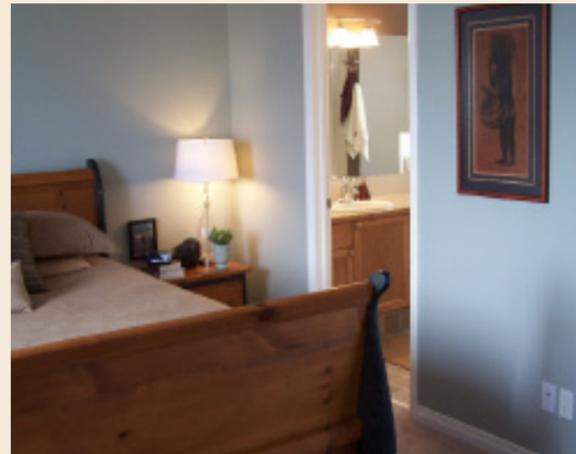


A BROCHURE OF BEFORE AND AFTER PHOTOS OF CLIENT LISTINGS.
STAGING ISN'T ABOUT DECORATING, BUT PUTTING A ROOM AND ITS ARCHITECTURE IN THE BEST LIGHT.



STAGING AND PHOTOGRAPHY BY BONNIE LEE, LOGISTICS MANAGER
THE NASH GROUP, WESTERN GOLD REAL ESTATE

Home Staging

Good staging isn't about grand gestures, large furnishings, or scads of accessories.

We live in real houses and we love them. But when you go to sell, we need to clean your own energy/style out of your house so that it's fresh and new and energy/style neutral.

CURB APPEAL: This is probably one of the most important aspects in Staging and Selling a home. Make sure your outdoors are clean, tidy and well maintained. Add a potted plant or two and go with miniature varieties of common evergreens like juniper or boxwood for year-round color (and less maintenance).

LESS IS MORE: Get the personal knickknacks out of the room.

IT'S NOT ALL ABOUT YOU: If you make a public room to personal with your personal pictures and your favourite black-velvet art, potential buyers might not be able to picture themselves there.

SIZE MATTERS: To make a room look bigger, under furnish. Do not over furnish.

FOCUS POCUS: If you have architectural feature, centre the layout of the room on it.

SUGAR COAT IT: Sometimes the colour choices in a house make the room look dirty even when it isn't. Paint tends to yellow over time, and the more yellow it is the dirtier it looks.

MAKE IT CURTAINS ON CURTAINS: Even if you're sick in love with them, if the drapes are old, take them down.

LET THERE BE LIGHT: If the lighting is horrible, augment it. It's hard to sell something when you need to hand out a candle at the front door.



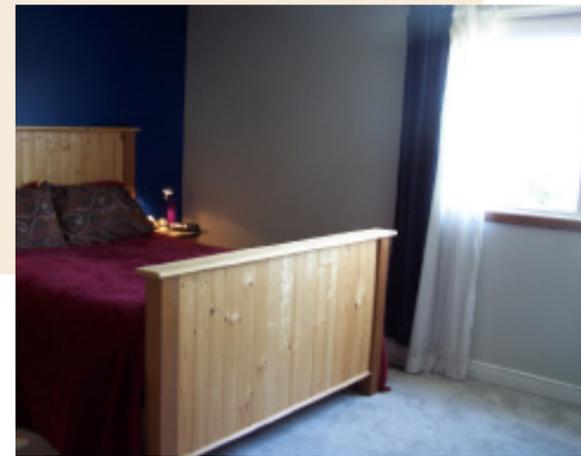
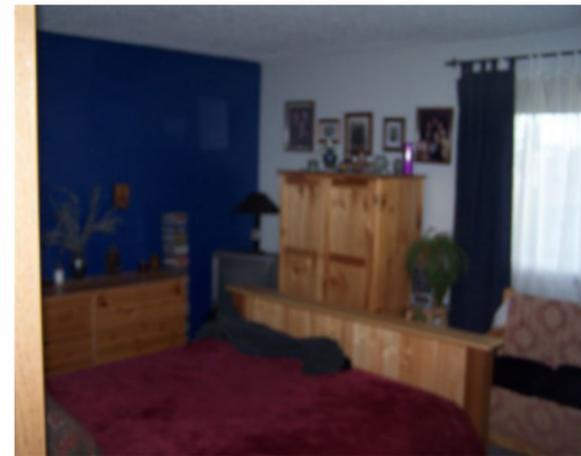
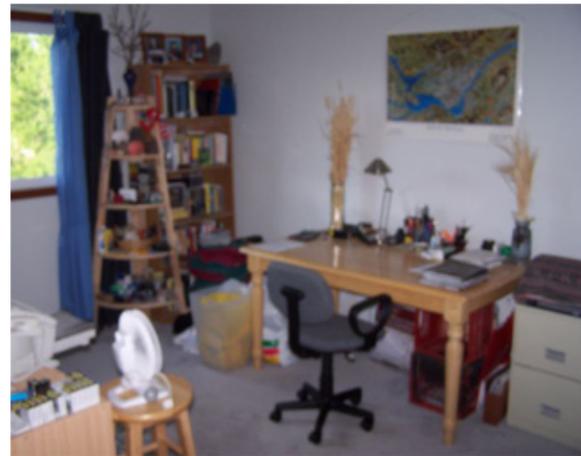
"The idea is to create just enough theater for the potential buyers to see how they could live in the house, whether or not you've ever lived that way."

- Chicago Sun Times, April 4, 1993.

BEFORE STAGING

This was a home that had been lived in by its owner for 20 years. A few beautiful touches were done, however as it happens when living in your home, things can tend to pile up. Our goal on staging this house was to bring it up to date and show the beautiful layout and functionality of this lovely home. We had a tight budget and a tighter time frame. The entrance to the home was spruced up to hide the alley close by and bring the warmth and seclusion of the rest of the home around to the front. The insides were toned down in color and painted to show off the size of the floor plan and the beautiful hardwood. The total hard cost of this job was \$275 for paints and supplies, \$100 in landscaping and 15 hours of my time - staging was completed in two days.

After



BEFORE STAGING

This was an easy home to stage. The owners had added their own touches of color and artwork throughout the home. The challenge here was that their beautiful home was too personalized. We needed to remove some of the furniture to show the size of the rooms and remove the artwork and furniture pieces that were detracting your eye to them. We wanted to simplify so that the buyer could imagine themselves in this beautiful home.

The clients purchased some new shrubs and organized the outside. My time for staging and photography was completed in four hours.



After

BEFORE STAGING

Our clients were more than willing to do anything asked in order to sell this well lived in home. The challenge with this open concept home was that rich colors had been added to each room which resulted in making this well sized home look small and cluttered. We had some time prior to listing so we selected colors and indicated which pieces of furniture I would like removed and scheduled painters. After the painting was completed I went in to stage and took photos.

The total hard cost of this job was \$2800 for painting, \$100/month storage and 8 hours of my time staging. The complete project took two weeks from start to finish.

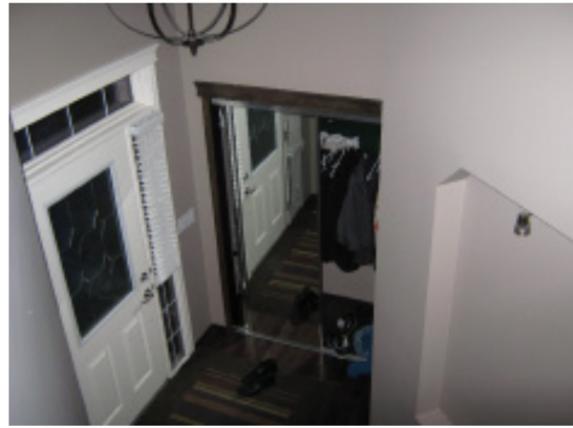


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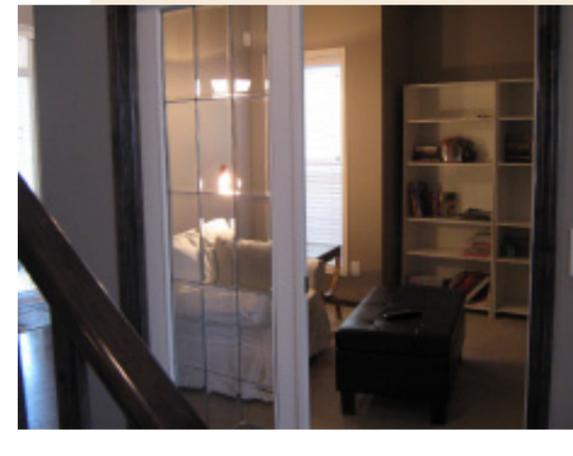


BEFORE STAGING

A beautiful home with basement suite, we provided a list on contractors to finished the development to client standards. Once this was completed we repositioned existing furniture, brought in some staging items and was able to complete staging and photos within eight hours.

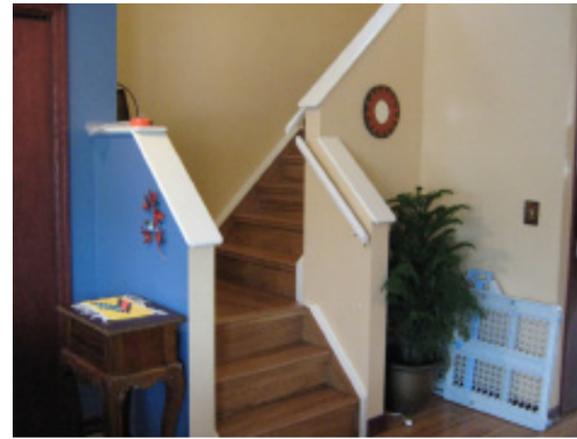


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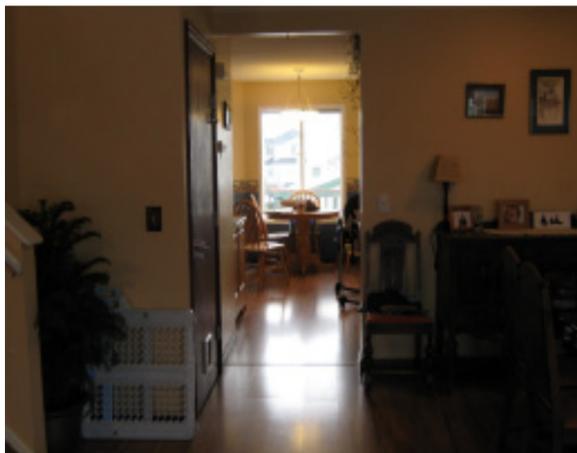
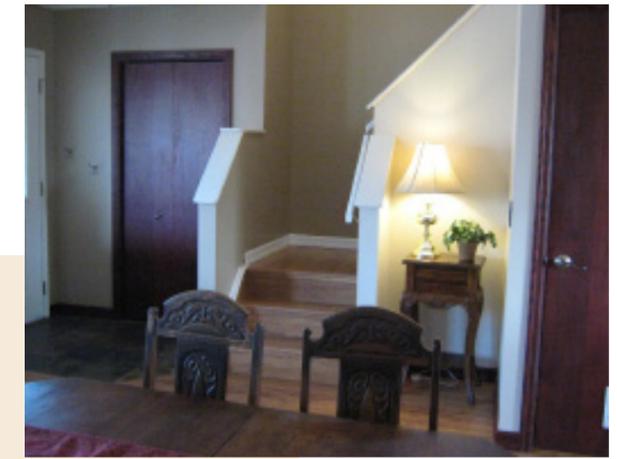


BEFORE STAGING

A fresh new coat of paint on the main floor, decluttering and staging assisted in getting three offers on this house and finalizing a sale within 3 weeks of it being put on MLS. Total of two weeks to get the home in listing condition.

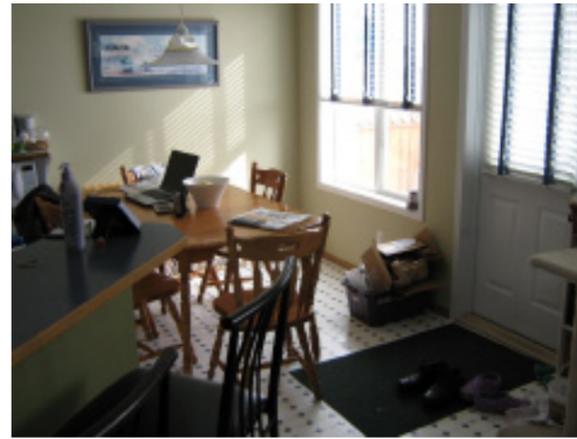
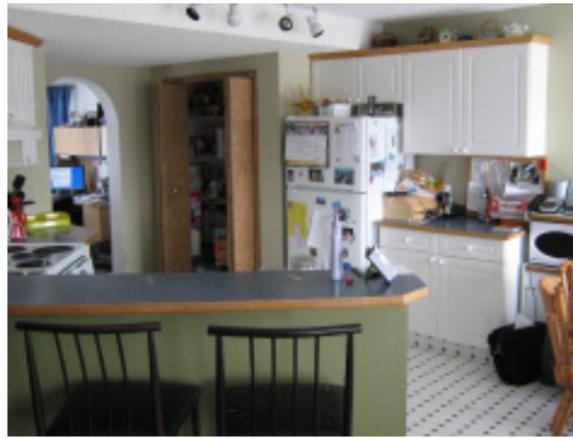


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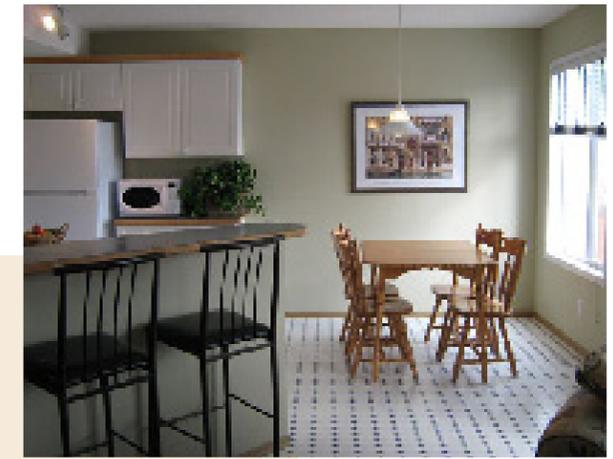


BEFORE STAGING

Our client had outgrown this open concept home. To make this charming home appear larger we selected a nice neutral color and accented the home with light colors. The client had painting done within one weekend and staging and photos took 7 hours. We received an offer the first weekend it was up and sold in one week.

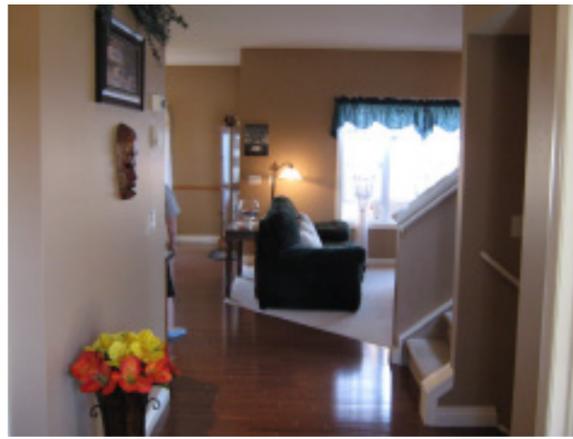


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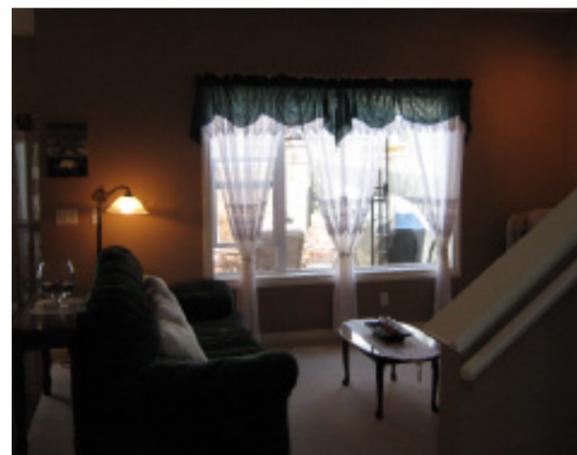


BEFORE STAGING

The first thing recommended was to upgrade the kitchen appliances to stainless steel. This was also a smoking home so we researched and presented clients with strategies to reduce smell. We updated curtains and purchased some plants with a total cost of \$115 and 9 hours of staging and photography..



After

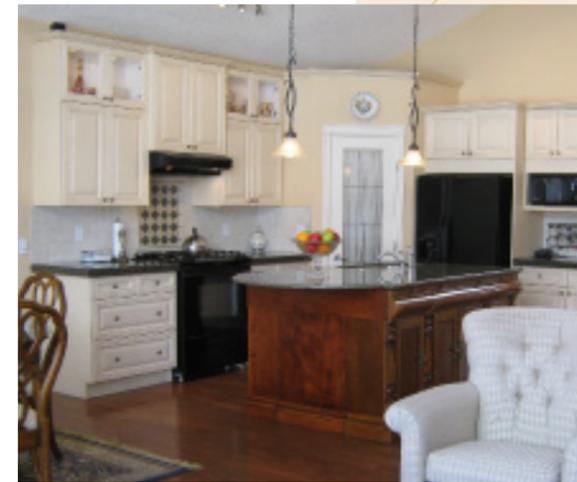


BEFORE STAGING

A gorgeous bungalow which required more of its lower level. Decluttering of the main and lower level together with repositioning furniture shows off this a beautiful home with great flow. Total staging and photography time was 7 hours.

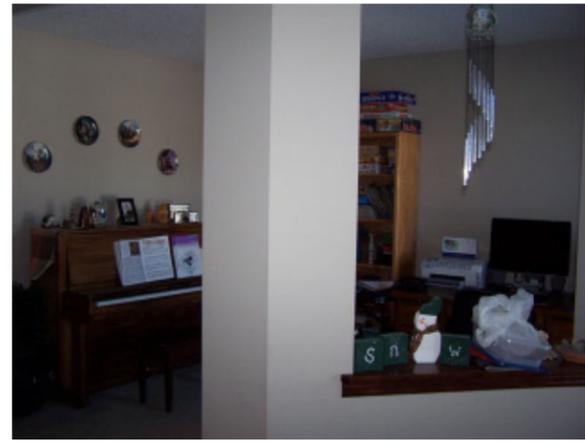


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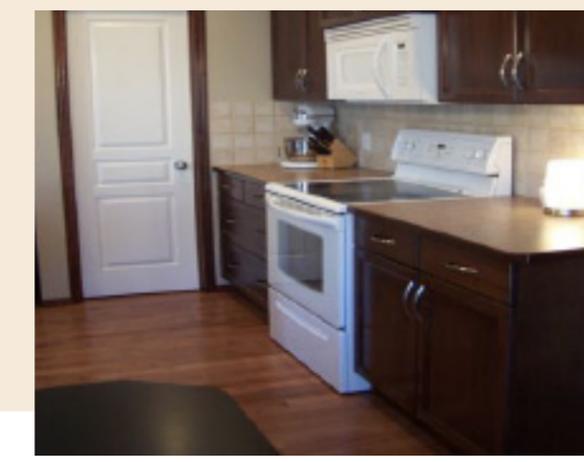
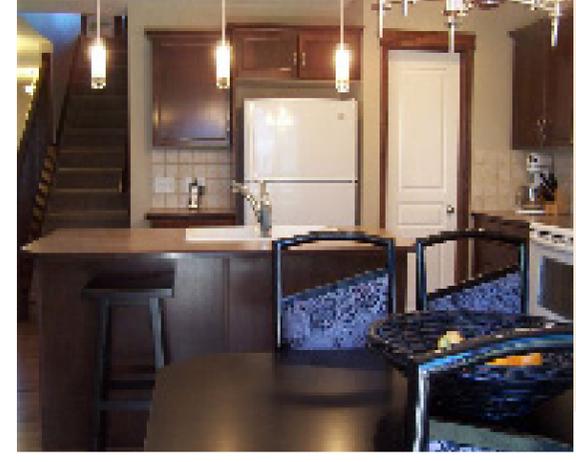
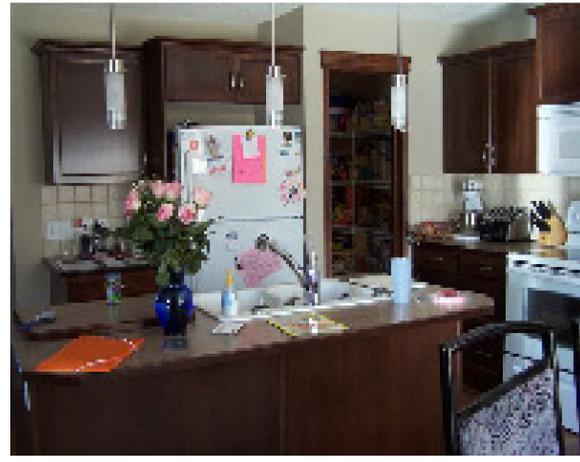
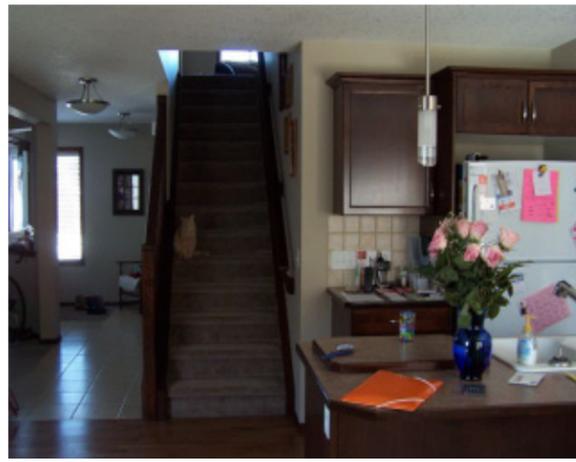


BEFORE STAGING

The first thing recommended was to upgrade the kitchen appliances to stainless steel and declutter. The clients decided not to upgrade. The front flex room was very awkward with the setup being office and music room. During staging we removed the desk and clutter that went with that, repositioned the piano and placed a couple of single chairs to create a music room at the entranceway. The house sold with a clause in the final contract that stainless steel appliances be purchased and installed. Total staging took 12 hours and photography 2 hours.

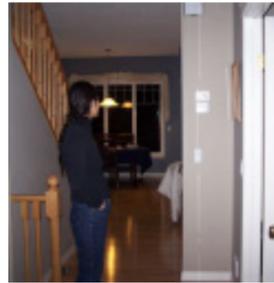


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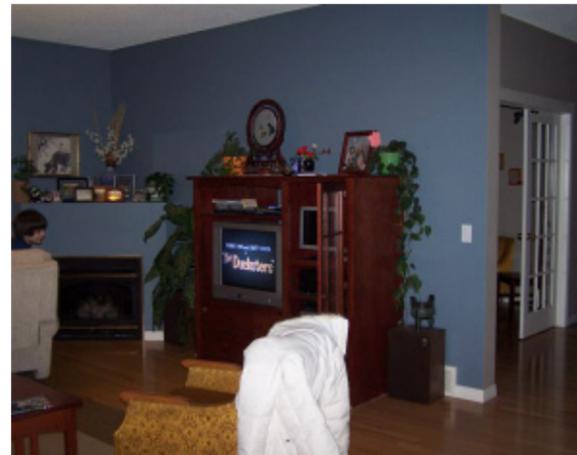


BEFORE STAGING

The first thing recommended was to upgrade the kitchen appliances, make microwave holder into book nook, remove raised eating bar and resurface countertops and backsplash. Adding new light fixtures and faucet gives the kitchen a make-over in a cost effective manner. The main floor was painted a warm inviting color that showed off the hardwood and brought the outdoors in. The total preparation time was over a month - the cost around \$4,000 hard cost as client did most of the renovations.

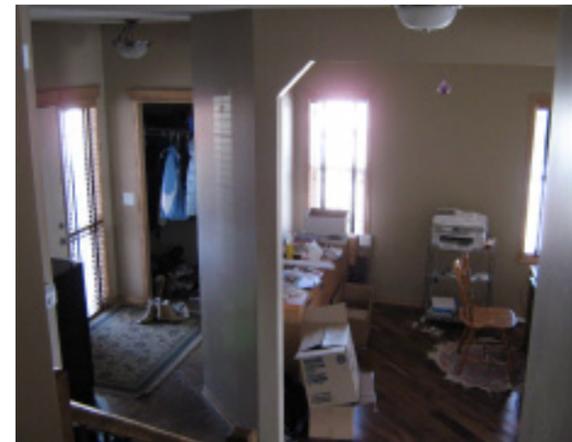


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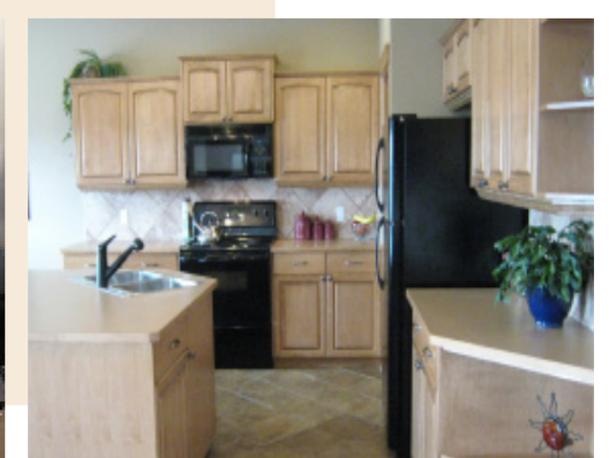
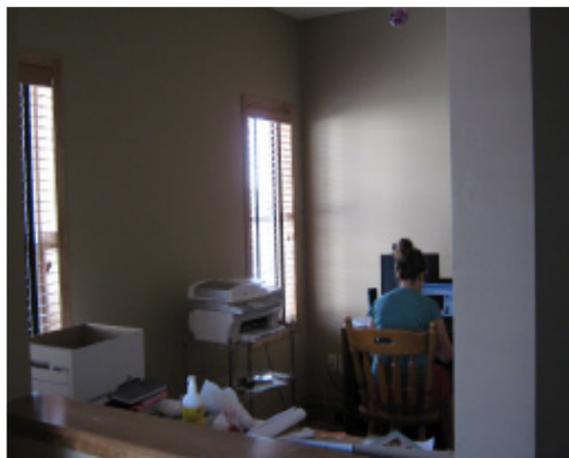
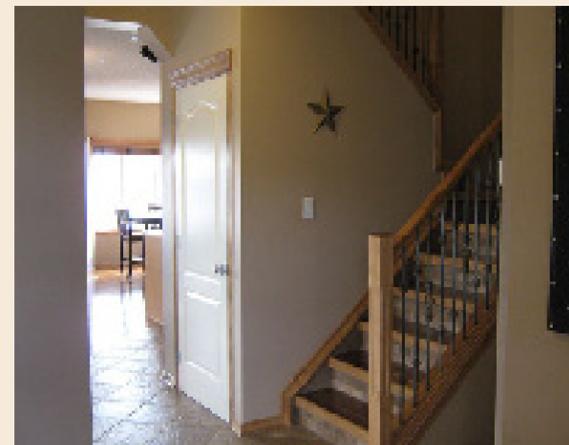


BEFORE STAGING

It was recommended to add molding and undermount lights in kitchen, new light fixture over dining table, new window treatments and close opening from entranceway to flex room. Took a month to complete renovations and 14 hours of staging and photography.



After



BEFORE STAGING

This house had been on the market through We List for a few months. As the owner was building they thought they would try and save some money and list it on their own. When their new built completion moved up a few months and they had still yet to sell their home they decided to call us for assistance. The weekend they called was the weekend we went in for our Staging Consultation. By Monday they had purchased new table off of KIJJ for the nook area as suggested. We put it on MLS and within the first two weeks it was sold.



After

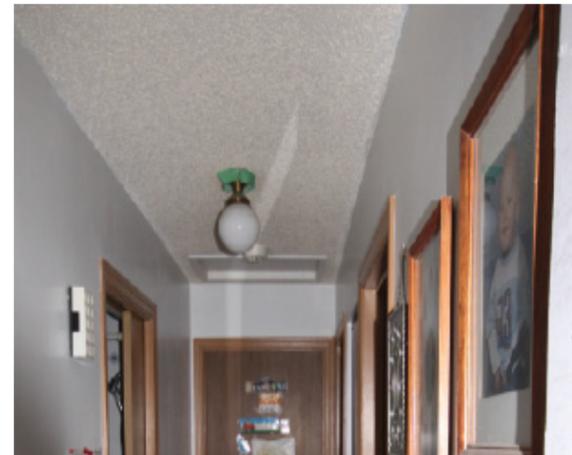


BEFORE STAGING

This home in Erin Woods was in need for some decluttering and finishing of projects started. We also suggested having the countertop sprayed to give it a fresh newer look. The total of budget spent to prepare the house was \$900. It took a complete 9 hours to stage and photography. This property had competing offers and was sold above list within two weeks.

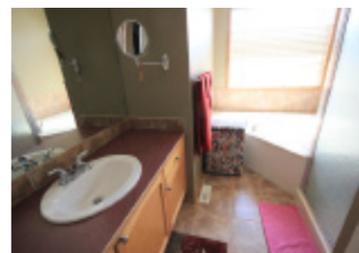


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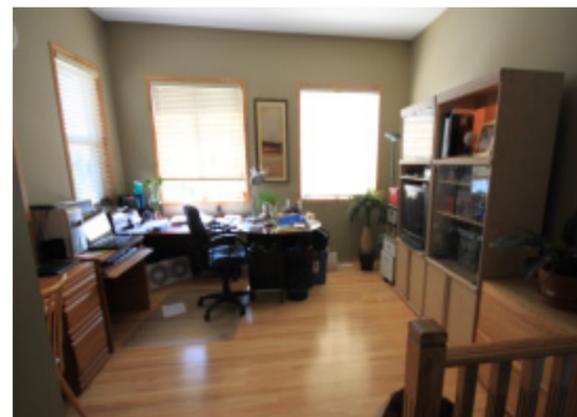


BEFORE STAGING

This property in Panorama had much to offer, however there was still a few upgrades we felt would get a price closer to what the client was hoping for. They had the kitchen and bathroom countertops sprayed and purchased a new microwave for the kitchen. The total cost of preparation was approximately \$3,000.

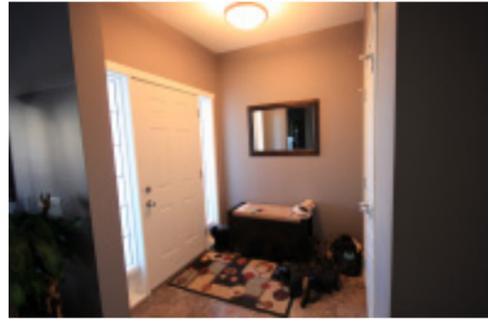


After



BEFORE STAGING

This property in Airdrie was a little to small for the owners. As time was of the essence we window of opportunity was small. From our initial staging review to full house staging it took approximately 9 hours.

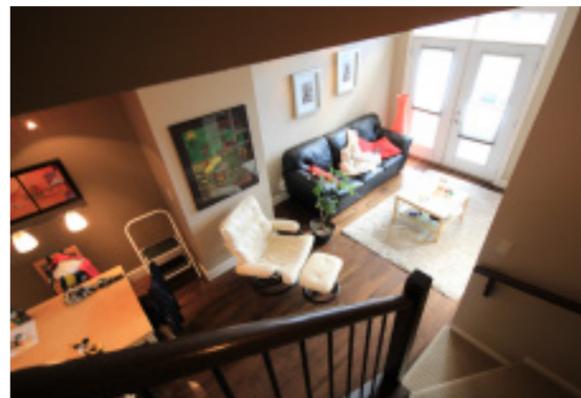
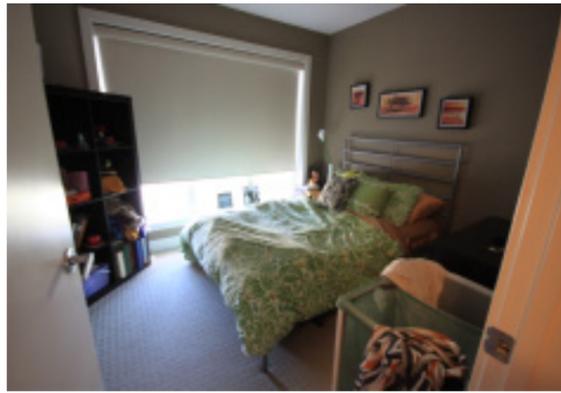


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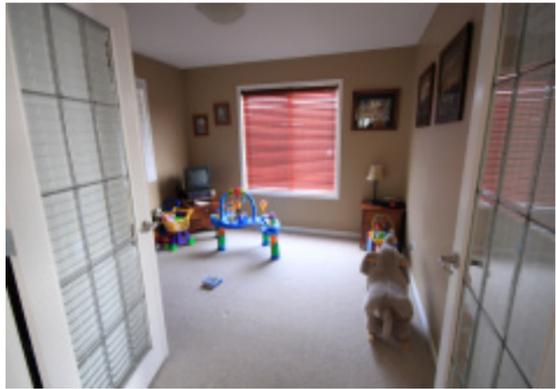
BEFORE STAGING

This three storey condo in Marda Loop required decluttering and some TLC. Once the client was finished with their touches, we went in and staged the property which took about 7 hours in total.



BEFORE STAGING

This two storey walkout in Kincora is located on a gorgeous environmental reserve. Decluttering was the largest factor in this property. As the family grew and requirements changed the property began to take on a life of its own. For staging we needed to get back to basics and present the rooms as originally designed for.



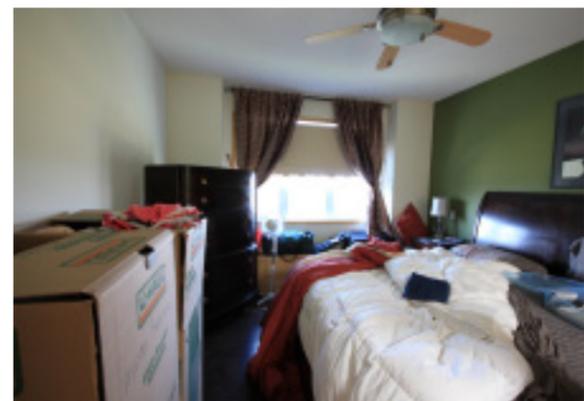
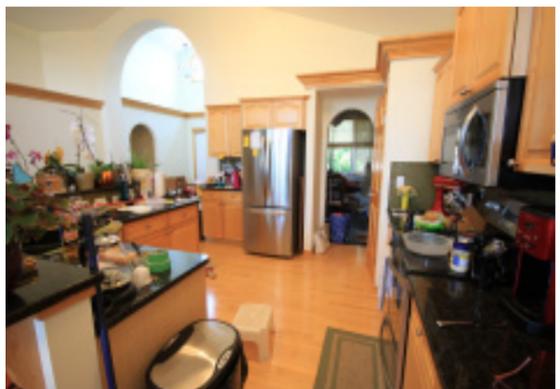
BEFORE STAGING

This three storey condo in Hanson Ranch had its own personality painted throughout the property. We had an opportunity to do some painting however it was important that the property presented unity throughout the three levels. We choose to remove some of the over powering accent walls and paint the lower level. Repositioning furniture and adding full length curtains created the elegant and light feel we were looking for.



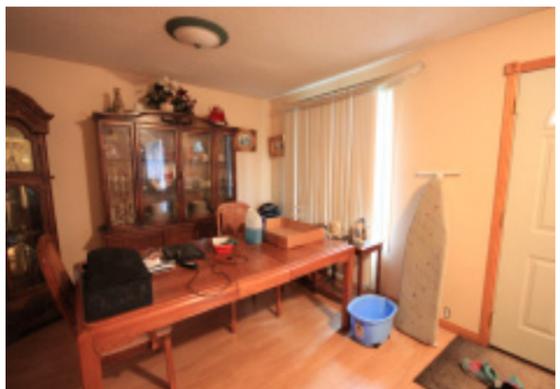
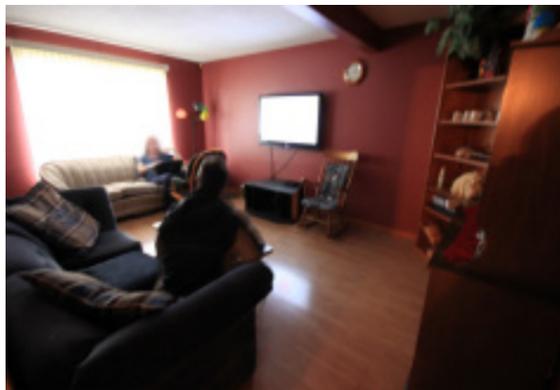
BEFORE STAGING

This beautiful bungalow in Hanson Ranch needed decluttering and updating. Our client was moving out of province so it was decided that they empty out the property and we fully staged the main level. A few days and we had this property listed and sold within a month.



BEFORE STAGING

The owners of this rental property were amazing and their energy relentless. Their hard work paid off and this property was sold in two weeks. We brought in all the staging items for the main floor and turned this fixer upper into a beautiful home.



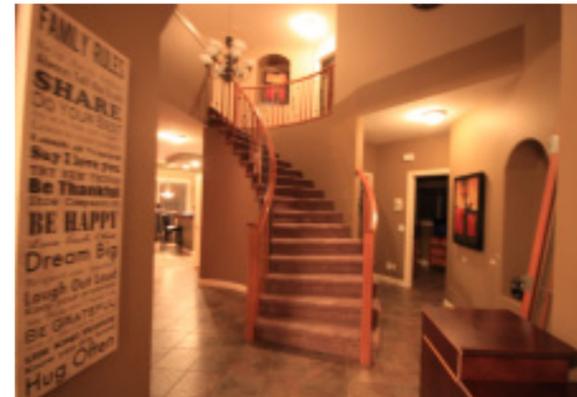
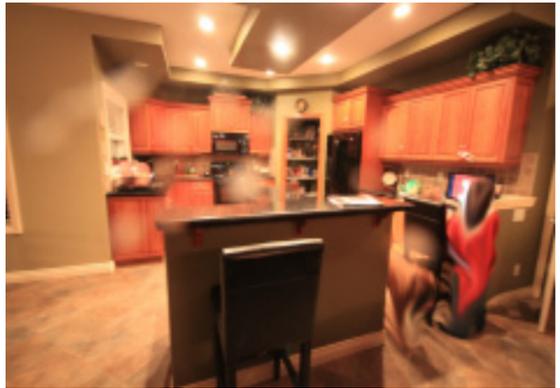
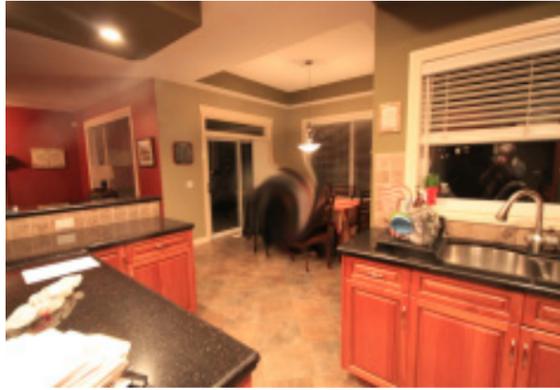
BEFORE STAGING

The clients of this three storey walkout in Panorama Hills were dream clients. We suggested some renos in the kitchen that we felt would present the property in the best light. They proceeded to upgrade their kitchen appliances and do some renos to their cabinets. Had their countertops sprayed by Calgary Countertops and painted. The property was stunning and sold immediately.



BEFORE STAGING

The client was moving back east and wasn't sure how they should approach the move. Our suggestion was to keep the family together and that we would fill the main floor with furniture. The red walls were very distracting so we quickly painted out the living room and after two days of staging had the property up and sold.



BEFORE STAGING

Another move back east had this two storey home in Hanson Ranch up for sale. After a few maintenance items were addressed a two day stage had this property up for sale.



BEFORE STAGING

This property in Canmore was listed two days after we started staging.



After



BEFORE STAGING

The owners of this property were very hands on with completing the maintenance list staging objectives. Once the property was in top condition we went in and completed staging within two days. Our goal was met with a purchase offer within the first month and sale complete within our targeted deadline.

