



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

## Frequently Asked Questions RE: Home Staging

### ***Q: What Is Home Staging?***

A: Home Staging allows you to market your home to the largest audience possible by maximizing your home's potential while minimizing the flaws. This can be as simple as reducing clutter and reorganizing the space, or as complex as bringing in all new furniture and accessories, or somewhere in between. Each home is unique and will require a different variety of services but all start with an initial consultation, providing a full home evaluation including notes for improvements and updates. We help to clearly define all areas of the home to eliminate those distractions that will keep buyers from seeing and remembering the great features of your house.

### ***Q: What happens after the consultation?***

A: You will receive the full evaluation notes from the consultation immediately following. If you have requested pricing for additional home staging services or staging rental items, you will receive these within 24 hrs unless otherwise advised. You may then decide if you wish to implement the suggestions yourself, or employ **The STAGING HOUSE** and/or **The STAGING HOUSE** Preferred Vendors to assist with preparing the house for sale. Once the necessary recommendations have been completed, your Professional Home Stager can return to set up any requested home staging rental items.

### ***Q: Do I have to implement all of the recommendations provided?***

A: You don't have to do any of them! However, the more you complete, the better your chances of selling your home, faster and for a maximum return. We understand that some of the recommendations may not fit with your timeframe and/or budget, but we suggest that you aim for a minimum of 75% of all suggestions. **The STAGING HOUSE** has been hired to provide their expert opinion regarding the best way to showcase your home and are therefore required to provide you with all of the information necessary for a successful sale. We'll help you to prioritize the highest impact items to get the most out of your investment of time and money.

***Q: Why should I spend money on a house I am selling?***

A: Your home is generally your biggest investment. Investing in home staging will help to maximize your return on this investment. A few dollars on home staging will go a long way by ensuring that you sell your home faster, and for more money. All statistics show that the investment in staging your home is always less than your first price reduction. Did you know that only 10% of buyers have the ability to visualize a space? This is just one of the reasons that home staging is so important in today's real estate market. Buyers are looking for a "move-in ready" home and will pay more to get this. We are selling an experience, not just a home.

***Q: Where do you rent your furniture?***

A: In order to maintain quality control and maximum flexibility, **The STAGING HOUSE** never rents from third-party vendors. All furniture, artwork, linens, and accessories rented from **The STAGING HOUSE** are the property of **The STAGING HOUSE**. This allows us flexibility with style, availability, rental period, and pricing.

***Q: If I need to rent any items, how long will I have the rented items for?***

A: Rental period is for 30 days, or up the time the house sells. Whichever comes sooner. Each additional month is billed at full rental fees (no delivery/setup charge or staging fees as these were paid upfront). Rental renewal fees are billed monthly and will not be prorated.

***Q: Do you have trades workers/suppliers that you can suggest?***

A: **The STAGING HOUSE** has found top professionals in your area to assist you with your needs in getting your property "sell-ready". **The STAGING HOUSE** is happy to provide you with the contact information for any of these Preferred Vendors at no charge. **The STAGING HOUSE** will contact, schedule, and manage these on your behalf for an additional fee.

***Q: If I hire you for additional staging services, when/how do you get paid?***

A: **The STAGING HOUSE** will require final payment on the day of staging however, a down-payment of \$250.00 is required prior to the start of work for most projects. Acceptable payment methods include cheque, money order, email money transfer, or credit card (Visa & M/C)

***Q: What if I don't like the staging items that you bring in?***

A: Selection and placement of artwork, furniture, and accessories is at the discretion of **The STAGING HOUSE** and it may not be to your personal taste. While you may voice concerns with any selected items, **The STAGING HOUSE** shall have final say on this. You have hired us for our skills and expertise, and we will ensure that the staging items will be chosen and placed to best showcase your home. We all have the same goal in mind – to sell your house!