

# Partnering with *Flair*

STYLE COMPANY  
HOME STAGING



*helping Realtors to elevate their listings*

IN GREY COUNTY, SOUTHERN GEORGIAN BAY &  
THE BRUCE PENINSULA

A photograph of a window with a white orchid plant on the sill and a decorative object. The window is partially covered by a dark curtain. The scene is brightly lit, suggesting a sunny day.

# *staging services*

## **In-home Consultations**

Performing an onsite visit with sellers to advise them on how to best prep their home for listing. Afterwards, they are provided with a formal, room-by-room prep list outlining all recommendations (exterior as well). I make myself available to the seller from the consult forward to assist with questions, advice, referrals, etc.

## **Occupied & Vacant Staging**

Assisting the seller to expertly market their home by enhancing their existing style or bringing their vacant space to life by placing furniture, accessories, artwork, soft goods, etc. The end result is to create the 'wow' factor so that potential buyers connect emotionally with the space (translating to a quicker sale and a higher offer).



## **Model Home Staging**


Working directly with builders to showcase their unique projects. Our staging services focus on complementing the architectural style and design elements specific to each new build. Our inventory can be rented or we can assist builders with purchasing items that can be used in future projects.

## **Airbnb/Short-term Rental Staging**

Assisting Airbnb and short-term rental owners to expertly transform their properties into appealing spaces. We work to ensure the staging aligns with the property's style and needs of the target guests with the end goal being to elevate their overall experience.

## **Redesign Services**

Helping buyers or sellers with design services such as space planning, purchasing furniture and accessories, paint choices, etc. in their new property.



## *introducing the benefits of staging to your sellers*

Since Realtors are typically the first point of contact with sellers, knowing how to introduce staging to them is an important role. A well-staged home, combined with effective marketing, can significantly increase the home's desirability. Staging should be an integral part of every Realtor's overall marketing strategy. Here are some of the key staging benefits to convey to sellers:

- Staging **presents the home in its best light**
- Staging **creates a broad audience appeal**
- Staging helps to **accelerate the selling process**
- Staging **maximizes the perceived value**
- Staging **creates beautiful photos**



# *addressing seller concerns*

Sellers may naturally have questions especially if they are unfamiliar with the staging process. The two most common concerns:

**The Cost** – staging is an **investment** that often pays off with a higher sale price and a faster sale. No one ever regrets ‘pulling out all the stops’ to make their home sell. It’s similar to detailing a car before selling, just on a much more important scale. Costs to ready the property typically fall on the seller; however, there are options.

**The Process** – We understand that selling is a stressful time. Our aim is to help, not judge. We want the experience to be as seamless and stress-free as possible for all involved. Trusting our expert guidance is key to the overall process.



# *overview of the staging process*

## **STEP 1 - The Consultation**

- an onsite walkthrough and detailed prep list for occupied properties (look/see for vacant properties to quote on staging)

## **STEP 2 - The Preparation**

- sellers work to complete the condition items outlined in the prep list (ie. declutter, misc repairs, cleaning, etc)
- referrals can be made to preferred service providers and other resources

## **STEP 3 - The Staging**

- the home is showcased using decorative accessories for stand-out photos and to create an emotional connection with the buyer during showings

A photograph of a living room interior. In the foreground, a white ceramic vase sits on a wooden table next to an open book. Behind the table is a light-colored sofa with several pillows, including one with a dark green and white pattern. The background shows a white wall with a circular wreath made of dried twigs.

## *when virtual staging makes sense*

Nothing compares to the emotional experience of walking into a beautifully-staged home. Remember, people aspire to live a certain way so connecting emotionally with a home is critical when selling (and why traditional staging works).

That said, virtual staging can also have a role in selling. If you anticipate few in-person showings, if the home has to be listed partially built/renovated or if you don't have the budget to stage the entire home, then virtual staging is an option.

The majority of Realtors who I partner with opt for traditional staging (with a focus on the home's key impact rooms). There are always options so I encourage keeping the dialogue open to determine what works best for all involved.

A photograph of a white vase with green plants on a wooden tray next to a magazine. The magazine has text about leather and design. The text includes: "LEATHER in terms of price, leather is an increasingly accessible material for the home, particularly in the form of tiles or strips, studs, or home theater. It also has the advantage of looking better as it ages, so don't worry if it starts to look slightly distressed - that is all part of its desirability." and "DESIGN AND DECORATION WALKS".

# benefits to you

**Elevates your level of service** - offering expert staging guidance elevates your level of service as a Realtor. Offering a complimentary, in-home consultation confirms that you have the seller's best interests in mind by ensuring they have been given a complete game plan for prepping their home. It also confirms that you are committed to helping them maximize the return on their largest investment.

**Creates standout listings** - staging is an extremely effective marketing tool that creates listings that shine. Staging is changing the way real estate is being sold and, in order to stay competitive, it's now a part of the critical path leading up to listing. Become known for having stellar, staged listings.





**Saves you time and effort** - Having us perform the initial staging consultation relieves you from the often delicate 'you need to prep your home' conversation with the seller. It's both professional and effective to hand that part over to us. We find that sellers are more receptive to doing the work and engaging in the overall process when the message comes from us.



We are able to create a detailed game plan for the sellers moving forward and offer assistance throughout the entire pre-listing process. Let us manage this process so that you can focus on what you do best.

**Quicker and more profitable sales** - The goal of staging is always to assist with selling the home quicker and for the most money possible. Staging has made its mark as a proven process that works!

## *next steps*

- If you have an **existing listing** that needs a refresh and re-list, let's talk! We would provide honest advice on how a consult and/or stage would assist.
- If you have a **vacant listing**, we are happy to do a walkthrough at no charge to quote on the cost to showcase it.
- If you have a **NEW listing**, let's connect! No two homes are alike so our staging consults are not one-size-fits all. We provide personalized recommendations that hit the target demographic, property style and market trends creating a tailored staging plan for each listing. Our consult fee is \$275 + HST. All of the Realtors that we currently partner with cover this cost for their sellers as a perk (however, not mandatory).





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