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 home and play a huge part in the emotional connection to 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:

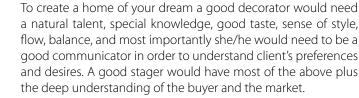


Home Staging)









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

Please send all your questions and inquiries about home staging and interior decorating to All About Home Magazine:

aahtoronto@gmail.com

e-mail: aahtoronto@gmail.com (416) 477-6107 (416) 477-6107 November 2011 ALL ABOUT HOME