



Staging for  
**TOP**  
Dollar  
*By Creighton House*

***Discover the Secret  
Weapon to Getting  
An Extra \$7,000 -  
\$15,000 or even  
more on your  
Property!***

# Did You Know?

With the Real Estate market place being so competitive these days, **staging is fast becoming the Secret Weapon** for homeowners preparing their home for sale - whether it's a slow or booming market.



# What is Staging?

- Simply put... if you are shopping around for a home, which appeals more to you?



# What is Staging?

1. Staging provides a **great listing tool for beautiful photos and virtual tours** – gives you a competitive advantage since your staged home will **really stand out**.
2. Staging **generates an emotional response**. Will they fall in love with your home?
3. Staged homes tell buyers that your home is **well-maintained**.
4. **Staged kitchens sell houses**.
  - new appliances, high end countertops and solid wood cabinets
  - No magnets and notes on the fridge
  - Clear countertop
  - Put some fresh flowers or a bowl of fruit.
5. **Staged homes feel like home to everyone**.



# Recent Statistics...

According to 2006 Maritz Research Staging Polls...

- **63%** of Canadian buyers were willing to pay more money for a home that **does NOT require any renovations**, i.e. it must be **move in ready**.
- **79%** of Canadian homeowners surveyed said they would be willing to **invest up to \$5,000** to get their property ready for sale. This is an indicator of the need for expert advice of how to secure the most equity in the shortest time.



**The TRUTH is...**

**How You Live in  
Your Home and  
How You Sell It Are  
Two Different Things**



[StagingForTopDollar.ca](http://StagingForTopDollar.ca)

# Which would YOU choose?



***With Staging* →**



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# Which would YOU choose?



***With  
Staging***



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# Stage It... before you list it!

- **Staging benefits the Buyer**
  - It's an investment!
  - A recent poll showed that for 82% of Canadian Home Buyers, space and storage ranked high on the list when shopping for a house
  - Kitchen sell houses
  - Master bedrooms and baths sell house
  - No or minimal work on landscaping.
- **Staging benefits the Investors**
  - Investors want quality renters, less maintenance
  - We also stage for rental homes restaurants, lots of office buildings and nail salons
  - Remember... sometimes the lowest price is not the best value



# Stage It... before you list it!

- **Staging for quick flips**
  - Flippers hires a stager because they know what sells
  - Partner with a Canadian Staging Professional (like Staging For Top Dollar) before you do anything to the home
  - We'll give you the information that will save you money etc.
  - You want it moving fast! Less time on the market!
- **Staging benefits the Real Estate Agents**
  - Spend less on advertising money --- it sells quicker
  - Over 80% check the net first before viewing the property
  - The highest time of impact is the first 5 days after it hits the MLS. And using stagers like Staging For Top Dollar will make the difference.



# What Others Are Saying About Us...

***"My husband said he did not want to sell the house after the staging.*** It looks spacious and really attractive, with a tasteful design and contemporary color... Neighbours and persons who came to the Open House were really impressed. ***We got a decent offer in the second day after the Open House.*** Great thanks to Marilyn and her staging team!"

-- Sophia



# What Others Are Saying About Us...

## **Sold within 2 days of hitting the market!**

*"Thanks Marilyn, I was very happy with the quick sale of my home. The painters and landscaper you referred me to did a great job. Also, the final staging did make a significant difference. I ended up **accepting an offer for over 99% of my asking price within two days of it hitting the market.** I am planning on having my new home staged just for my own enjoyment."*

**Paul Wiedemann - Abbotsford**



# What Others Are Saying About Us...

## Turned Skeptic into a Believer in Staging!

*"I just want to say a HUGE THANK YOU for **transforming my bedroom from "yucky" to romantic!** And for showing me how **LIVING** should really be! I enjoy coming back to a clutter-free space I can now proudly call my home! It's amazing what creativity you have and how persevering your team was in getting our entire basement transformed (plus the rest of the house) in just 5 days! WOW... **for a skeptic like me... I am NOW sold on staging for living!!** Thank you – thank you – thank you!"*

**Karen Whiton - Coquitlam**



# We Can Help You!

**Contact Staging For Top Dollar at:**

**Office - (604) 847-0443**

**Cell - (604) 701-7244**

**Visit Us Online at**

**<http://www.StagingForTopDollar.ca>**

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