

Home Staging Report

Thank you for choosing *Style By Stephanie* for your staging needs! 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.

Overall Summary

The home is a wonderful size and holds a lot of potential; however, the overall first impression is that it's dated. We don't want buyers immediately feeling like they will have to spend a lot of money to update the house or else that will be reflected in their offers. My goal is to find solutions that cost the least amount of money that will give you the biggest bang for your buck.

For a higher end property like yours, 1-2% is a reasonable staging budget, which is what I think it will cost to hit top asking price. So you need to consider the pro's and con's of staging. You can get a positive return on your investment, but it also comes with the stress & mess of doing the upgrades. I will be there to assist you every step of the way, but you have to consider whether it's worth it to you; there is no right or wrong answer.

Depending on the budget and work you are comfortable with, below are my staging recommendations, from highest to lowest priority. To hit a premium price, I do think you would need to complete all the items on this list. With every item you can complete, it's not marginally better, but dramatically better.

My goal for your home is to make it modern, updated, and even a little sexy! People pay for decor, and once all the painting and work is done, I then want to bring in furniture and decor that will really sell the lifestyle to your potential buyer.

Kitchen

This is the most important room in the house for buyers. If a buyer doesn't like your kitchen, they are going to charge you for renovating it and making it what they want, and they always over-estimate the cost of doing this. There are many cost effective things we can do to make your kitchen a show-stopper. *I am happy to help you with any part of the process or material selection*

1. I want to fade the floor away by painting the lower cabinets a warm grey, which is also a very sophisticated colour. **Benjamin Moore: Kendall Charcoal. HC-166. Use Aura Semi-Gloss.**
2. I want to bring the eye up away from the floor by creating contrast on your upper cabinets, by using a creamy white. **Benjamin Moore Moonlight White. OC-125, Aura Semi-Gloss**



3. Replace the knobs with simple, silver or crystal knobs. Details go a long way. Buy enough for all of your bathrooms as well. I would especially like to see the crystal in the master bath and silver everywhere else



Newell Rubbermaid
Knob Crystal, 1 1/4 Inch Diameter

\$5.47



Amerock
Mullholland Collection Rectangular
Knob - Satin Nickel

\$3.49



Amerock
Satin Chrome Finish Manor Knob


\$3.84



Amerock
1 3/4 inch Diameter 10-PACK
SATIN NICKEL FINISH Knob

\$25.98

4. There should be a range over your cook top, please install a silver option – simple & cheap as possible



home depot

GE
GE Deluxe Range Hood Stainless
Steel - JV348LSSC

Model: JV348LSSC | Internet/Cat: 918505 | Store SKU: 1000668053

SOLD ONLINE & IN-STORE

\$168.00

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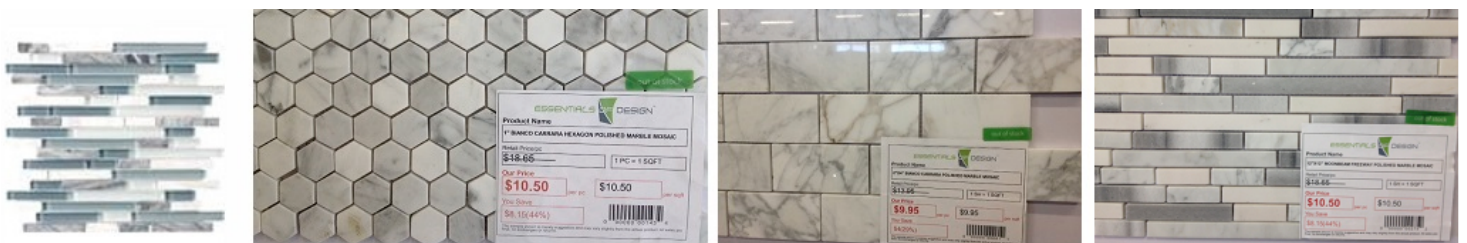
Monday - Saturday
8am - 11pm EST
Sunday
10am - 10pm EST

*Price and availability may vary by store.
**Available online and in-store through Special Order, direct-to-home delivery only. Delivery charges apply.

5. Granite is the cheapest stone, and stick to the lowest grade granite for \$50/sq ft installed, est @ 50 sq ft. (Company: Just A Countertop). Choose a **1) dark grey** or **2) mottled black** to blend away your cook top (avoid any with green spots). This would also require a new under-mount sink. Some companies will throw it in as part of the job, or estimate about \$350-\$550. Stainless or Black Granite Composite



6. Replace your current backsplash with an updated version like the one in the picture I gave you. Marble or glass-marble mix. They range from \$6-\$11 sq ft @ est 30-50 sq ft; closer to 50 if you do the whole window wall to the ceiling. (Company: Essentials of Design Tile Outlet, or The Tile Shoppe). This is your WOW factor for the kitchen, so be sure to choose something eye-catching & pretty! (white, and ideally grey and even some watery grey-blues are all good).



- Remove all the window coverings and hang new 95" double width drape panels – I'm still sourcing options. The best part of your kitchen is the huge window with the view of your backyard. It's very important to use a fresh, bold pattern to draw the eye to this feature. Leave the sink window empty, just draw attention to the picture window.



- Paint the kitchen. Once your hard surfaces are chosen, I can come back and help pick the best colour. I'm thinking a similar shade to your hall but much lighter. **Ex: Benjamin Moore Heaven 2118-70.**

OVERALL COST: if you are willing to do the painting yourself, this kitchen update will cost you around \$4500 (counter, backsplash, range, knobs, paint, drapes). Given that you would need to compensate a good \$50,000 in your asking price for the current presentation of the kitchen; this is a very good investment.

These kitchen suggestions are either an all or nothing proposition. I wouldn't recommend installing a granite counter but doing nothing else, as you will NOT get your money back for it. The kitchen needs to feel modern and fresh in its entirety for buyers to be happy with it. If you aren't able to do all of the recommendations, it would be money better saved to do nothing.

Staircase

I am well aware what a labour intensive task this is – because I did it in my own house! All the more reason to consider it because buyers HATE dealing with anything to do with staircases. I want to eliminate this white-washed bleached stain everywhere possible, because it is 1980's dated, and most buyers will strongly dislike it.

The most durable option is to sand and re-stain the handrail and treads. Use a dark ebony to tie in with the floors. Paint the risers and spindles a semi-gloss white, which looks better and saves a lot of time and effort over staining them. The look will be dramatic, elegant and very popular with buyers.

.....I might as well put it here.....I would like to see your fireplace painted out as well, to eliminate the white-wash bleach wood here too. I would like to paint it the white of the trim, so that it contrasts off the stone surround and the new wall colour.

OVERALL COST: The cost of paint plus a good amount of time and labour. ☺

Floors on the Main Level

There is a good and a better option here; it all depends on your budget. I don't think there is any added value in doing just the family room because it will not fix the problem of mismatched floors.

- 1. First choice:** Replace all of the carpet on the main floor and the wood in dining room with a new engineered wood product or strand bamboo. If we start over, we can soften the colour down to a dark walnut, instead of the blackest black. It will still work with the black tile, but also be warmer and a little more forgiving for marks.

OVERALL COST: A very rough estimate for **1st choice** is:




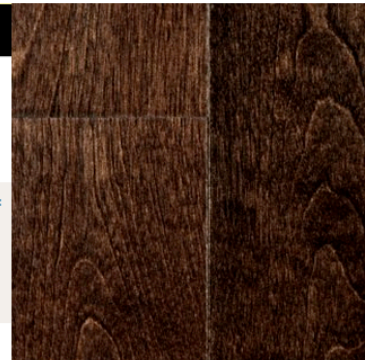
Bamboo: 1400 sq ft x \$3.50 sq ft = \$5100 plus installation & tax. About \$8200 depending on installation
Engineered: 1400 sq ft x \$2.20 sq ft = \$3080 plus installation & tax. About \$6000 depending on installation

- 2. Second Choice:** Replace the dining room and front living room with new wood. These are the formal areas, and in a home of your calibre, buyers expect them to be wood. It is more understandable to have carpet in your family room than your formal living room.

OVERALL COST: A very rough estimate for **2nd choice** is:

Bamboo: 600 sq ft x \$3.50 sq ft = \$2100 plus installation & tax. About \$3500 depending on installation
Engineered: 600 sq ft x \$2.20 sq ft = \$1320 plus installation & tax. About \$2600 depending on installation

Below is the shade of colour that would work well, in either product.

<p>Morning Star 5/8" x 3-3/4" Qing Kobra Strand Bamboo</p>  <p>17.11 sq. ft. per box SKU: 10023616 Comparable Price \$4.89/sq. ft. Our Low Price \$3.99/sq. ft. Special Price \$3.49/sq. ft. Save up to \$1.40/sq. ft. (29%)</p> <table border="0"> <tr> <td>Your Square Feet:</td> <td>Your Material Cost:</td> </tr> <tr> <td><input type="text" value="1400"/></td> <td>86 boxes 1471.46 sq. ft. \$5135.40</td> </tr> <tr> <td>Check Measurement</td> <td>ADD TO CART</td> </tr> </table>	Your Square Feet:	Your Material Cost:	<input type="text" value="1400"/>	86 boxes 1471.46 sq. ft. \$5135.40	Check Measurement	ADD TO CART		<p>Morning Star Bamboo Flooring is one of the best bamboo floors on the market today. It is produced from old growth bamboo reeds that are at least 4 years old, thereby increasing hardness. Morning Star Bamboo Flooring creates a naturally beautiful and ecologically friendly product that evokes a feeling of luxury.</p> <p>Strand Twice as hard as oak, strand bamboo is an optimal choice for busy homes when durability is needed to stand up to the wear and tear of family foot traffic, active kids and even pets.</p> <p>To make strand bamboo, shredded bamboo fibers are compressed under extreme heat and pressure. This manufacturing process yields flooring that is even harder and more dense than traditional bamboo floors.</p>
Your Square Feet:	Your Material Cost:							
<input type="text" value="1400"/>	86 boxes 1471.46 sq. ft. \$5135.40							
Check Measurement	ADD TO CART							
<p>Mayflower 5/16" x 4" Aberdeen Birch Engineered</p>  <p>37.13 sq. ft. per box SKU: 10026381 Comparable Price \$3.79/sq. ft. Our Low Price \$2.29/sq. ft. Over 1000 s.f. \$2.19/sq. ft. Save up to \$1.59/sq. ft. (42%)</p> <table border="0"> <tr> <td>Your Square Feet:</td> <td>Your Material Cost:</td> </tr> <tr> <td><input type="text" value="1400"/></td> <td>40 boxes 1485.2 sq. ft. \$3252.59</td> </tr> <tr> <td>Check Measurement</td> <td>ADD TO CART</td> </tr> </table>	Your Square Feet:	Your Material Cost:	<input type="text" value="1400"/>	40 boxes 1485.2 sq. ft. \$3252.59	Check Measurement	ADD TO CART		<p>Mayflower engineered flooring is constructed with a real hardwood veneer atop a core consisting of layers of plywood. The core layers are precisely stacked with the grain of adjacent plies perpendicular to each other. This construction design provides greater stability as each layer offsets the next to counteract normal movement as the wood responds to the effects of moisture and temperature changes.</p>
Your Square Feet:	Your Material Cost:							
<input type="text" value="1400"/>	40 boxes 1485.2 sq. ft. \$3252.59							
Check Measurement	ADD TO CART							

Painting

I would like to update the colour palette of the home; it's such an economical yet dramatic way to transform the look and presentation. Colour is the last thing to choose, and **I would be pleased to come back and solidify these colours after you have made your other decisions about finishes throughout the report.** In general, I want to remove all of the greens, peaches, rusts, reds and yellows, and weave a calm, elegant palette of warm greys, grey-blues, taupes and creams.

These colours will work very well with your floors and keep buyers' eyes focused on what's really important: the size of your rooms, the views out your windows, and the architecture and elements we will hopefully modernize (cabinets, fireplace, staircase).

Examples of Colours, using the hall colour as a jumping off point: (Benjamin Moore)

Perspective CSP-5 & Wall Street CSP-20 as accent wall
Picket Fence CSP-365 & Gotham CSP-385 as accent wall
Silver Half Dollar 2121-50
Stonington Gray HC-170
Balboa Mist OC-27
Collingwood OC-28, etc., etc.

Lighting

Even with all the lights turned on, the house (except for the kitchen) felt dark. Although you have a lot of pot lights, your home lacks general lighting that gives an overall wash of light. For selling, this is a disadvantage, as brighter homes feel bigger and more updated. Adding lighting is also cheap way to add tons of style; the cost of stylish lighting has plummeted over the years.

1. **Living Room** – I would like you to call in an electrician and find out the cost of adding a central light here. It's a very dark room and lamps don't do enough. To emphasize the tall ceilings (big asset) I'd like a semi-flush or a pendant light to bring the light down off the ceiling. **Min 3 light.** IF you are bold enough, I'd love to see a 5-light chandelier in here, and a coordinated 7 light in the dining room.
2. **Dining room** - This light feels too austere and style-specific for buyers of today, it should be more transitional and softer. This new light should hang lower, about 40" from the top of the table. Nickel/Silver finish, **min 5 lights.**

PRODUCT DESCRIPTION
Loft Matte Nickel Five-Light Chandelier



LOFT COLLECTION



Capital Lighting Fixture Company Loft Matte Nickel Five-Light Chandelier

Bellaacor Number: 506814

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Sale Price: **\$207.90*** Customer Reviews: (0)
 MRP: ~~\$207.90~~ [Write a Review](#)
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 YOU SAVE 21% \$58.10 Brand

PRODUCT DETAILS

Bellaacor Number: 506814
 Finish: Matte Nickel
 Dimensions: 27"W x 24.5"H
 Voltage: 110 to 120 Volt
 Bulb/Watt: Five - 60 watt Candelabra bulbs
 Weight: 13.2 Lbs
 Certification: [UL, CUL](#)
 Usage: Interior
 UPC: 841224060018
 Brand SKU: 3925MN-469
 Brand: [Capital Lighting Fixture Company](#)
 Collection: [Loft](#)

[*More info](#)

DISCLAIMERS

bellaacor.com

3. **Family Room** - although the light fixture is huge, it doesn't provide much overall light. There are a lot of small directional lights. IF, and only if, the light fixture can be changed without any damage to the ceiling, I would prefer to change this out for softer, transitional fixture that provides more overall light. Perhaps the electrician can provide his/her opinion on it. I would love a 5-light pendant here, but I didn't see one online for a good price. More style ideas below:



UNION LIGHTING AND FURNISHINGS
STRATUS GRAY & WHITE SHADES
LAMP TYPE: 3 X 75G9/FR (3 X 75 WATTS)
SIZE OPTION 1: AVAILABLE:IN OTHER STYLES & SHADE COLORS
SIZE: 16"DIA X 14.75"H
WEB ID: WN1138607407
\$319.99



3 LIGHT FLUSH MOUNT
BUFFED NICKEL & WHITE LINEN GL
LAMP TYPE: 3 X 60A19/IF (3 X 60 WATTS)
FINISH OPTION 1: FINISHES: CHROME & MOCHA
FINISH OPTION 2: WITH BOTTOM DIFFUSER & ROUND FINIAL
SIZE OPTION 1: OTHER SIZES: 12" X 9"
SIZE: 16"W X 8.5"W
WEB ID: WN0146907652
\$149.99

The photos I took didn't capture the bedroom lights, but if any of them are directional spot-light style, please change them to the flush-mount, 3-light, bowl style, for more overall light. I'm thinking your daughters' room as my pictures turned out very poorly there.



HAMPTON BAY
Pewter Clip Flushmount with White Marbled Glass

Model: 001-8016PT | Internet/Cat: 933046 | Store SKU: 1000417678

Product sold: **ONLINE & IN-STORE**

★ ★ ★ ★ ★ 5 out of 5
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16 available

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ESTIMATED DELIVERY TIME:
2 - 6 DAYS

FREE RETURNS

IN-STORE INVENTORY

All Rooms

Some points to consider for all your rooms once you are ready to get started. I would like to see everything come off the walls, then fill any holes before you paint. I will bring in neutral art and mirrors, etc, to help strengthen focal points. Keep the hall mirror where it is, and save any B&W neutral art, we might use it.

Remove all the misc items off counter tops, tables, work surfaces, etc, so that all surfaces are clear. Use baskets to hide things you use every day under the counters. I will bring in a few decor pieces to accessorize with.

Kid's & Spare Beds

In your daughter's room, there is too much furniture. I'd like to see the desk removed completely, (or moved to the spare room if necessary) and centre the bed on the wall. If you have bedside tables, use them on each side of the bed. Remove the rug so that we can create a simpler, updated colour story.

In your son's room, remove the tall dresser or switch for a low dresser than fits under the tv. Remove the desk (or switch for something smaller?) and the open bookcase and all little misc items to simplify the room.

In the spare bed, clear everything out except the bed, and you can use the 2 side tables from your master to create a better focal point. (I have a plan for your master..... ☺)

Master Ensuite & Other Baths

To continue the flow upstairs, I would like to see the bathroom vanities painted out as well, so that the green wash is eliminated. Change up the knobs and paint the walls a fresh colour and that's it. I don't think any major money is worth it here because the tile and shower stall are starting to feel dated – but they are neutral and we can work with it. If buyers want to renovate, a granite counter isn't going to change that fact and you've wasted your money.

Family Room

In the family room, there are lots of little pieces like stereo items, small tables and floor lamps. It'd like to pare it down to sofas, coffee & side table only. I don't like the sofa in front of the French doors; I'd like to move the loveseat to the other side of the room in front of the window. Mount the tv above the fireplace (hopefully you call in an electrician anyways and you will be repainting) or move the stand on the left side of the fireplace. I know this means you can't watch tv from the office as easily, but we have to create better layout in the room.

Living Room & Master Bedroom Furniture

I'm combining these rooms together because these two rooms are very important to the buyers' impressions and I would like to update the style of both. We have begun to create an elegant theme throughout the house, with clean, elegant lines, and sleek, contemporary colours, but then the furniture in these rooms work against this flow. Buyers do buy your decor and style as much as they buy the house. It's the dreams and aspirations of how wonderfully you live; this is what high-end buyers are after.

ONLY IF you decide you want to really do it up with your listing, I would like to rent a seating arrangement for your living room and a bed set for your bedroom. (but you still use your mattress). I would like to see at least the long wooden dresser removed so we can create a seating area by the window in the master. I will come in with small tables for the living room, art, accessories, etc. But I don't carry large pieces of furniture.

This only makes sense if you decide to go all out and do all of the upgrades, so that we are really showcasing the house like a model home. So this one all depends on what work you want to do.



Summary

Thank you again for the opportunity to meet you and I hope this report offers some options for how you could prepare your home for sale. Yours is a unique situation where you have the ability to sell as-is, or go for gold and sell it fully staged and all dressed up. Again, there is no right or wrong, it's however you wish to proceed and what you feel comfortable doing.

I am at your complete disposal if you want me to come look at anything or if you want to send me any pictures or get ideas for anything. I would like to come back to help solidify all of the paint colours once you are ready. No question is too big or small and I look forward to working with you!

Best Regards,
Stephanie O'Leary