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## Quick Facts on Staging

**According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent.**

A staged home will sell, on average, for 17% more than a home that is not staged. — *U.S. Department of Housing and Urban Development (HUD)*

An article published February 2007 by [Realtor Magazine Online](#) reported that staged homes sell **50%** faster than non-staged homes. Also reported in that same article, it stated professionally staged homes sell on average for **7%** more money than non-staged properties.

Sellers who spent an average of \$500 on home staging services saw a more than 343% return on the investment in the sale of their home. — *2007 Home Gain Survey of more than 2000 Realtors*

"A Coldwell Banker Real Estate Corp. survey found that staged homes spent half the time on the market and sold for more than 6% above the asking price." — *Parade Magazine, May 2007*

"Occupied homes that were un-staged and marketed through the normal methods by listing Real Estate Agents were on the market on average of 102 days without selling. Those same homes were professionally staged, re-marketed through those same methods and sold on average in 45 days." — *The Real Estate Staging Association (RESA™)*

"One of the most important steps in marketing a home is setting the stage, making the home more inviting and appealing to potential buyers. It also can be an additional revenue generator for the REALTOR®..."  
— RealtyTimes.com

"Vacant homes that were un-staged and marketed through the normal methods by listing Real Estate Agents were on the market on average 120 days with out selling. Those exact same homes were then professional staged, re-marketed through those some methods and sold on average in 26 days." — *The Real Estate Staging Association (RESA™)*



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## Tips for Preparing Your Home for Sale

### **Detach your emotions.**

Remember, you are about to sell this house and the goal is to create a space in which as many people as possible will be able to envision as their potential home. To properly prepare your home for sale you will have to pack away many of your personal items, including photos, souvenirs and other mementos.

### **Clean and reorganize.**

Clean your home from top to bottom and make sure all appliances are spotless. Reorganize the closets and pack away some of your belongings. Storage room is a priority for buyers and a full closet does a poor job of showcasing the amount of storage room available. If you're using a spare room for storage, pack away the clutter and ensure the space is properly furnished. .

### **Furnish empty properties and rooms.**

People buy homes not houses. Empty rooms make it hard for buyers to get a good sense of the space. Large rooms look cavernous and small rooms look even smaller when empty. Oddly shaped rooms make it especially hard for buyers to visualize how to arrange the room. Staging your empty property with the right furniture is key to ensuring that buyers will be able to visualize living in the space.

### **Brighten and lighten.**

Light-filled rooms are always appealing. Open blinds and make sure your windows are sparkling clean. If there are no windows in the room, make sure the lighting is adequate and keep all the lights on when showing the property, even during the day. A fresh coat of neutral coloured paint goes a long way to brighten up the space.

### **Spark your buyer's imagination.**

Set the dinner table for a formal dinner, light the fireplace on a cold day, and add some fresh flowers to your décor. Creating the proper atmosphere helps buyers envision themselves living in your home.

**Fix minor repairs.** Buyers prefer to see a home in move-in condition, even small things such as a dripping faucet can detract from the value of your home.



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**Don't be too unique.**

Keep your décor simple and modern with neutral wall colours. Unusual accessories and strong wall colours will limit your pool of buyers. This is also true for renovations. The right renovations can often boost the price of a home but be careful not to do it with too much flair. Your unique style may set you apart but it will also shrink your potential pool of buyers. Remember to keep it simple and modern.

**Keep your neighborhood in mind when renovating.**

Actual returns on renovations depend not only on the renovations itself but also on how your home compares to your neighbours'. If your home is already above market value for your neighbourhood, your renovation may not yield a higher return. Buyers looking at moderately priced homes won't be able to pay a premium for luxury finishes. Ask your REALTOR® to give you an assessment of homes in your area before embarking on costly renovations.

*\*Courtesy of Royal LePage <http://www.royallepage.ca/>- Canada's leading provider of franchise services to residential real estate brokerages.*



**Mountain  
2007 National Averages**

Job Cost	Resale Value	Cost Recouped	Project Midrange	Job Cost	Resale Value	Cost Recouped
\$43,868	\$34,032	77.6%	Attic Bedroom Remodel	\$46,691	\$35,771	76.6%
\$12,916	\$7,311	56.6%	Back-Up Power Generator	\$13,357	\$7,748	58%
\$56,297	\$47,167	83.8%	Basement Remodel	\$59,435	\$44,661	75.1%
\$35,480	\$24,239	68.3%	Bathroom Addition	\$37,202	\$24,553	66%
\$14,955	\$12,289	82.2%	Bathroom Remodel	\$15,789	\$12,366	78.3%
\$10,717	\$9,244	86.3%	Deck Addition - Wood	\$10,347	\$8,835	85.4%
\$76,068	\$51,781	68.1%	Family Room Addition	\$78,989	\$54,148	68.6%
\$53,270	\$37,557	70.5%	Garage Addition	\$53,897	\$37,461	69.5%
\$26,503	\$14,601	55.1%	Home Office Remodel	\$27,193	\$15,498	57%
\$53,640	\$42,001	78.3%	Major Kitchen Remodel	\$55,503	\$43,363	78.1%
\$94,856	\$65,121	68.7%	Master Suite Addition	\$98,863	\$68,172	69%
\$20,634	\$17,139	83.1%	Minor Kitchen Remodel	\$21,185	\$17,576	83%
\$15,902	\$10,853	68.2%	Roofing Replacement	\$18,042	\$12,166	67.4%
\$10,132	\$7,960	78.6%	Siding Replacement	\$9,910	\$8,245	83.2%
\$68,272	\$37,240	54.5%	Sunroom Addition	\$69,817	\$41,231	59.1%
\$134,132	\$99,632	74.3%	Two-Story Addition	\$139,297	\$103,010	73.9%
\$10,055	\$7,665	76.2%	Window Replacement - Vinyl	\$10,448	\$8,290	79.3%
\$10,939	\$8,905	81.4%	Window Replacement - Wood	\$11,384	\$9,241	81.2%