your home is not attracting any offers and you are forced to drop the price, the cost for staging usually is less than the first price reduction. Therefore not only do you save money, but you increase the chance of selling your home in the initial listing.

*Staged homes sell 2-3 times faster than non-staged homes, with a 6.4% increase over the listing price. (Coldwell Banker, 2004)*

For more information on home staging, please contact Tracey Lazare.



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