



We are introducing a new section of our magazine dedicated to home staging and home decoration. Our expert author is Eve Rusakova, a professional home stager and re-designer, owner of Studio 74, a home staging company, serving Toronto and the GTA area. Eve specializes on occupied and vacant home staging, home redesign, color consulting and space planning. For more information please visit the website: www.stagingstudio74.com

Home staging – one of the wisest investments home sellers can make

If you had an opportunity to increase the value of your home 7-10% and sell it 2 times faster, would you go for it? I think the answer is obvious. With home staging you have such an opportunity. Home staging or, as it is often called, real estate staging is a very powerful marketing tool that helps home sellers get the most out of their properties. But let me get everything in order.

The term "home staging" first appeared about 30 years ago in California describing the act of preparing a private residence for sale. The need for home staging rose from the home owners' demand in some external help with preparing homes for sale in a timely manner. While homeowners could occasionally rely on their agents for general instruc-

Before



After



tions, more often the agents were just as perplexed at working out the details as homeowners.

Did you know that buyers make up their mind on purchasing the property the first 10 seconds upon entering a home? That means that the very first impressions are crucial in capturing buyer's attention. Professional home stager will help you create a home that everyone will fall in love with and want to buy. According to the survey held by HomeGain, national web portal for realtors, staged homes sell 2 - 2.5 times faster than un-staged ones and on average 7-10% higher than the regular asking price. So why would you risk those numbers and not get your home into the right condition?

But what exactly do home stagers do in order to prepare your home for a fast and profitable sale? Professional home stager will evaluate your home and make suggestions on how to improve the condition of your property using different techniques, such as de-cluttering, de-personalization, improvement of the flow and ambience of your home, neutralizing the space, modernizing the decor. The stager will make a thorough color analysis and, if painting job is needed, select the right color and provide you with color swatches. She will address all smaller repairs and changes that will make the most impact on the appearance of your home. But the most important thing here is that, although home decoration plays the key role in the process, home staging is NOT about making your home look pretty. It is a well developed strategy, the main goal of which is to sell your home for the most money within the shortest time frame. Based on the strategy chosen, professional home stager will make your home appear bigger, brighter, newer and more welcoming. With the help of the above mentioned techniques she will accentuate the positive features of your home while downplaying the negative. A true professional will create a space that will appeal to the most people, so everyone will be able to image himself living in there. Your home stager will give you only those advices that will have the biggest return on investment (ROI) and as a result will make a bigger profit for you.

I am sure most of you would be interested to know about the rates on home staging services. As each homes needs may vary greatly, the rates on the service may vary from several hundred to several thousand dollars. But what values the most is that home staging gives 586% return on investments, meaning that on average for every \$1 spent on staging, you'll get back \$5. What kind of financial institution will offer you such a rate? None. Therefore home staging should be viewed as a wise investment, not a spending. So let your agent do whatever he/she is good at (selling your home) and consult a pro to help you prepare your home for sale.

Have a happy and fast sale!

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I will be more than happy to answer all you questions on home staging and interior decorating. Please send your inquiries to All About Home Magazine: aahtoronto@gmail.com