

homestaging



Staging an Empty House

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Home staging can increase the selling price of your empty home by up to 10 percent with minimal investment. Of equal importance, statistics indicate that the average listing time is reduced by 40 percent.

With much attention given to property investors, or if you find yourself in the unenviable position of owning two properties simultaneously, staging becomes an important tool.

You may be tempted to leave a room or home empty. If you've done the expensive and timely job of renovating, now is not the time to be frugal on rental furnishings and staging. This is short-sighted and can cost you a bundle!

It's inexpensive to rent anything you need, and these finishing touches help ensure you make the profit you deserve for all those costly renovations. It's all about context and packaging. Home staging is about packaging the best features of the home. Staging is about enticing the buyer and setting the mood to make an emotional connection with a house!

Why it's a bad idea to leave rooms empty when showing your house.

■ It's hard to understand how large a room is without reference points.

■ People don't buy houses, they buy homes. Staging warms the buyer.

■ Potential buyers cannot visualize how furniture will fit in an empty space, and if they're unsure, a sale won't happen.

■ Instead of the overall space of a home, buyers will dwell on observations that may be easily changed.

■ Why the house is up for sale takes on greater significance than the property itself. Is it a family breakup, a corporate move, bad neighbours? Buyers look for a cloud instead of the silver lining.

Next time, we'll offer tips on empty-home staging and some cost-saving ideas.

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