

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 and for more money 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.

It is critical to understand that staging is NOT decorating. The recommendations listed in this report have ***NO bearing*** on any homeowner's personal tastes, preferences or possessions. Decorating is a wonderful way to live in your home so that it is uniquely yours. But often, decorating does not translate well to the selling process. Consider the high popularity of new and model homes. There are no visual distractions that impede their ability to imagine themselves in the house, and the flow and presentation have been strategically chosen to ensure that buyers will fall in love.

Every recommendation is based on one or more of these criteria:

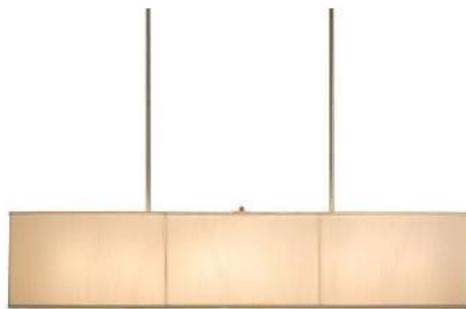
1. Would this action emphasize a desirable asset of the house?
2. Would this action de-emphasize a negative feature of the house?
3. Would this action enable buyers to visualize themselves living in the house?
4. Would this action create a vision of the buyer's lifestyle aspirations?

In your particular situation, I have almost no recommendations to purchase anything; you have so much beautiful furniture and accessories to pick and choose from to stage your home.

The only recommendation that would require investment in the home is getting a quote from an electrician to have your kitchen wired for a pendant light over the island. Everyone wants space and light, and bright rooms feel bigger and more inviting to buyers. If the cost to wire and purchase a pendant is \$500 or \$600, I believe this is a worthwhile investment in the home. Below are just a couple of examples of styles you could do:



Rona
"Lausanne" 3-Light
\$129.00



Union Lighting
Rectangle Shade
\$230

You will see that in most rooms, it is only a matter of removing items. I am not a fan of sparse rooms; I do think it is important to fill a room proportionate to the space. However when a buyer sees a home, it is critical that they can move easily throughout a home without having to walk around items or through passageways that are narrow: this takes away any feeling of space and works against your home. In your case, you have a few too many pieces which take away valuable floor space and square footage.

Also as mentioned when we met, it is important to create focal points around the selling features of your home, and to allow other areas to be quiet. For your listing photography, it is critical to have strong focal points, or else rooms easily start to look cluttered. You have to use every trick in the book to make your home look fantastic in pictures.

Hall

Features we want buyers to see: ceiling height & beautiful lights

- Remove all the little rugs, they break up the space and draw too much attention
- Keep all shoes in the closet, the hall floor should be empty
- Remove the half-circle shelves and candle sconce from walls – they stop the eye from looking further into the space and are too large
- The Mirror is fine where it is

Dining Room

Features we want buyers to see: the sheer size of the room, the flooring & window

- The room felt dark, so try to keep the window blinds open and the light on for showings
- Clear off the top of the dresser in front of the window to allow the window to have more presence
- Minimize accessories on the buffet, keep the lamps and mirror & remove the pictures
- I would like to see the hutch removed to another room, but if this is not possible, then remove the display items that are colourful and draw attention. Dress the hutch with glass or white china, to minimize the attention it draws. Remove items on top of hutch.
- Remove 1 leaf, 2 chairs from table and 2 chairs from beside buffet
- If you won't be using the dining room, I'd like to see the rug removed, as it's slightly dated in style and covers too much of the flooring; which is the asset for the room.
- Remove the Metal Sconces on wall & Tall Candle stands.
- I would like to see the black table and contents removed completely, but if you need it as a hall table, then remove the mirror above and simplify the accessories on top.



Inspiration Picture

Emphasis on ceiling height
Large, Bright Room
Refined Elegance

Kitchen

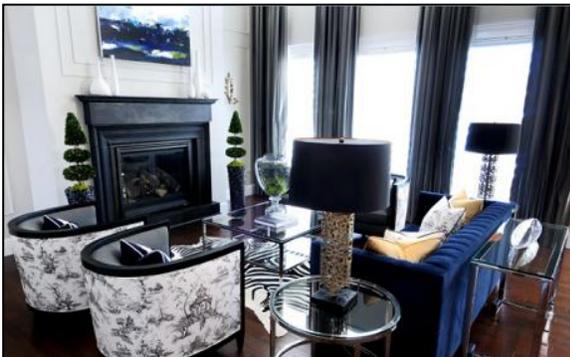
Features we want buyers to see: the amount of counter space, cabinets, ceiling height

- Keep your fridge door clear of items
- Clear off the top of your cabinets – no accessories
- Clear off counters except for a few items; cookbook on stand, coffee machine, spices....try to keep the rest clear
- There is a lot of black and brown, so it would be nice to accessorize with fresh flowers or a bowl of fruit for colour
- Install pendant lighting, if possible

Living Room

Features we want buyers to see: the size of the room, the floor, fireplace, windows and ceiling height

- There are so many fixed elements in this room that are selling features; you really need to simplify your possessions so that these elements can shine through. Especially for listing pictures, the camera will pick up/highlight your collections, and the features of the room will be lost.
- Keep your window blinds open for viewings to show off your view and bring more light in to the space
- Since you have the dining room and the bar stools in the kitchen, you don't require the table and chairs in here. Remove them to give the living room more floor space and breathing room
- Remove the teacup and botanical pictures above the table
- Switch the location of the black armoire and chinoiserie table. It's ok to have the tv on the table, as people will want to know where they can have a tv, and will be less dominant than the armoire. The armoire creates an imbalance on that wall, and overpowers your fireplace.
- Centre the armoire on the far wall and flank it with the bergere chairs. You can hang the teacup prints or other similar size print above the chairs. This will create a nice balance in the room.
- You always want big pieces as far away from you as possible, so move the sofa to the window wall and the loveseat across. Add the black bamboo chairs to the arrangement and tighten up the seating cluster so that you free up more floor space around the seating area.
- Remove sword and glass items on the mantle since the picture is a strong enough statement
- Remove pipe table and tall red cabinet – it distracts from the mantle and the windows.
- Remove, or hide the stereo in one of the alcoves by the fireplace
- Remove all of the accessories on all of the surfaces; tables, armoires, etc. Bring only a few of your absolute favourites back to dress the coffee table and/or side table.



Inspiration Picture

Strong Fireplace as focal point
Large, bright windows
Beautiful floors
Elegant decor with minimal & strategic accessories

Lower Stairs and Basement

- Remove all tables and items on the floor of the landings and hallway, it creates a visual block and makes the space feel tight.
- Remove all personal photographs and extra items, mirrors, etc.
- Use the art on the lower stair landing and the red dresser in your master bedroom (see notes there) they are not being used to their best potential in the current location
- In the family room, remove the wing chairs (1 could go to the office) as there is too much furniture in here and doesn't flow.
- Streamline the contents of the media unit. If you can remove the back hutch, it would be ideal...even if this was to create space to move the dining room hutch down here.
- As always, remove all personal pictures

Master Bedroom

- Everything in this room is the same tone, which won't show well in photos. My suggestions are to try to inject a pop of colour and to create a stronger focal point of the bed
- Remove the lingerie chest and the bench at the end of the bed – this opens the flow to the bathroom (chest is too tall) and breaks up the feeling of everything matching.
- You can put the red, or one of the black chinoiserie chests in its place, because these pieces are lower and allow the eye to travel past. If you can leave it empty, then leave empty.
- Bring your large art from the hall and hang over the bed. The bed should be a strong focal point. Add accent cushions to the bed of a strong colour from the picture for more visual interest
- Clear the tops of the dressers and accessorize with just 2-3 knick knacks



Inspiration Photo

Neutral bed and walls
Pop of Colour in artwork
Tie in around the room – pillows, etc

Ensuite & Family Bath

- All surfaces have to be clear of all toiletries, store them in a basket under the sink
- Hang fluffy white “show” towels on all bars, and the towels you use, hang them on a hanger in your closet
- Hide hampers, garbage pails, any other misc items
- Hang some art over the toilet (Ensuite), a long rectangular piece or 2 smaller squares
- Upgrade the lights in both rooms, if possible

Office

- All of the surfaces need to be clear of all paperwork and misc items. If you need to use one of your extra chests in this room, please do so to hide it all away.

2nd Bedroom

- There is too much furniture in the room and it feels smaller than it actually is
- Place long dresser under the window, as its too close to the bed where it currently is (too tight)
- Remove Tallboy
- All surfaces need to be clear of misc items, can be accessorizes with 1 or 2 knick knacks
- Hang some art above the bed to create a stronger focal point, perhaps the floral prints from the front hall

Summary

All of these suggestions are to make your home feel as spacious and bright as possible. You need to ensure that the selling features of the home are quickly and easily identified by buyers, so that they see the value in your home over your competition.

Thank you for the opportunity to help you prepare your home for sale, and If you have any further questions or need help with anything, please do not hesitate to ask.

Best Regards,

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