



by Laura Le, Creative Enhancement
photos courtesy of Laura Le

Staging

Everyone that watches HGTV knows what staging is. There are several television programs on that channel and others that showcase staging. In short; it is preparing a property to sell. It is a concept that has been around for years in the real estate business. Many realtors have been helping home sellers prepare their properties for sale before it was called staging.

There are several different options available depending on the specific needs of the home seller. Some home sellers are living in their homes and need advice on what exactly they need to eliminate from the property so that every room shows to its' fullest potential. Each room needs to be considered from the doorway; the more floor space showing the better because then the room appears larger. The closets and cupboards also must be decluttered and cleaned; not emptied but definitely very tidy. Furniture placement is also essential to create space and flow. Every single object in a space must make sense. Also items that suggest potential problems should be put away like the plunger beside the toilet. Potential buyer may see the plunger and wonder if there are plumbing problems.

When a buyer is looking at your property they are looking for a reason NOT to purchase your property because the perfect property could be the next one they are going to look at and not yours. Our goal as stagers is to prepare your property so a potential buyer can imagine themselves living

in your house. To do this we must neutralize the space by decluttering, this is actually beneficial to the seller as it begins the packing process and helps the seller begin to emotionally separate themselves from the house. Sometimes it is necessary for the home seller to rent storage space or borrow a friends' garage because placing all excess items in the garage or basement of the property that is for sale is redundant. Creating space is very important when staging.

Another option available to home sellers interested in staging is to use the seller's large pieces of furniture and have the stager provide the accessories. This may include decorative items such as pillows, lamps, throws, plants, bedding, artwork, etc. It is important that a property look fashionable and current and most of all welcoming.

One more option is completely staging a vacant property. When a property is empty it has that hollow echoing feeling and all the rooms tend to look smaller than they are. Adding the right amount of furniture

will help your property sell faster and for more money than a vacant property,

In Calgary it has become very popular to "flip" houses. "Flipping" is essentially buying low and selling high. Some "flippers" buy brand new construction and by the time the house/condo is built the value has increased substantially. It has come to my attention from both "flippers" and realtors that potential buyers are aware of this and are not thrilled. The buyers are actually asking if the property is owned by a "flipper". In this case it is essential to stage, to my knowledge this question has not been asked in a staged property even if it is a "flip".

Staging is still pretty new to our city but there are great stagers available. If you are looking for information about staging or a stager here is a website to check out: www.canadianstagingprofessionals.com

Good luck and happy selling...

