

## WHAT IS STAGING?

You are probably familiar with terms like *curb appeal* and *presenting* your home. Staging is the best way to achieve this.

When selling your home it is critical that your home shows well in order for you to get the best dollar in the least time.

When you live in a home for a long time, you stop seeing your furniture layout the way a newcomer might. We tend to place beds, tables, sofas where they serve our particular needs. You know, the way the age old recliner in front of the television or the way you've moved the kids bed tight to the wall to make room for the car race track.

Because we live in homes and not houses, we tend to personalize our living areas so that they reflect our taste, our lifestyle, our hobbies, our family, etc. The trouble with that is when we put our house on the market it has less of an appeal to the broad range of buyers who will view it.

This is where *home staging* becomes a great idea. A home stager is much more impartial than yourself. They can walk through your home and point out many items that would be better stored away rather than on display. By clearing walls and countertops of clutter and personal memorabilia your would be buyer can more readily see themselves living in your space. For instance, I would doubt that if you have a taxidermy room full of wild game heads that you would ever sell your home to someone who opposed hunting or for that matter to a vegetarian! If your home is overstuffed with furniture and possessions, you would not sell to someone downsizing as they would feel they could not fit.

Once the home stager has guided you to what to remove they will show you how to position your remaining belongings so that it will create the feeling of maximum space and livability. Attention will be paid to the ease of traffic flow and the creation of a spacious feeling within the home.

Even if your view is only of your pretty backyard, the stager will show you how to make the best advantage of that view.

Next a stager will suggest things for you to add to make it more appealing. They will suggest things like fruit displays or flower arrangements, beautifying your table settings, or perhaps recommend air fresheners or scent balms. They may well suggest the changing of paint colours or the replacement of worn floor coverings.

Sometimes a decorator is hired for this process, but in most cases, it will be your experienced Realtor who will do this for you, all you have to do is ask for this service.

This is the first of a series of three articles on staging.

*Jane Field works with Re/Max Vernon. Jane has 29 years experience in the Real Estate business. To suggest topics for future articles email her at [jane@janefield.com](mailto:jane@janefield.com) or call 503-3755.*