

Connect

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REAL ESTATE * LIFESTYLE * BUSINESS

DISCOVER

YOUR OWN
LIFE.WORK.**HARMONY.**

A Life in Tune

Nova Scotia's Luthier

you can do it!

Channel your **Creativity**
to what You do best

A Roof of One's Own

1963 *The Ladies Home Journal*
Vintage Article 'show & tell'



NOVA SCOTIA :
Nature's Perfect Balance
of History & Present Day!



Standing out amongst the **Competition**



The sale and marketing of residential real estate began as an involved but fairly straightforward business. Modern real estate sales is anything but straightforward, with complex agreements of purchase and sale, numerous and often intricate issues to be taken into account and buyers who are both more sophisticated and more demanding than ever before.

The modern home buyer tends to be very savvy. The good old days of browsing the newspaper for available properties or cruising through neighbourhoods looking to spot For Sale signs are pretty much a thing of the past. Not that buyers won't decide to drive around a potential neighbourhood but it's more likely to occur later in the buying process.

Today's buyer has 24 hour access to the Internet. They can browse for homes while still in their pyjamas or from their smart phones while riding the bus to work or waiting in the check-out line.

The entire available inventory is literally at their fingertips. They can afford to be and usually are, very picky. If a property fails to make that all important first impression, with a click they've already moved on to the next choice. Additionally, buyers are probably familiar with one or more of the host of renovation and decorating shows available on HGTV. They've been inundated with images of beautiful homes which has only served to raise the bar with regard to their expectations.

For a seller this means your home has to show well. In fact, it should wow potential buyers enough to make them literally anxious to see it for fear it may be snatched from under their very noses. If this sounds like exaggeration consider the advice of Barb Corcoran, real estate tycoon and Shark on ABC's hit reality show 'Shark Tank' :

"Home staging used to be optional. Today it's a necessity in selling a house."

So, what exactly does home staging involve? What does a home stager do? Is it simply a matter of de-cluttering and cleaning to make your house presentable? Well, not quite. Having your home show beautifully involves much more. Remember that all important wow factor?

The first step is a home staging consult. As the owner of 'Staged For Upsell', Joanna Lane begins by spending a couple of hours in her client's home going from room to room and offering suggestions to help make the home present in the best possible way. She encourages the client to keep an open mind and never lose sight of the fact that buyers are picky and fickle.

The first consideration may be any obvious minor repairs that should be dealt with before listing. At the same time Joanna does emphasize de-cluttering and depersonalizing your home. It's crucial that buyers are able to imagine themselves, rather than you, living in your home. De-cluttering is easy at first blush but Joanna says it's something many sellers struggle with. "They've probably lived in their home for some time and it's simply human nature that we tend not to notice that which is very familiar to us. The home stager affords a fresh pair of eyes. I always emphasize to my clients that less is more," says Joanna, "and this couldn't be more relevant than when selling your house."



Furniture placement is another area where home owners often have difficulty. Too much or poorly placed furniture can impede traffic flow and impair the functionality of a room. For example, in a living room you want just enough pieces to create a cozy conversation area. Too much furniture will only serve to make the room feel smaller.

"As a stager," says Joanna, "my objective is to always try to work with what my client has and bring out the best in it. That being said, there may still come a point when, after removing excess furniture, we may still have to further remove any outdated or otherwise inappropriate furniture and install rented pieces in its place."

"Good staging involves creating a kind of minimalist space with some finishing touches for a beautiful, polished look that leaves room for the buyer's own imagination to go to work. No matter the style of home or how grand or humble it may be, a professional home staging can perform wonders."

Competition for home sales is always keen and it's important to stand out from your competition. More and more professional realtors are choosing to work directly with a home stager to help in marketing their property listings for sale. Your realtor and home stager are your most valuable assets in preparing your home for a successful sale.

For tips and a complete overview of preparing your home for the market visit Joanna's website at www.StagedforUpsell.com or download her e-book, 'The Smarter Way to Sell Your House.'

Staged for Upsell

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