

Home Staging Report

Thank you for choosing *Style By Stephanie* for your staging needs! Home staging is a ***proven & essential marketing process*** that, if done correctly, will enable you to sell faster than if you did not stage. Buying a home is a highly emotional process and buyers want to fall in love with their new home. How do you create this wonderful feeling for them? Certainly not through the number of beds and baths, but through creating the feeling of light, space, elegance, and high quality living that we all aspire to.

For any buyer who will consider your home, there will be many very similarly sized properties with similar layouts. It is critical that through your listing photography and in person, your home stands out from the crowd. If you take the extra effort to create a sense of elegance, light and space in your home, more buyers will take notice of your home over your competition.

All Rooms

1. Remove all of the artwork and photos from all walls in the house. Keep the neutral, decorator prints for staging and pack away everything of a personal nature. Use large art pieces to create focal points: fireplace, by kitchen table, over the toilets and beds. This makes your listing pictures look more appealing and calming to the eye.



2. All counter and table surfaces should be cleared off, and items you use daily hidden into cabinets. Kitchen counters, bathroom counters, kitchen surfaces and table tops included. Then, use a few decorative bowls, flowers, and accessories to create a feeling of elegance and fine living.



3. USE WHITE. There's a lot of brown/beige in your home and not a lot of light, so we need to add in some punches of white that will add contrast, brightness and elegance. It always shows beautifully in pictures.

Bathrooms - ALL

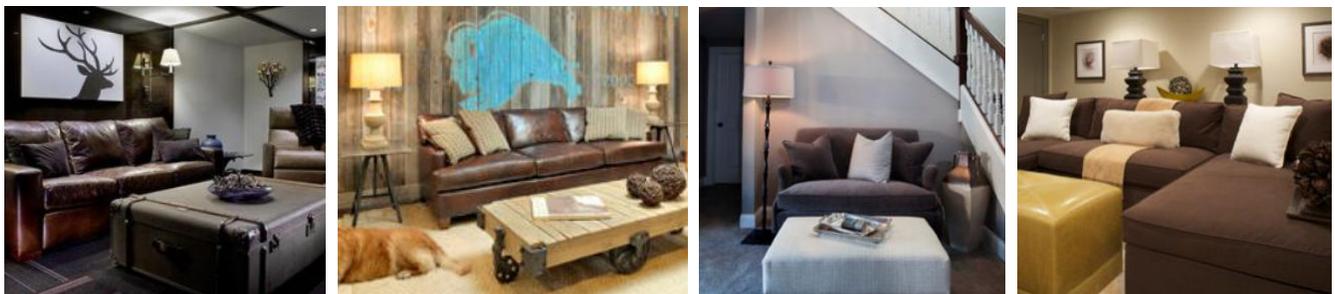
This is one of the most important areas of your whole home. We need to up the “spa elegance” feeling. Nothing should look practical or just functional about these spaces.

- Buy WHITE bath towels for all of your bathroom towel rails. White is crisp, bright, and elegant. This will give the punch of freshness the bathrooms need. You need 2-3 per rail so that it looks full and plush. *Walmart, Superstore, IKEA are good options.*
- Clear all miscellaneous items from all the bathrooms:
 - Floor mats – let the tile show, it is important for the buyers to see
 - Garbage cans, cleaning accessories
 - Items on counters – personal toiletries, etc. Store in pretty baskets on shelves or hidden in cabinets
- Toilet seat lid always down
- Ensure there is a light bulb in every socket – brighter and proves they all work
- Dress the shelves in the basement bath with pretty toiletries and accessories (see picture on first page)
- Hang art over the toilets to give the eye something to look at and visual interest. Again, preferably something that has white in it or white matting. *IKEA has fantastic cheap options if you don't have enough art for the bathroom.*



Basement

- Clean out back room to make room for exercise equipment. If it doesn't all fit in the room, store the excess away
- Move the loveseat and the drawer unit from the upstairs TV Room into the main area to create a simple seating area
- Move all computer equipment from the front living room down to the main area as well
- Try to accessories with spare tables, lamps, art, etc to really create a warm feeling.
- This will allow buyers to see the basement as a livable space which creates more value



Kitchen

- The bones of the kitchen are wonderful, we just need to eliminate the “stuff” to allow these elements to shine
- Clear the fridge of all items on the doors and on top. See if you can push the fridge in any further to reduce its depth
- ALL counters must be clear. You can leave your microwave and 1 other item that looks nice. Everything else must be hidden away
- Please do accessorize with a vase of flowers and a bowl of fruit or vegetables – on the dining table and bar counter
- Hang another large piece of art by the dining table where the very small piece of art is currently hanging



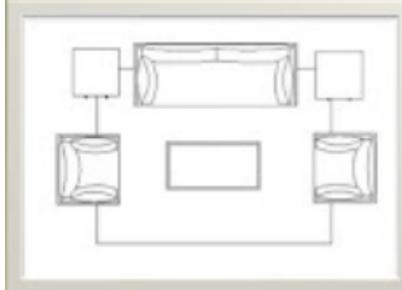
Back Room with Fireplace

- I would strongly recommend changing the drapes to white shears, floor length. Your current ones block too much light and I realized there's no point opening them up as the view is poor. White shears would add that elegant pop that I referenced on the 1st page, and solves the light/privacy issue. *IKEA or Bouclair are very very affordable.*
- There are too many small items in this room. In a small room, it is better to have fewer larger pieces.
- I would like to see this room reduced down to the TV, Sofa, chair and ottoman from pink bedroom instead of the coffee table
- Clear the mantle and use your largest pieces of art or mirror over the mantle. If you have a mirror, this would be idea as it will help to reflect light around the room
- Clean up the tv stand so that it is empty or reduced to minimum items



Front Receiving Room

- It is critical that this area be shown as an ideal area for entertaining. This is the first room that buyers will see and needs to grab them and make them want to see more.
- It is very important that the office be moved out of this room, it detracts from any elegant feeling as it looks like you don't have space for it anywhere else. Lack of space = lack of value
- If you can beg borrow or steal 2 side chairs, we can create a lovely seating arrangement. With the coffee table from the back room, and side tables, this is a classic layout (sofa is along window wall)



- Add a simple flushmount light fixture similar to what you already have elsewhere to help increase the light in the space.

All Bedrooms

- Remove all excess and miscellaneous items – fans, baskets, luggage, etc
- Move all beds tight up against the wall to create as much floor spaces as possible
- Dress with crisp white or light coloured comforters and 4 pillows per bed – create elegance and luxury as much as possible
- If you have any accent pillows or throws for a pop of colour that would be a bonus.
- Use the extra nightstand in your master in one of the other bedrooms
- Clear all surfaces of items, you can decorate with a few accessories (vases, fresh flowers, etc) if you want

