

Goals of Home Presentation

The first 10 days a house is on the market is the most important and it must be ready.

Benefits to you, the Realtor:

- If clients are reluctant to follow suggestions (helps prevent damage to client/realtor relationship)
- Second opinion
- Support each other with referrals
- Working together for best possible homes on the market
- Promotes a greater service to the client
- Save you time to work with other more needy listings

1. Neutralize the home to maximize its appeal to the most number of buyers
2. Create a sense of space and beauty by editing the furnishings
3. Play up the home's features so that buyers notice and remember them

How do we do this?

1. Recommendations and Repairs
 - Start with walk through – recommend repairs and touch ups that lead to enhanced value ex girl's room vs older model dishwasher
 - Recommend and deliver when requested appropriate home furnishings, either rented or purchased by homeowner to complete the desired look for the target market
 - Personal photos, collections, fridge, clean closet & cupboards
 - Clean – dirty house will turn a buyer off immediately
 - Houseplants
2. Furniture placement is crucial in maximizing room size and enhancing layout
 - Consider flow – remove furniture that tightens space
 - Create cozy conversation areas
 - Focus around architectural features/selling points
 - All furniture / accessories/ art work together
 - Rent or purchase furnishings as appropriate
3. Finishing Touches
 - Encourage warm and comfortable atmosphere that appeals to the buyers
 - Use artwork that plays up features such as a fireplace to capture buyers attention
 - Deliberate in selection and use of accessories
 - Use consistent colours
 - Make rooms comfortable for buyers to linger and picture themselves in the home

Do you need reliable trades people for small repairs or renos, painting, carpet cleaning, house cleaning, property maintenance, cabinet repair? We can help!

I also have contacts for interior photography – for images that have magazine quality – images will show better in print and internet

Redesign

This involves making a room over in half a day to a day depending on the client's needs.

- Service for people who want a change but don't need more furniture/accessories
- New look/style
- Efficient use of interior space
- Practical traffic flow patterns
- Redecorate without spending any money on furnishings
- Already have all the pieces to decorate, → ordinary to extraordinary

Nursery

We offer everything you need to have a warm and inviting home for mom and baby.

Help to solve these common concerns:

1. When should I begin to prepare the nursery?
2. How do I know what the essentials are for my baby?
3. What do I need?
4. How can I develop a space that my baby and I will love using my budget?
5. Will I get it all done in time?

How?

- Furniture and accessories consultation and coordination
- Redesign service using existing furnishings
- Soothing colour palette for baby
- Themed bedrooms with coordinating linens, murals
- Home safety both indoors and out

Work with local retailers, jolly jumper, cosco, kushies, storkcraft..