



Jane says: be a star



Have your house **staged**

 **Staging** is an investment

 **Staging** is not about spending money.

It is about making money, for you, the home owner. It is about getting the highest ROI (return on investment) on your biggest asset.

Wouldn't you rather invest a little before listing your house than being forced to drop your price \$ 20,000 in the first 3 months?

Wouldn't you rather have lots of potential buyers looking at the house as soon as you list your prized asset?

Wouldn't you rather have "the edge" on the other houses for sale in your neighbourhood?

Assuming your answers were **yes** to the above questions, you should know that:

Staging is not decorating

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Staging is: preparing your house for the market



Staging is: the best way to give your house an edge in the market

Staging is: preparing your house and property to be looked at through the eyes of the buyer. They need to be able to imagine themselves living in your space

Staging is: providing an objective and discerning eye. One that has no emotional attachments to your belongings

Staging is: lightening and brightening; painting and/or professional cleaning
Colour, cleanliness, clutter-free

Staging is: emotional and physical work. It takes you through a tough process of decluttering and editing your home. The buyer needs to see the space, not all your possessions, memorabilia and collections which are a distraction

Staging is: depersonalizing (you are not selling your personal items, you are selling the space). It is the removal of all the things that emotionally block a buyer from making a connection with your house and property. They need to be able to visualize moving into your house with their own possessions

Staging is: creating focal points in your house; the fireplace, views, interesting architectural features

Staging is: balancing and modifying. It takes a fresh, objective and creative vision to change a space that you have lived with for a long time.

Staging is: creating a **WOW** factor for that potential buyer
Buyers spend an average of 4-5 minutes in a house.

- Will your house **WOW** them in that time?
- Will each room be inviting?
- Will they want to linger?
- Will they imagine themselves in your space with their own possessions?

If not, you missed a selling opportunity.

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Call me to arrange a consultation.

The Consultation will consist of a:

- room by room inspection with you present
- detailed report with recommendations of what will need to be done both inside and outside.
- a quotation on what investment you will need to make to bring your house up to buyer expectations

My objective is to uncover the equity within your walls and to make you more money

My goal is to do it professionally and efficiently so you can be relaxed and stress free about putting your house on the market in tip top shape

Looking forward to hearing from you and making you a



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