



STAGING FOR *selling*. STAGING FOR *living*. REDESIGN.

Dear Homeowner,

Congratulations on your decision to sell your home, and for enlisting the help of our expert team of home stagers at The STAGING HOUSE.

We understand that you might have questions regarding the home staging process, so we have prepared the enclosed information to help you with the whole process. We understand that there is a lot of information here, and it is not necessary to read through everything, but enclosed you will find some great checklists and tips to complement your custom evaluation. Your home stager has provided you with custom recommendations, addressing the specific needs of you, your family, and your home – if you have any questions regarding any of the information provided, do not hesitate to get in touch with your stager. We're here to help, not only for your consultation, but with the complete process of preparing your home for sale.

Selling your home is a big endeavor, and one that can be stressful and daunting, both in preparing the home prior to listing, and of course maintaining it for showings and open houses. Our job, as a part of your home selling team, is to help you to minimize the time that your house spends on the market so that you can return to your normal lifestyle. We aim to provide you with the tools that you need for a successful sale and help to give your home that extra “wow” factor that your prospective buyers are looking for. We're not just selling a home, we're selling an experience, and our expert home stagers are here to help you to achieve this.

## What can you expect from your consultation?

- A friendly Professional Home Stager, with your best interest in mind (see the enclosed bio to learn a little about your Stager)! We will provide you with the most effective recommendations to ensure a quick and profitable sale of your home.
- A full evaluation of your home – your Stager will review the home with you room by room to address all recommendations, from updates and repairs, to colour palette and furniture arrangements, as well as answer any questions that you might have.
- You will NOT need to take notes! We will write down all the information that you need and provide you with our notes **immediately** following the consultation.

- Your qualified Stager will work with you to understand how you live in your home and will work to provide you with solutions to ensure as little disruption to your day-to-day life as possible.
- We have access to top qualified trades and suppliers in the region and will provide these recommendations to you for no charge.
- An unbiased buyer's perspective on your home – we have studied buyer behaviours and have created a formula for selling your home that works! It's simple – the more you do, the more you'll get. We will address how each recommendation will impact your prospective buyers, to help you to determine what you are capable of completing within your timeline and budget and help you to prioritize your tasks.
- Access to our home staging rental items. With a minimum rental as low as \$1,800.00, (\$750 for Express services) The STAGING HOUSE can provide you with the finishing pieces that your home needs – artwork, accessories, rugs, decorative pillows, furniture, and more. Renting the staging items that you need is a great, low-cost alternative to purchasing these items, and we'll take care of the selection and placement for you! If you would prefer to purchase the items to use in staging, and keep for your next house, we can help with that as well!

If you have any questions regarding any of the enclosed information, please be sure to ask your Home Stager, or contact our office at 905-630-1409.

Sincerely,

**Adrienne Gligoric**

Certified Home Staging Professional & Home Stylist  
Owner, The STAGING HOUSE, Burlington