



# Home Staging

## From Consultation to Photo-Ready: How it works and what to expect

### ***Q: What Is Home Staging?***

A: Home Staging allows you to market your home to the largest audience possible by maximizing your home's potential while minimizing the flaws. This can be as simple as reducing clutter and reorganizing the space, or as complex as bringing in all new furniture and accessories, or somewhere in between. Each home is unique and will require a different variety of services but all start with an initial consultation, providing a full home evaluation including notes for improvements and updates. We help to clearly define all areas of the home to eliminate those distractions that will keep buyers from seeing and remembering the great features of your house.

### ***Q: Why is Home Staging important for selling my home?***

A: Today's homebuyers want a "move-in ready" home, and they are actively seeking it. Home Staging helps identify any areas that should be addressed in order to achieve this desirable home. Every home is unique, and therefore a custom home staging consultation for your home is the best way to prepare for buyer feedback. Whenever possible, addressing any concerns that a buyer might have PRIOR to listing your home for sale will result in a more profitable sale.

### ***Q: What happens after the consultation?***

A: You will receive the full evaluation notes from the consultation immediately following. If you have requested pricing on additional home staging services or staging rental items, you will receive these within the next 24 hrs unless otherwise advised. You may then choose to implement the recommendations yourself, or employ your Professional Home Stager and/or their preferred trades companies to assist with preparing the house for sale. Once the necessary recommendations have been completed, your Professional Home Stager can return to set up any required home staging items if requested.

### ***Q: Will the home stager bring in all new furniture?***

A: If you are planning to live in your home while it's listed for sale, your home stager will do their best to work with your current furnishings as much as possible. They may ask you to remove some items, and/or add/replace some items, in order to achieve the best results. If you think that you may be able to utilize some new pieces in your next home, you may wish to purchase these items instead of renting them, however BTSH does offer the largest home staging rental inventory in the region, consisting of quality furniture, artwork, accessories, and more, if needed.

***Q: What if I need to rent some staging pieces such as artwork or furniture?***

A: In order to maintain quality control and maximum flexibility, BTSH never rents from third-party vendors. With the largest, top-quality home staging rental inventory available in the region, all furniture, artwork, accessories, etc. rented from BTSH are the property of Beyond The Stage Homes. This allows flexibility with style, availability, rental period, and pricing. BTSH offers competitive rates, and the best rental terms available.

***Q: Do I have to implement all of the recommendations provided?***

A: You don't have to do any of them! However, the more that you complete, the more profitable your home sale will be. We understand that some of the recommendations may not fit your timeframe and/or budget, but suggest that you aim for a minimum of 75% of all suggestions. Your Professional Home Stager has been hired to provide their expert opinion regarding the best way to showcase your home and are therefore required to ensure that you are properly advised of your options. If there is anything recommended that you do not feel that you can complete, be sure to advise your home stager and they will do their best to offer a reasonable compromise whenever possible.

***Q: What sort of return can I expect to receive on my investment if I implement the recommendations provided?***

A: The actual amount will vary based on the changes made, your location, style of home, etc., but implementing the recommendations provided by your home stager, and investing in additional home staging services to add the finishing touches to your home can be the difference between an offer and a bidding war on your home.

***Q: Do you have trades workers/suppliers that you can suggest?***

A: BTSH and your Real Estate Agent have found top professionals in your area to assist you with your needs in getting your property "sell-ready" and are happy to provide you with the contact information for any of these Preferred Vendors at no charge. Short on time? BTSH will contact, schedule, and manage these on your behalf for an additional fee.

***Q: Why does Home Staging work?***

A: Home staging is a marketing tool, and utilizes space-planning and styling techniques to highlight the features of your home, and minimize any negative feedback. Home Staging is decorating for selling, and does not follow the same decorating techniques and trends for living. Your expert home stagers have received extensive training, and have studied buyer behaviours to ensure that your home is marketed to appeal to the largest audience possible.

Did you know? Only 10% of people have the ability to visualize a space. By neutralizing the space, clearing out the clutter, and properly styling it, potential buyers can better visualize themselves in your house. Without home staging, buyers may fail to see the potential of the space.

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