

Home Upgrade 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 and for more money than if you did not stage.

This is an initial report to decide design direction. I will be with you to select materials, paint finishes, lighting, and all the other details that go into staging. But to start, we first need to decide what updates you are interested in doing to try to maximize the value of your home.

Our Goals

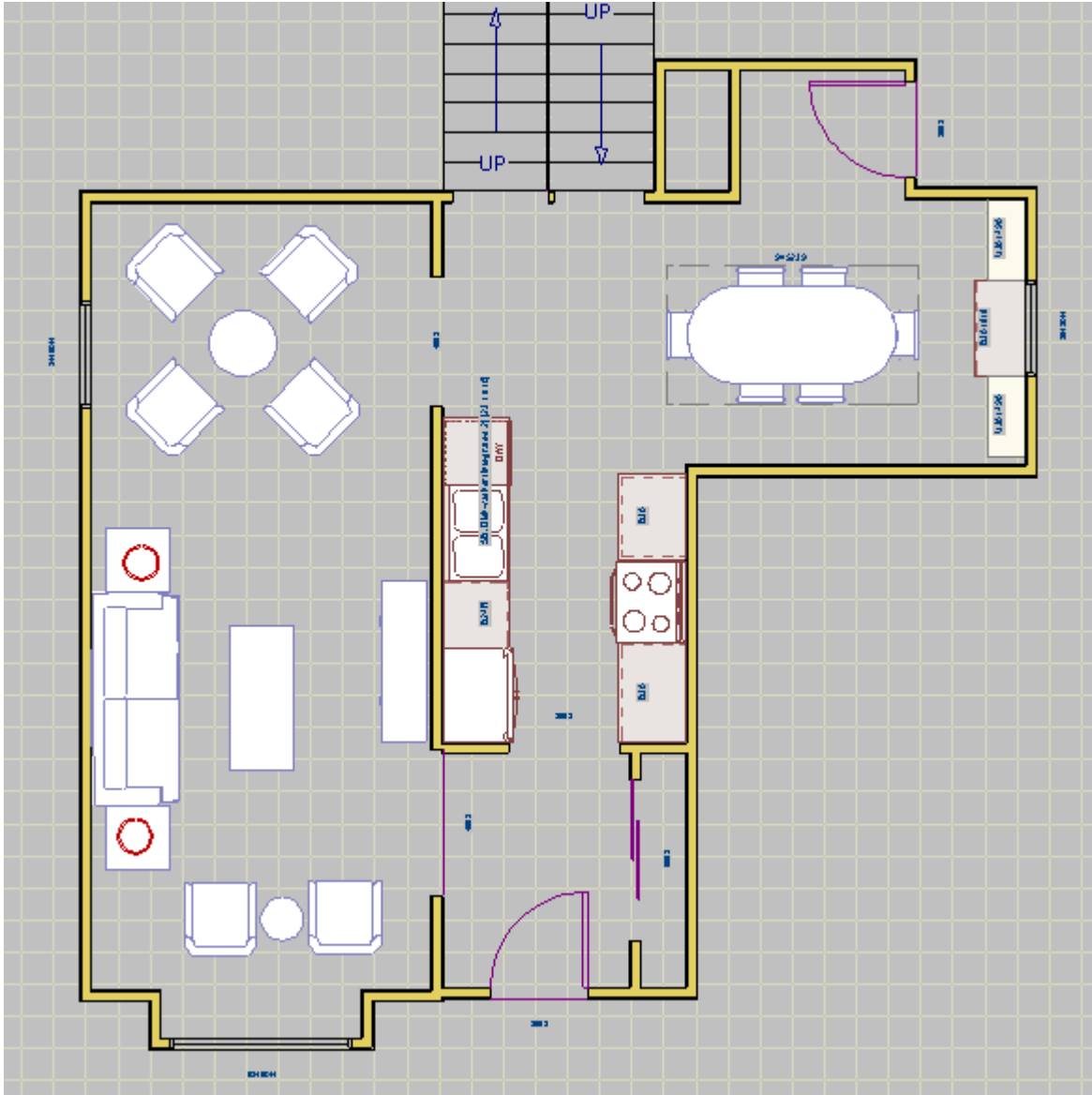
Below are the main issues I see that, if they can be addressed economically, will attract more buyers to your home and provide opportunity for good return on investment:

1. "The Dead Zone" – Your back eat-in area is a large portion of your main floor and doesn't have a lot of function aside from being a walkway. It doesn't feel like living space like your living area, and is a very large space for just a kitchen table. The key to adding value to your home is to reclaim this square footage to have more use and appeal.
2. The kitchen feels both cramped and lacking in storage at the same time. Visually, as you walk in the door, the tight kitchen is right there upon you, and it feels narrow and crowded. Upon closer inspection, there's not a ton of usable storage space and the finishes are wearing.
3. The flooring needs to feel more cohesive and updated; the breaks in colour and material are also visually dividing the main floor in 2, making it feel even smaller. I also think we do need to address the cracked tile in the main bath.

Plan A

This plan involves making the back area feel less like a casual eat-in kitchen, and more like part of your living space, as an extension of the living room. Less practical and more pretty.

- I would like to see more elegant finishes, so I'm stealing your ideal of carrying wood throughout, so that the flooring helps to connect the spaces together. Since you already have wood in the living room, I would like to see that sanded down, with matching unfinished wood installed in the kitchen/back room. Then it can all be re-stained a more updated walnut tone, which will make your new white cabinets sing. The best look would be achieved if the second floor could be re-stained too, please check costs.
- I would like to find 1 neutral tile for use in the front foyer, the back door landing, and the upstairs bathroom.
- The kitchen stays where it is, but re-jig the layout so that when sitting in your now formal dining room, you see much less "kitchen" and just pretty finishes. I have broken each side into work zones; cook & prep.
- Upgraded lighting, beautiful backsplash and dining furniture will add the WOW.
- To address the tight feeling of the kitchen, and the lack of storage, I would like to use little-to-no uppers so that the galley area feels much wider and open, and then install tall pantry cabinets that I'm hoping your carpenter can make feel built in, with the use of a plinth/baseboards and crown moulding.
- Since this area becomes the formal dining area, I want to create 2 distinct seating zones in the long living room, so that we have a deliberate layout that is ideal for entertaining. We can create an office area in the nook in the basement.





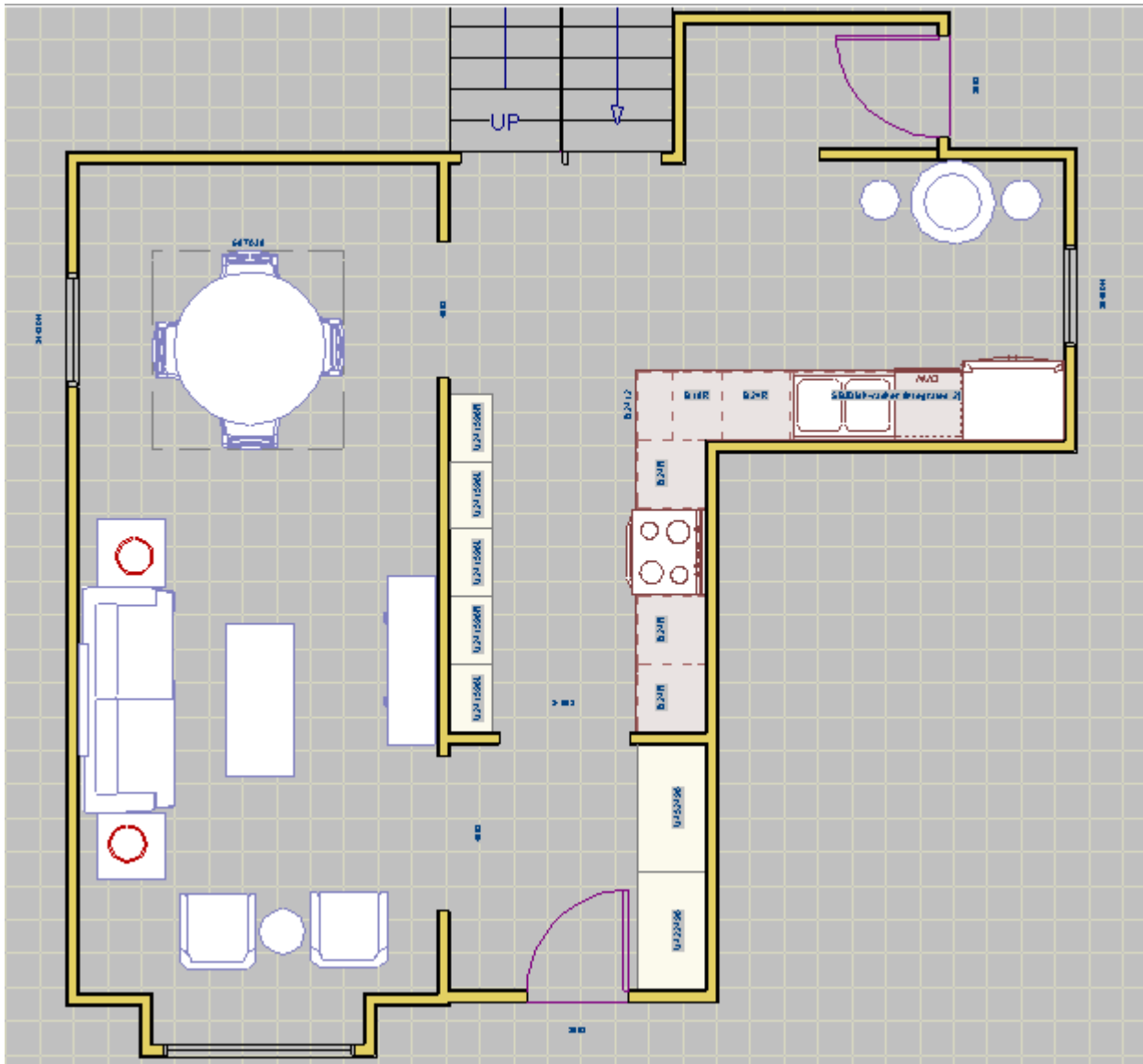


Plan B

I'm going to start off by saying that it's a high hope to be able to bring plan B in under \$10,000, so the chance of this one working out is slim, but this just knocks the socks off plan A. I do very much like plan A, but this one maximizes every square inch, gives tons of storage, a bigger kitchen, and a more grand, open entrance. I had to share even if it is a hope and a dream. ☺

Plan B involves giving this family home a kitchen that really functions for a family, and provides all the space, storage and visual appeal that it can handle.

- The kitchen is now expanded to the back area, wrapping around the corner to create "zones". There is the cooking zone and the wash/prep zone. The reverse L-shape is unconventional, but works perfectly for your space and will function well.
- The other side of the old galley is replaced with 15" deep pantry cabinets that give you storage GALORE. It also enables this area to feel wider by gaining a whole extra foot in floor width. You will also notice I shifted and widened the doorway from the foyer into the kitchen, which provides a much more expansive and open line of sight.
- In the back area, I have removed the closet so that we can add a half wall (or full wall if you prefer) by the back door. This allows enough wall space for a small bar table for guests to sit and have a drink while you prepare food.
- I'm pretty sure budget would not allow us to re-stain all the floors like in plan A, but since this is now all kitchen space, we just need to find a gorgeous tile to lay from front to back door and in the upper bath.
- Little details like an open shelf at the corner point of the cabinets and a glass door in the middle of the pantry will create visual interest and a custom feel.









Making the Decision

Aside from saving some money for painting the house, and perhaps rental or new furniture, I want your entire budget to go to the kitchen/floors to make it the best it can be. The front of the house is nice enough because it is neutral, and the basement is good with a professional carpet clean. Focus every penny you can into this area. The decision must be made off of costs, and what your contractors say after seeing these plans. Ask them if they have contractor discounts at tile and flooring stores. Another client has a contractor who gets 40% off Olympia tile, which makes some very pretty tile VERY affordable. I am happy to work with wherever you can get the best price for materials.

As well please note these are just rough initial plans to give you the idea. I still need to go to IKEA to learn about this new kitchen system and what is in stock and what is possible. Once you know what we can accomplish for the price, then we can start making some hard decisions on finishes.

Summary

Thanks you again for allowing me to offer some ideas about your home. It certainly is one of the more challenging layouts I have come across. In the end, the decision about what and how much you do is 100% up to you. Jeff and I fully support you in whatever decisions make the most sense for your goals. I am available for any questions you have, and I have these plans saved so if you have any other ideas you want to try, we can test them out in the program.

Thanks, and I look forward to talking with you soon!

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