

STAGED *to sell*

**First impressions are important when selling your home,
so set the stage effectively.**

BY KIMBERLY CAPONE

Staging your home plays an important role when trying to attract and emotionally connect with potential buyers. It can increase the attractiveness of a home and may lead to higher offers or a speedier sale. So this makes staging a key part of an effective property marketing plan.

Designers and staging professionals can help enhance a space so it will come alive and spark the buyer's interest because they'll feel a sense of comfort and a connection to the home. Before a staging or design professional comes in to work their magic, there are a number

of things homeowners can do to prepare their home for sale.

Staging tips:

■ Make sure your house is super clean. This includes windows, carpets, baseboards, light fixtures and walls.

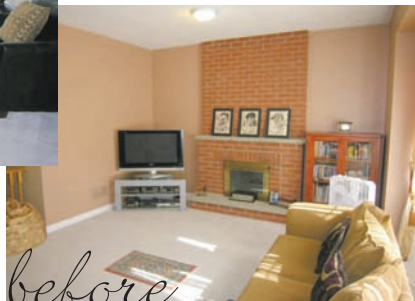
■ A fresh coat of paint is your best investment. It is an inexpensive way to upgrade the look of your home. Select a neutral colour to use throughout the house. Taupe and gold

continued on page 38



after

Sam McDadi of Remax Performance Realty, Mississauga, says that in pilot testing, property marketing plans that include staging result in "an incredible return on investment."



before

tones are attractive and provide a calming effect.

■ **De-clutter.** Remove personal items like family photos, trophies and religious items. Rent a storage unit to temporarily house extra furniture and family treasures until your home is sold.

■ **Pay close attention to the kitchen.** Often this room makes or breaks a deal.

Remove most items from the countertops. You may want to consider re-facing kitchen cabinets. It is an inexpensive way to upgrade the look of the kitchen without doing a major renovation.

■ **Reorganize closets.** Reduce the amount of clothes in them by half. This includes hanging items and anything stored on shelves. Remove items from the floor as well.



Kimberly Capone

■ The exterior of your home must be well-maintained. Grass and gardens should be well-kept and any garbage or debris removed from the property. Take down lights and decorations if it's not the holiday season.

Using staging techniques will help give your home the 'wow' factor and make that important emotional connection

to the prospective buyer. It also helps you get the most equity out of your home. Try it. It works! 🌿

■ *Kimberly Capone is an interior and floral designer, and the co-owner of Treasures in Sherway Gardens. For more information, visit www.treasurestogo.ca or call 416-621-2420.*
