



# Guide to Successful Home Staging

*with Guelph's No. 1 Home Staging Company,  
Centre Staged Inc.*

*Consultations | Home Staging | Redesign*



**FACT:** Only 10% of buyers can see the potential in a home. That means 90% can't overlook dirt, clutter and personal items.

Thank you for downloading our Guide to Successful Home Staging! This pocket guide offers you insight into the top priority recommendations we make to get your home ready for the market and that will save you time and money throughout the process of selling your home.

Selling your home can be stressful, but it doesn't have to be. The services we provide based on our proven staging method will help reduce your stress and achieve the same fantastic results many of our clients have experienced to date.

- Jenny Hilborn, President Centre Staged Inc.

Follow us:



## What is Home Staging Anyways?

Home staging is the act of preparing a property for sale in the real estate market. The goal of staging is to make a home appealing to the highest number of potential buyers, therefore selling your home quickly and for top dollar. Staging techniques focus on highlighting your home's strengths and increasing your property's appeal by transforming it into a welcoming and attractive space— one where potential buyers can picture themselves living there.



**Staging success:** This home sold in 6 days for full asking price!

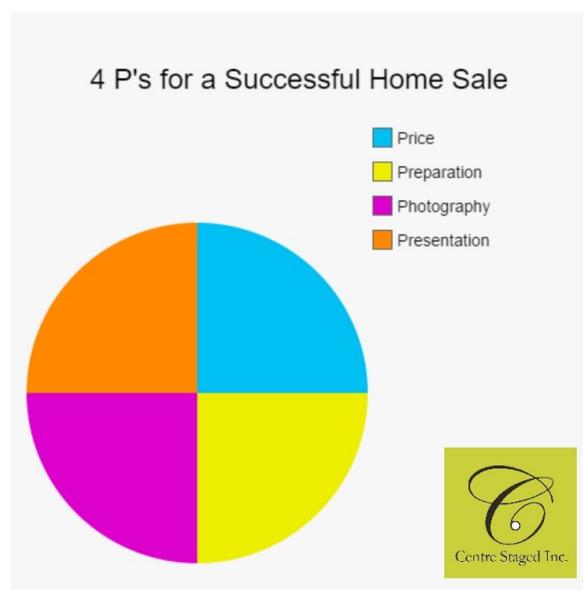
FACT: You have to go digital. 90% of potential home buyers search online first.

## CSI's Winning Equation for a Successful Home Sale

From our home staging and real estate experience, we've created a formula leading to a successful home sale that not only helps you sell your home quickly, but also provides you with the returns you are looking to gain.

Here's our winning equation:

***Price + Preparation + Photography + Presentation = The 4 P's***



**Price**—Pricing your home strategically and accurately for your neighbourhood and market

**Presentation**— The physical state and presentation of your home— where home staging comes to the rescue!

**Photography**—Investing in professional photos that create a lasting first impression for potential buyers

**Presentation**—Working with a professional real estate agent to represent you and your home well in a competitive market

Learn more about the 4 P's and why you can't have one without the others on our blog: <http://bit.ly/2kYh9vK>

**FACT:** Home staging is not personal. The way we LIVE in our homes is not always the best way to SELL our homes.

When it comes to selling your home, **Preparation** is the stage where home staging comes into play to help strengthen the appeal of your home. Here are some of our tips we follow when planning any staging project we undertake to help you with your own staging goals.

## Insider Tips: Guide to Successful Home Staging

**#1:** Ensure all rooms in your home are back to their original purpose. Example: dining room that was converted into a home office should be converted back to a dining room again



**#2:** Position furniture around a focal point (ie. fireplace)

**#3:** Remove any excess, dated or damaged furniture (look for stains, tears, noticeable wear of materials)



**FACT:** On average, staged homes sell for 10% more than unstaged homes. On a \$300,000 home, that's \$30,000 into your pocket!



**#4:** Clean and polish all flooring and ensure it's in good condition

**#5:** Touch-up any marks or scuffs on the walls and remove any dated or personal artwork



**#6:** Clean windows inside and out and replace any faulty ones

**#7:** Re-paint and refresh white ceilings and repair any cracks



**#8:** Remove all personal items and excess clutter from all spaces

**#9:** Fully open all drapery and blinds to let in as much natural light as possible



**#10:** Update lighting fixtures and add lamps for additional illumination

Follow these helpful tips to get your home ready for it's debut on the market!

For more advice that's tailored to suit your home, book our Home Staging consultation. We can't wait to help you make your home the Centre of attention.

Contact us today to find out how you can make a 390% return on your investment!

**25% OFF**  
A Home Staging  
consultation  
*Mention code GUIDE25 when  
booking*



**Making Your Home The Centre Of Attention**

Home Staging & Redesign Experts  
265 Hanlon Creek Blvd, Unit 6, Guelph, ON  
519.591.2656  
jenny@centrestaged.com | [www.centrestaged.com](http://www.centrestaged.com)

