



# Home Staging

Your best investment to prepare your house for market



Provided by:



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# HOME STAGING *Stats*



Whether the real estate market is a buyer's market or a seller's market, whether it's hot or cold, Home Staging is a **powerful marketing tool**. If you were selling your car, you would clean it, take care of any repairs and probably even pay to have it professionally detailed to make it feel new. Why would your house be any different?

Considering that the return on investment for your house can be exponentially more, professional Home Staging is your best tool to **unlock the equity in your home**.

## Why Home Staging Matters in Today's Market



**81%**

81% of buyers' agents say that staging a home makes it easier for their clients to visualize the property as their future home.



**5-15%**

About 75% of sellers see a return of 5 - 15% over their asking price when they use a professional home stager.



**7.1%**

Statistics show that investing just 1.3% of the home's value in staging-related activities results in a 7.1% average over-list return.



**88%  
faster**

Homes that are not staged can spend an average of 184 days on the market, versus a 23 day average for staged properties.



**97%**

97% of prospective buyers search online first, which means you need amazing photos to capture interest and get on the "must see" list.



Sellers who choose **not** the stage their homes

experienced an average price reduction of 5 to 20 times greater than what the staging investment would have been.

Sources: "Profile of Home Staging" National Association of Realtors, 2023. "Sellers Market Survey" Real Estate Staging Association, 2021. "Home Staging Industry Statistics" International Association of Home Staging Professionals, 2022





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## What is Home Staging?

Home Staging is the practice of preparing a property for sale in a manner that enhances its attractiveness to potential buyers. The goal of Home Staging is to create irresistible listing photos by highlighting the selling features of the home. Each home is unique and requires an individual plan. The first step is an initial consultation that allows us to provide a thorough home evaluation with recommendations for improvements and updates. Some suggestions might address any condition issues, while other comments could be simply providing you with a list of items to pre-pack. The role of your home stager is to eliminate any objections in the minds of buyers and to draw attention away from any distractions that could keep buyers from seeing the great features of your house. Professional Home Stagers are attuned to buyer's habits and preferences, so this is our primary focus. Ultimately, our goal is to protect, maximize and unlock the equity you have in the property.



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## What happens after the Consultation?

Home Staging involves three steps: 1) the consultation, 2) completing the preparation as recommended by your Home Stager, and 3) showcasing services.

You will receive a detailed list of room-by-room recommendations immediately following your in-home consultation. These notes will identify "condition items" that should be addressed before the home is showcased and listed on MLS.

Some examples of condition items could be paint, cleaning, small renos or pre-packing. You may decide to complete these items on your own, or you might want to hire people to perform these tasks.

Lastly, the third step in readying your home for the market is Showcasing (commonly referred to as Staging). This is the execution of the customized design plan for your home, often supplementing with rental art, furniture and accessories to effectively merchandise your home. You will receive a Proposal for Showcasing soon after your consultation. When you approve this proposal, we then schedule the staging date and put all the wheels in motion to ensure the house is picture perfect!

## Do I have to implement all of the Consult Recommendations?



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While it is in your best interest, it is ultimately your decision! However, the more you complete, the better your chances are of selling your home in a shorter amount of time, and for a maximum return. We understand that some of the recommendations may not fit with your timeframe and/or budget, but we suggest that you aim for completing a minimum of 75% of all suggestions. The experts at Lori Pedersen Home will do everything possible to successfully market your home. We wouldn't be doing our job if we didn't inform you of everything that you could do to increase your chances of a successful sale. We can help you to prioritize the highest impact items to get the most out of your investment of time and money.



## 4 Why should I spend money on a house I am selling?

A principal residence is generally a person's largest asset. Investing in professional Home Staging will help ensure you receive maximum return on this investment. A small investment in Home Staging and presentation could have a huge impact on ultimate selling price and time on the market. All statistics show that **the investment in staging is always significantly less than your first price reduction on an unsold listing.**

Did you know that **only 10% of buyers have the ability to visualize a space?** This is just one of the reasons that home staging is so important in today's real estate market. Whether the market is up or down, hot or cold - buyers are looking for a "move-in ready" home and will pay more to get this. We are selling an emotional experience and a dream, not just a property.



## 5 Do you have trades/ services/suppliers that you can suggest?

Lori Pedersen Home has developed a strong network of top professionals in your area to assist with getting your property ready to sell. Our team is happy to provide you with the connection to any of these vetted and trustworthy preferred partners. We can even contact, schedule, and manage these on your behalf, should you choose to hire us in the role of project manager (separate project management fees would apply).



## 6 If I proceed with Showcasing services, how does the payment process work?

A **50% deposit** is required in order to reserve the date, schedule our staff and secure all services. The balance is due **2 business days prior** to the scheduled staging date. We accept cheque, email transfer, or credit card (a 2.4% processing fee would apply).



## 7 What if I don't like the staging items that you bring in?

Your design team has carefully curated a specific design plan for your property, based on our training, knowledge and experience of your target market and the likely buyer of your home. Often there are hundreds of individual items selected and carefully chosen to attract and resonate with that buyer, who will be able to instantly envision themselves living there. Some items may not be to your taste, but not to worry - they will do their job and will be removed after the quick sale!