

We are continuing to publish a series of articles dedicated to home staging and interior decorating. Our expert author is Eve Rusakova, a certified home stager, re-designer and owner of Studio 74, a home staging and decorating company, serving Toronto and the GTA area.



# HOME STAGING = Home Decoration?

As a professional home stager and re-designer in Toronto and the GTA area I work with many real estate agents who offer home staging consultations as a part of their marketing package. While most sellers are happy to get a professional third party opinion on the condition of their property, there are those who wonder why they would need someone to come in and tell them what to do when their property was professionally decorated before. The key word here is "decorated". Most of time home owners put an equal sign between home decoration and home staging while in fact these are two opposite concepts. Although both services add to the value of a house or condo, when it comes to their main purpose, they serve two different masters. Let me explain you why.

Interior decorating is an art of decorating a room according to the home owner's personal taste, life style, habits, needs, etc. The main goal of an interior decorating is to create a well-dressed space that reflects the taste and style of a family or a person using that space. Interior decorators deal with all aspects of lighting, color, texture, paint, furniture and accessories selection and placement.

Home staging is the act of preparing a private residence for sale. It is a very powerful marketing tool, the main goal of which is to make a home appealing to the highest number of potential buyers, what at the end results in a fast and profitable sale. The purpose of staging is to evoke certain emotions and feelings in potential buyers so they would want to purchase the property. Staging techniques focus on a home's overall appeal by transforming it into a welcoming attractive product that anyone might want.

For an easier comparison let me juxtapose the main points:

<ul style="list-style-type: none"> <li>• Decoration is done according to home owner's personal taste</li> </ul>	<ul style="list-style-type: none"> <li>• Universal neutral decoration is used to appeal to as many people as possible</li> </ul>
<ul style="list-style-type: none"> <li>• Interior decoration adds personal touch to the home decor</li> </ul>	<ul style="list-style-type: none"> <li>• Staging is aimed to eliminate almost everything that would speak about the personality of a homeowner</li> </ul>
<ul style="list-style-type: none"> <li>• More often to create a beautifully decorated space a purchase of new furniture, accessories and decorative objects is needed</li> </ul>	<ul style="list-style-type: none"> <li>• Home stagers try to use the existing furniture and accessories to the maximum, minimizing the cost of a home's preparation for sale</li> </ul>
<ul style="list-style-type: none"> <li>• Your house is your kingdom and you are a king/queen there</li> </ul>	<ul style="list-style-type: none"> <li>• Anybody can image living in your house and call it a home</li> </ul>
<ul style="list-style-type: none"> <li>• Every decision a decorator makes aims to create personal comfort and functionality</li> </ul>	<ul style="list-style-type: none"> <li>• Home staging accentuates strong points of the property discounting the comfort of peoples' day-to-day life. (Destination Home Staging)</li> </ul>



"Furniture presented by RENT WOW"



To create a home of your dream a good decorator would need a natural talent, special knowledge, good taste, sense of style, flow, balance, and most importantly she/he would need to be a good communicator in order to understand client's preferences and desires. A good stager would have most of the above plus the deep understanding of the buyer and the market.

If you are thinking of selling your home I can help you stage it so it attracts the most buyers. After a successful sale I will help

you decorate your new home, so you feel like you've been living there forever.

**Eve Rusakova**  
416-670-8584  
[www.stagingstudio74.com](http://www.stagingstudio74.com)

Please send all your questions and inquiries about home staging and interior decorating to All About Home Magazine:  
[aahtoronto@gmail.com](mailto:aahtoronto@gmail.com)

