

Home Staging

First Impressions Can Be Crucial

Typically, a potential buyer has made up their mind within the first few minutes of walking through the front door. In fact, they've already begun forming an opinion as they pulled into the driveway!

First impressions can be crucial when it comes to selling a home. That's why it's important to present your home at its best. When your home is staged, you have confidence that the first impression a buyer gets is a good and lasting one. It makes the house look like a model home allowing potential buyers to easily visualize living there.



The Charlie Parker Team is in the business of selling real estate, not interior design (although we like to think of ourselves as design savvy). That's why we have partnered with Kallos Interior Design to provide our clients with the professional and modern home staging services that buyers will respond to.

According to Moneysense Magazine, home staging can get sellers approximately 6% more for their homes. Furthermore, a HomeGain Survey revealed that "having your home staged to sell can show a Return on Investment (ROI) of 169% for sellers and could decrease the time a home is on the market by 50%"

What Does Home Staging Involve?

Home staging isn't about major renovations like tearing out cupboards or building on an addition. You don't have to spend a fortune, a significant difference can be made with as little as \$1500.00.



The key is to highlight the best features your home has to offer. You also want to attract the broadest population by sticking to neutral tones, clean lines and removing any personal items such as family photos, magnets on the fridge, makeup and hair/body products on the bathroom counters, etc. These small changes are a start towards making a huge difference.

After our Home Stager takes a walk-through of your home she will suggest some changes based on basic design principles - Balance, Colour, Focal Point, Harmony, Scale/Proportion and Texture. The initial consultation is free of charge and the next step is up to you. You may choose to hire the Home Stager to carry-out the recommended changes or to even make the changes yourself. In fact, you might decide to not make any changes at all and take a chance that prospective buyers will like your home as is.

What Results Can I Expect?

In our Guaranteed Home Selling Book we talk about the major elements that affect a sale: Condition, Location and Price. Staging your home can have a positive influence on all three of the above noted elements.

CONDITION: A Home Stager has been trained to broaden the appeal of a house to a wide array of potential buyers while targeting the most likely market using lifestyle selling techniques. Our Stager will discuss the condition of your home with you and will make suggestions on how to make your home more attractive to buyers. After your home has been staged, photos will be used to attract buyers. Most potential buyers like to look at photos of a home before they book a showing so you want the photos to show off your homes best features.

PRICE: By enhancing the features of a home and changing the condition, even slightly overpriced homes have a better chance for selling at asking price. Bear in mind that staging is about securing the equity in the property, not about inflating the price of a house, however a well-priced house with staging reduces the risk of offers being less than what you want. It's been proven that a staged home sells faster and for more money.

LOCATION: Well, we can't locate your house to a more desirable neighbourhood, but our stager can create magic with what you have and give it a competitive edge over the other homes in your area. If the price and condition is right, it's easier to overlook the area.