

# Staging Your Property w/ Donna Ragona of Suite Design

Presented December 2010 Exclusively to the Membes of  
REIN™

**Rent Your Properties  
Faster and For Top Dollar**

*Suite design*



Donna Ragona

**Donna Ragona**

"I eliminate the stress of selling or renting and help people make more money by showcasing their home properly."

SuiteDesign.ca

*Sd*

**Trusted Home Staging  
Authority**

- Canadian **Certified** Home Stager since 2007
- Certification with Canadian Staging Professionals (CSP)
- Member of RESA (Real Estate Staging Association) and CSP
- **SuiteDesign** works with home owners, real estate agents and sophisticated investors



**Agenda**

- 5 Reasons to Stage a Rental Property
- 2 Areas you **MUST** Always Stage
- Costs of professional staging
- How to Stage-in-an-hour
- Secret Tips

**What Is 'Staging'?**

Staging expresses the individuality of a home by highlighting the best features and defining the space's purpose.

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**Staging is used for...**



Selling      Living



Renting

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## Tonight's Focus...

I'm going to show **you...**  
how to make **your** property **stand out**  
and **receive more rent**



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## Why Stage My Rental?

- Stand out from the competition
- Target ideal A&B tenants
- Avoid extra expenses & mort pymts
- Get top rent - increase **cash flow**
- Eliminate vacancies much faster

REMEMBER TO...  
**S.T.A.G.E.**

## Another 5 Reasons to Stage Your Property

- 1) **Build** an emotional attachment (warm & inviting place to live)
- 2) **Highlight** positive characteristics and focal points addressed in your advertising (fireplaces, finished basements, eat-in kitchens)

## 5 Reasons (Continued)

- 3) Turn a **negative** into a **positive** (use small sq footage properly)
- 4) **Create** better looking online pictures
- 5) **Help** "Close" tenants; NOW they can visualize the space better

## Benefits to Staging your Rental

Clean vacant rental



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After Staging – The WOW rental



- ✓ Focal point highlighted
- ✓ Warm and inviting
- ✓ Tenants can visualize
- ✓ Great pictures

## More Benefits...

Cold looking - uninviting basement



After staged – another living space



- ✓ NOW warm and inviting
- ✓ Tenants can visualize
- ✓ Gives purpose to the space
- ✓ Great Pictures

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## Possible Negative ...

Small square footage



Will my stuff fit?



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## Purely Positive!!!

Small square footage



Room appears larger




YES →

- ✓ Carpet balanced in the MIDDLE of room
- ✓ However, bed is away from the doorway

↑ LIGHT ON


## Shifting Focus...

BEFORE



Tenant's eyes drawn to:  
Ugly radiator  
Bare Window

AFTER



- ✓ Focal point highlighted
- ✓ Warm & inviting
- ✓ Visualize space
- ✓ Better pictures

## Professional Staging What is involved?

- Visual assessment of your property
- Taking pictures & measurements if necessary
- Recommending solutions with a detailed report
- Possible renting ideal (sized) furniture and accessories
- Arranging furniture to highlight space and allow people to move around easily
- Adding detailed accessories

## How Much Does It Cost?

- In-person Consultations – most start at \$100
- Virtual consultations – email / phone (NEW - not all offer it – prices vary)
- Rental furniture – per month and prices differ from suppliers





## Example Room – Average Cost

- Sofa
- Chair
- Coffee Table
- Side Table
- Lamp
- Rug
- Artwork
- Accessories



**YIKES**

**\$439/month**

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## Introducing the Most Cost Effective Solution



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## Corrugated Furniture



FROM THIS



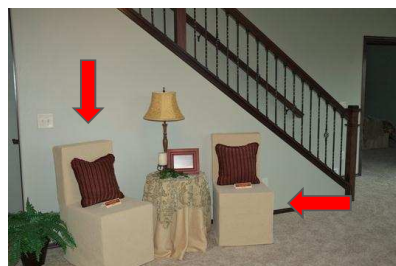
TO THIS

## Corrugated Example - Family Room



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## Corrugated Example - Entrance



## NOW – Have All of This



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## 2 Key rooms you MUST stage



**Entrance** – People make their first impressions in the first 30 seconds of entering. Make this area as welcoming as possible (small inexpensive table, prints, plant).

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## 2 Key rooms you MUST stage

**Bathrooms** –towels, candles, prints, fake plants can really warm up a bathroom. Make sure the bathroom is sparkling clean. There are many low cost options for lighting that can be used if the current lighting is out-dated.



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**Both Rooms Under \$100!!**

## Stage-in-an-Hour

**MOST IMPORTANT!**  
**Clean, Clean and Clean**  
**Remove odours**

- Flowers / Potted Plant / Arrangements when possible – (outside)
- Entrance – print / small plant / rug
- Bathrooms – clean white rolled towels / scented soaps or diffusers
- Kitchen – print / inexpensive accessories (fake fruit, bowls)
- Brighten by changing bulbs (use daylight cfls/13w=60 or more)



## A Quick 10 Minute Stage

Before – nice clean bathroom

After – inviting and adds warmth



## Does Staging Work?

VACANT PROPERTIES: CSP study (Jan 09-Dec 09)



- ❑117 vacant homes – staged before went on market...sold on average in 42 days.
- ❑87 vacant - not staged properties – sat previously on the market for 277 days unsold. After staging they sold within 63 days on average.

**78% less time on market**

## Home Prep Statistics

- Average return on investment for certain improvements when selling a house

Improvement Project	Average Cost	Home Price Increase	R.O.I	% of Agents Recommending
Clean & De-clutter	\$100 - \$200	\$1500 - \$2000	872%	98%
Home Staging *	\$300 - \$400	\$1500 - \$2000	586%	82%
Lighten and Brighten	\$200 - \$300	\$1000 - \$1500	572%	95%
Repair Plumbing	\$300 - \$400	\$1000 - \$1500	327%	88%
Replace or Shampoo Carpets	\$400 - \$500	\$1000 - \$1500	295%	97%

\*Staging done by owner  
Summary of HomeGain's 2009 National U.S survey

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## Simple Staging Tips

**Start** with the REIN 'renovation rent ready' checklist to ensure property is in the best condition to accept staging.

- ✓Make it bright – lights on, blinds/curtains open
- ✓Mirrors – make areas appear larger
- ✓Use neutral paint colours

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- ✓ Instead of real candles, use battery operated
- ✓ Keep driveways/walkways clear (snow, ice, garbage)
- ✓ Keep temperature comfortable according to season (programmable)
- ✓ Keep toilet seats down and closet doors closed

## Bonus Secrets!!

- ✓ Transform appliances to stainless steel with peel and stick film ([www.stainlesssteelfilm.com](http://www.stainlesssteelfilm.com) or [www.ezfauxdecor.com](http://www.ezfauxdecor.com))
- ✓ Peel and stick options available for backsplashes (Home Depot has various styles and options)

## Thank You

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