

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.

The Main Floor

The main floor is a challenging layout and a buyer will decide whether or not they want to buy your home based on this floor alone. There are some tweaks that we can do on the second floor and the basement, but I want us to focus our energies to perfect the main floor and show people very clearly how easy it is to live in your home. We don't want it to feel tight or at all confusing. We want the style to be coordinated, elegant and modern, to appeal to the greatest number of buyers.

1st Priority: Painting

Baseboards and Staircase

- Trim work is critical to showing a well maintained home, it's a subliminal message to buyers about whether you have cared for all the finer details. It's much like the frame on a piece of art; it finishes and polishes the look of your space.
- If you know the current paint colour of your baseboards, order more in a semi-gloss finish, as that sheen better repels dirt and scuffs.
- If you don't know the colour, get some white samples and match as close as possible. It should be a cool or neutral white, nothing with a yellow or pink hue. **Some examples from Benjamin Moore: Snowfall White OC-118, Chantilly Lace OC-65, and MAYBE Cotton Balls OC-122 or Cloud White Oc-130.** Check them in your room.
- Touch up all baseboards, and paint over any trim that is still that peachy colour. Your entire staircase needs to be repainted.

Kitchen Cabinets

- As discussed, there are too many different finishes in the room that don't relate to each other, this is making the room look disjointed and confusing. We need to minimize the finishes so that the good features like your backsplash and counters become more noticeable and stronger features.
- All of the red cabinets should be painted out white – you can use the same colour you choose for your trim. This will downplay the microwave and give more cohesion to the upper and lower cabinets.
- The cabinets will need to be sanded and primed for a proper finish. Ideally you can spray the doors but a skilled painter can roll them as well. Paint the cabinet frames as well (must be primed) to refresh them.
- Also, finish the wood base cabinet by applying moulding & kick plate.
- Use the same handles you have on the wood cabinets for the white cabinets to tie the look together. Buy simple, round silver knobs for the drawers (fewer materials = better)

Walls – Hall, Living Room & Kitchen

- Your main floor is not large, and so when its broken up with different colours, the space feels even smaller. By eliminating colour changes, you visually expand the feeling of space.
- For the purposes of staging, the orange is:
 - Too strong a colour, many people will not like it and now we have them thinking "Great, now I have to paint!" we don't want buyers thinking ANY negative thoughts
 - Too close of a colour to your floors. We want to highlight, not hide your floors. The best colours to compliment a yellow/orange floor, as colour theory states, are blue & green.
- To also work with the colours in your backsplash, I recommend a green/grey hue. Something very subtle, elegant, and modern. Paint the entire hall, living room, dining room, and kitchen, so that there are no breaks in the colour. This will visually enlarge the entire main floor and create a cohesive look.
- Benjamin Moore: Moonshine 2140-60.**
 - If you want to have some fun, you could paint the TV wall as a darker accent wall. Gray Horse 2140-50 or Storm Cloud Gray 2140-40. This will also help camouflage your TV, as electronics never look good in pictures.
 - Another option would be to use Moonshine for the Hall and Living Room and then the darker Gray Horse in the Kitchen. You can create interest through using neutrals.
- If you like Para Paints: Blenheim Palace P5214-34D...**and can use the darker shades for more effect if you choose
- Remove all frames, Drapes & Rods from the Living Room and Kitchen. Fill and smooth any holes before painting

Inspiration – This is the *FEELING* I want your main floor to have; cool, calm & contemporary.



2nd Priority: Repairs

Ceiling

- I would say to smooth the ceiling as there are no guarantees of you spending money to patch, only for it to look the same in the end. I suggest we both ask around through networks like linked in and Facebook to see if we can find someone through personal reference. You want to know they do a great job. Let's both put it out there and see what we come up with.

Carpet

- You need to have someone come and re-stretch your bedroom carpets to get rid of the buckles. This will be a huge red flag for buyers
- Try calling Carpet One 905-816-9800 or their address is 2905 Argentia Rd. A couple of our clients have used them in the past and were very happy, and I've spoken to them on many occasions and they are very knowledgeable. I've never asked if they've done this service, but if not, they might steer you in the right direction.

Windows

- I've cc'd Jeff in on the report, and I would ask for guidance from him about what to do about the windows – do you fix the 2 or just offer a credit to a buyer who brings an offer?

3rd Priority: Lighting

Ceiling Flushmount Fixtures

- There is no such thing as too much light! I want to upgrade all of your ceiling fixtures to a consistent, 3-light flushmount that will provide general, overall light. Spotlights, Carved glass, yellow glass, 2 light fixtures – all of these do not do a good job at providing clear, overall light.
- You need 4 for the main floor and 1 for the upper hall – I'd like to see the fan replaced.



Pendant for Dining Room

You only have 1 eating area, so it is critical that we show it as a well planned out space, with style and intention. It will also be one of the few opportunities we have to add some design interest and a real focal point to attract buyers. I recommend a pendant style (3 bulb min) to continue a modern feeling that is still soft; not too hard-edge.

THE HOME DEPOT

HAMPTON BAY
Layered 18 inch Drop Pendant in Ivory

Model: PND-802 IV | Internet/Cat: 855921 | Store SKU: 1000758381

SOLD ONLINE ONLY

\$145.00

ONLINE INVENTORY Available

SHIPPING CALCULATOR
Check My Shipping Cost

ESTIMATED DELIVERY TIME:
10 - 16 DAYS



"Circo" 5-Light Pendant

Article #69575014 Item #000332780 Model #1033-05-GM

RONA

\$99.99 Each
Format 18"-40W-N/IN

Item is available in store only



or

UBERHAUS Full list of products from
UBERHAUS

RONA

"Wynne" 3-light pendant

Article #02575006 Item #000352544
Model #CH/SF2008-16CH

\$79.99 Each
Format 16"-60W-E26 N/IN



"Transit" pendant

Article #79565010 Item #000352229 Model #18468-000

RONA

\$129.00 Each
Format 18"-13W-GU24-INCL



or

Other Items

I would like you to focus your efforts on the points above. Once the main floor is at its best, we can focus attention elsewhere.

Final De-Clutter

- All counters, dressers, table tops, etc, should be clear of items. Ensure all of your daily basics can be stored away out of sight. Using baskets is an easy way to pull items in and out of cupboards.
- Clear the floors. Find homes for misc items around the house, and remove all rugs and mats off the floors to visually expand the space. (at least for pictures). Hide shoes in closets and remove open storage racks. We don't want any practical or miscellaneous items out.
- Keep your walls empty. I will use your larger pieces of art and bring in some as well, to hang items to create strong focal points when staging the home.

Furniture to Move

- Armoire in upper hall. Long dresser, TV, dark side table & contents and chair from second bedroom.
- Move the 2 blue wing chairs and wood table to basement. If the armoire fits in the basement area then it can be moved there, otherwise store all extra items the garage or storage unit.
- Your dining table is too big for the space, an oval or round would allow for better flow. If you are willing to store your table, I'd like to bring in something different to better fit the space.

Upper Bathrooms

- It would be ideal to dress up your bathrooms a little to encourage more of a spa type feeling.
- Your toilets and flooring have a grey-blue tinge, and it would be nice to play that up a little. I would like to see a richer colour on the walls accented with white towels and white shower curtains. A crisp clean look.
- **Benjamin Moore: Silver Gray 2131-60, Silver Half Dollar 2121-40, Seersucker Suit CSP-580**
- I would like to see the 1 lighting fixture and all the knobs upgraded to silver. It's a more elegant look and your current white fixtures are looking dated. Use the same handles and knobs that you have in the kitchen; a round silver knob that matches the silver handle you already have.
- Make sure you paint the Ensuite cabinet as it requires a fresh coat of paint. Again, use your trim paint.

Inspiration – This is the *FEELING* I want your bathrooms to have



Summary

Thank you again for the opportunity to meet you and I hope this report offers some ideas and direction on how to best prepare your home for sale.

Jeff and I are eager to work with you along the way and help you out in any way we can. Please do not hesitate to ask 1 or 1000 questions or if you need more hand-on help with any part of this report.

Best Regards,
Stephanie O'Leary