



# STAGED FOR UPSSELL

PHOTO Basem Farid Photography

## Showing Homes at their Full Potential

By **Kate Watson**  
Photos **courtesy of Staged for Upsell**

Selling a vacant property can be difficult. Buyers are looking for a home, but bare floors and walls only show them a house.

**H**alifax's leading home staging company, Staged for Upsell, is in the business of transforming empty houses into warm, inviting spaces that sell quickly and bring the best possible price.

"It doesn't matter how gorgeous a house is, when it's vacant, people don't get the welcoming feeling they are looking for," says Joanna Lane, the company's owner and creative director. "An empty house is missing the life and character that can make people fall in love with it."

People often ask if home staging really works, and Lane is able to point to a large portfolio of clients that proves it does. Many are properties that have languished on the market for months, but that receive multiple offers and sell within days of being staged. Some of the same homes that had never received an offer when vacant spark a bidding war when would-be buyers see them at their full potential.

On top of the anecdotal evidence, there's statistical proof that staging is an effective tool for selling homes. From

Sept. 1, 2015 to Sept. 1, 2016, the average time a house in HRM spent on the market was 94 days. Many of Staged for Upsell clients sell their homes within the first week!

Plus, 94 per cent of people searching for a new home start by looking at photos online. A professionally staged and photographed house will get more buyers through the door.

Staged for Upsell has a warehouse full of home staging furniture and décor items, and Lane says that's important because the style of staging should be tailored to each property. "In the past, thinking was 'contemporary sells', but I believe that in order to be really effective, you stage to the character of the home.

"Some are hip and trendy. Some are more glam. Some are modern rustic. I know that if a house is not staged to its character, it just feels wrong."

Buyers often have trouble visualizing where furniture should be placed in an empty room, and may even be unclear about the purpose of some rooms. A beautifully staged home takes away the guess work for buyers, and allows them to emotionally connect and see themselves living in the space.

Lane has been voted one of the Top 10 vacant home stagers in Canada by the Real Estate Staging Association and has done work on the HGTV series Humble Home Hunters. She is a photo stylist for Wicker Emporium and is working with Stonewater Homes on the 2018 QEII grand prize dream home.

In addition to vacant home staging, Staged for Upsell also offers model home staging, kitchen design, interior redesign and commercial redesign. They will be launching online furniture and lighting sales in the very near future.

"I love my work," says Lane. "I love having the opportunity to transform spaces into a comfortable oasis, whether it's to appeal to potential buyers, or to give owners somewhere that they'll love to call home." ■

*Staged for Upsell*  
Home Staging & Interior Redesign

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PHOTO TOP Chris J. Dickson; PHOTOS MIDDLE AND BOTTOM LEFT Basem Farid Photography

Joanna Lane  
PHOTO Nicole Lapierre