



7 Secrets to Home Staging



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Be In the Know

This booklet is intended for the savvy home owners who know all about the real estate game...

The ones who know that no matter what the market, an attractive and well priced home will be in high demand and sell with ease.



THE VILLAGE GURU
JEFF O'LEARY

Staging Secrets

No Matter what the market, attractive & updated homes that are priced according to the market, sell with ease. They sell first, sometimes even with multiple offers.

Everyone loves to talk real estate, and so the media and industry have spent a lot of time complicating an issue that is extremely simple. Selling your home relies on 2 factors: price and presentation.

This booklet is the collaboration of 2 industry professionals who have years of experience knowing what sells and what doesn't. Everyone loves to talk real estate, thus complicating an issue that is actually extremely simple. Selling your home relies on 2 factors: price and presentation. For you to read this booklet, we are operating under the assumption that you already understand this fact to be true.

Selling your home is 95% preparation. By following the 7 golden rules you will learn in this booklet, **COMBINED WITH** pricing your home according to the market, your home will sell first, before your competition. When you present a product that your buyers want - not what you like, but what **THEY** want - you've won the real estate game! Let's get started!

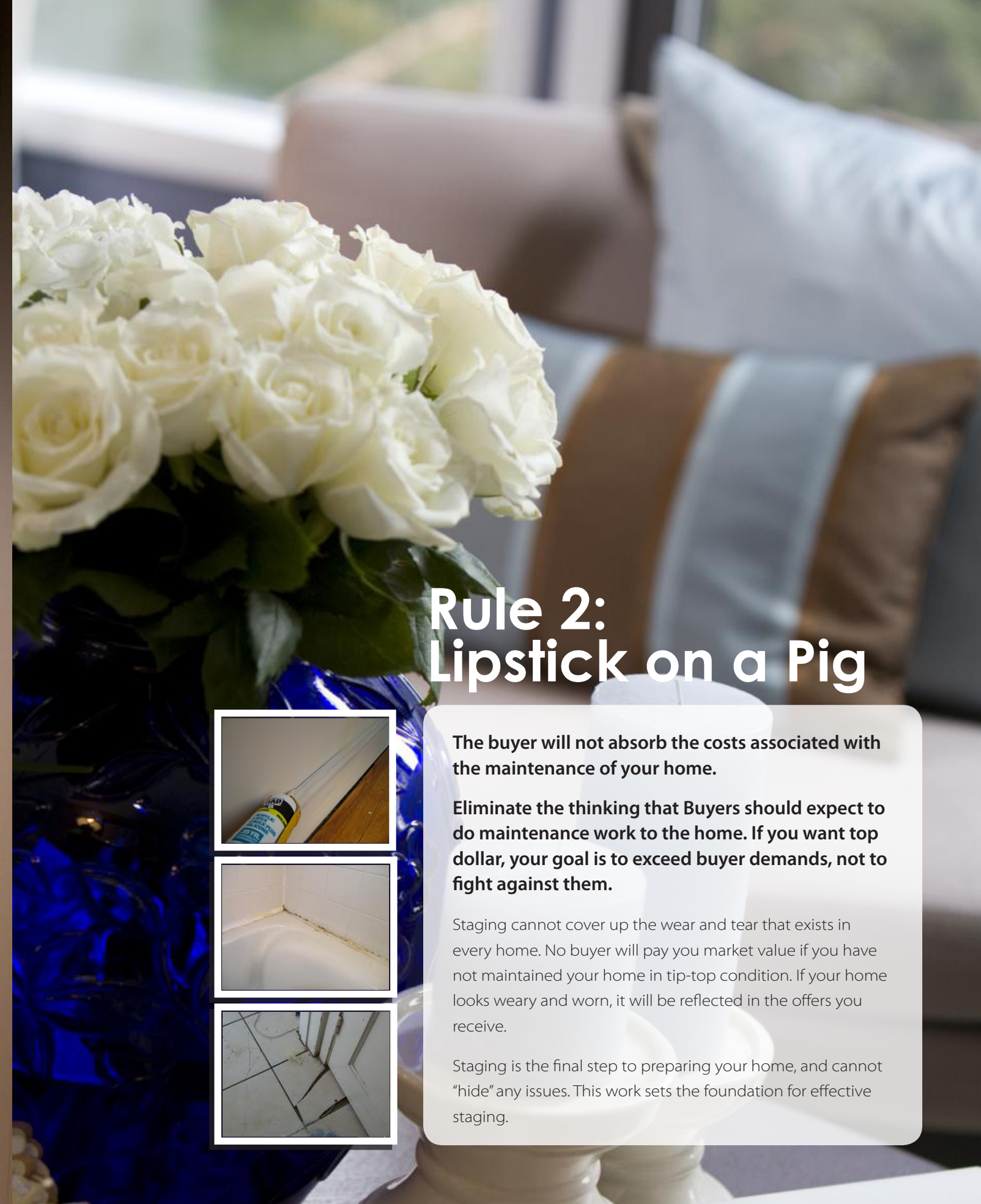
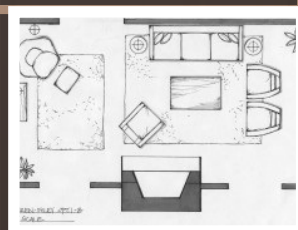


Rule 1: Hire Professionals

A professional will always save you money and will direct your work so that you maximize your impact, with minimal cost & time.

Call in your real estate agent and accredited home stager before you start doing any work on your own. An early consultation will give you an invaluable competitive position. They will:

1. Help you look at your home through a buyer's eyes
2. Give you the most cost-effective, high-impact ways to upgrade/repair your home
3. Show you the negatives of your home that should be downplayed and the positive features that need to be highlighted
4. Give you neutral and effective paint colour choices
5. Provide floor plans that identify what furniture you do/don't need



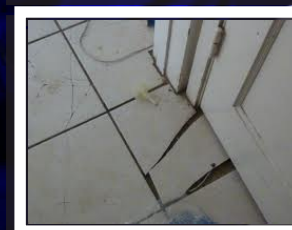
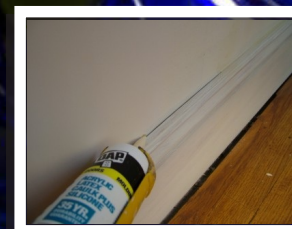
Rule 2: Lipstick on a Pig

The buyer will not absorb the costs associated with the maintenance of your home.

Eliminate the thinking that Buyers should expect to do maintenance work to the home. If you want top dollar, your goal is to exceed buyer demands, not to fight against them.

Staging cannot cover up the wear and tear that exists in every home. No buyer will pay you market value if you have not maintained your home in tip-top condition. If your home looks weary and worn, it will be reflected in the offers you receive.

Staging is the final step to preparing your home, and cannot "hide" any issues. This work sets the foundation for effective staging.





Rule 3: Forest for the Trees

More Perceived Space = More Perceived Value.


Use staging tricks to make your house feel bigger and it will pay off.

If the rooms in your home have so much stuff in them that you can't layout the furniture for optimal function, or you can't see the size of the space for all the items in it, then you've lost the staging game.

Buyers Pay for a feeling of space. If your 2000 sq/ft home feels more spacious than another 2000 sq/ft home, which one is more desirable and worth more to a buyer?



This is the ART



Aspirational Living
Wow Factor
Elegant Design
Feeling of Greater Space

Once your home is in good repair, clean and cleared of excess clutter, we can now talk about the artistic element of staging.

This can be broken down into 4 main categories:

1. Colour
2. Room Function
3. Lighting
4. Accessorizing

If you succeed in these 4 categories, you will attract that buyer emotionally. An emotional buyer NEEDS your home. They see great value that they are willing to pay for.

We don't mean they will pay a price that doesn't reflect pricing in your area, but they will pay a premium for a house they love.



Rule 4: Colour is King

Colour evokes emotion & affects what the eye does and doesn't see.

If you don't coordinate a colour story, buyers will notice the lack of cohesion and harmony.

Disregard everything you've heard about painting your house neutral. Though neutral is the right term, most people have interpreted this to mean white or beige.

Soft, toned colours are one of the easiest ways to evoke positive emotions from buyers; and any colour can be neutral given the context of its surroundings.

For example, you have a countertop with a lot of hunter green tones; by choosing the right shade of grey-green, you will effectively neutralize the green in the counter top. If you have beautiful brown wood floors, the right shade of soft grey-blue will make them stand out as a star attraction.

Having an accredited stager who understands colour theory will help you make the best choices.



Rule 5: Go With the Flow

It is very important not to disrupt the natural flow of traffic in your home, and this is based on your home's design and layout. It's not a matter of making your home fit all of your furniture; you have to make sure your furniture fits your home. Buyers must be able to walk freely through your rooms without having to maneuver around obstacles or need to pass through narrow walkways between furniture.

If they bump themselves on your furniture, they will immediately think your home is tight and small. Use only the furniture necessary to show the function and style of the room, and be willing to remove any excess furniture that blocks the flow or feeling of space in your home.

Rule 6: Lost in the Shadows

Wall colours don't make rooms feel small, lack of proper lighting does.

Shadows & darkness hide the corners of rooms and close in on you.

Without looking at your home, we can confidently say you don't have enough lights. Builders install the absolute minimum amount of lights possible, as an obvious cost savings.

If you have serious lighting issues, such as bedrooms, living and/or dining missing a central light fixture, the investment of an electrician will be worthwhile. Lighting provides a 100-350% return on the money you spend, so you can't lose.

If the lighting situation is poor only in 1 or 2 rooms then there are cheaper options.

- Most living rooms are missing overhead lighting. You can get 3-pack light sets (floor and 2 table lamps) for less than \$100 that will help immensely.
- Ensure each bedroom has 2 bedside tables and table lamps on each
- Your dining room must have a chandelier and be at minimum 5 lights
- Open your blinds! Let the sun work for you and brighten your home naturally for showings during the day.



Rule 7: Everyone's the Jeffersons

Buyers choose their dream home with their eyes and hearts...

Without accessories or focal points, rooms are flat, one-dimensional, and uninspiring.

The eye is then lost and will look right past the room with no emotional connection.

This is where your stager will help you immensely, to ensure that you attract your buyer emotionally.



We all want to be moving on up; we all aspire to a better lifestyle than what we are experiencing in our current home. It is the seller's job to show the buyer they will get this better lifestyle by buying this home. You can make your home look so elegant and fantastic that it just oozes with feelings of "the good life".

Accessories and Art used to create focal points are critical in sending these subliminal messages to the buyer. Not only can you use these items to strategically draw attention to positive features of your home, they are the elegant finishing layers of a room that most people leave out when decorating.

Get a Head Start

If you are able to accomplish this list before you hire your Realtor® and Stager, you will be 10 steps ahead and be able to take advantage of their expertise regarding

- Paint colour selection
- Reasonable repairs/upgrades
- Floor plans
- Accessorizing

DO NOT: PAINT ANYTHING!

Wait for advice from your stager; it is not just a matter of painting everything grey or beige. Allow a trained eye to tell you what will best highlight the selling features of your home or camouflage any negatives. One beige paint colour throughout a home feels very bland and is a missed opportunity to connect emotionally with a buyer. Greyed, toned hues of colour are often optimal, and your stager can show you calm, quiet colours that will give you the advantage your home needs.

Outside

Clear Debris

- ☐ Turn over the soil in your garden and trim plants to present a tidy garden
- ☐ Treat Your lawn (if spring-fall) to ensure it is green, with no bare patches
- ☐ Remove clutter from your garage & side of house: broken pots, rusty tools, paint cans, unused items. Dispose of in the method approved by your municipality

Check Basic Home Maintenance

- ☐ Weeds in any interlock or patio stones?
- ☐ Stain looks fresh on any wood decking or fencing?
- ☐ Hand railings sturdy and free of rust or wear?
- ☐ Fences sturdy and complete (no missing boards)?
- ☐ Eaves troughs well attached with no gutter/leaking problems?

Inside

De-Clutter:

- ☐ Empty all closets to the current season of clothing, so that everything fits with ease. Shoes should fit in closets, none out on the floor when showing the home
- ☐ Empty kitchen and bathroom cabinets down to the absolute essentials for the next 4 months. Be ruthless! There needs to be room to store all countertop items in the cupboards when showing the home.
Organize your office! Every home has an office with piles of paperwork and misc items.
 - Make accessible storage for all important paperwork by shredding old and unnecessary papers
 - Use boxes and files to get organized
 - Donate or hide all misc items and clutter
- ☐ Remove as much open storage as possible, as it always looks distracting and cluttered. Use small stacks of books and boxes to create a neat and spacious display. Only keep what is essential for the next 4 months, store the rest.
- ☐ Move all of your accessories and art to 1 room or location for your stager to review and determine what pieces will be used to stage the home.

Check Basic Home Maintenance

- ☐ No water or mold stains on walls or ceiling?
- ☐ All Baseboards and trim in good condition and caulked?
- ☐ All Electrical Switches and Outlets in working order and have cover plates?
- ☐ Floors in good condition, no carpet/vinyl tears, broken tile, etc)
- ☐ All bathrooms mould-free, clean grout, neat caulking

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