

professional inspired results *dress this house*

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Beyond Staging Basics

Most people are now familiar with the basic elements of staging, and all the stagers I know have their own list. The basics are what Dress This House calls the *1st Phase of Staging* or *preparation phase* which includes the 4-C's and the 4-F's:

Curb Appeal	Function
Colour	Flow
Cleanliness	Furnishings
Clutter Control	Focal Point

A word about colour and staging—we all know neutral colours are best on the walls, however, just because your walls are a neutral colour doesn't mean it is suitable for staging your home. The wrong colour, whether it's pastel or vibrant, is still the wrong colour. If this is an area you are not sure of, hire a professional and get it right!

Regarding Furnishings make sure your furniture and lighting are appropriate for the style of your home. This does not mean everything has to match, but the overall impression should be compatible.

If your furniture is not in the best condition, slipcovers may work and sometimes all your Living Room furniture needs are fabulous pillows. See www.dressthishouse.ca under "Shop". If the homeowner has newer furniture, make sure it functions well in the room and that it is scaled properly for the room. Big-boned seating may be comfy, but may make the room look small. All these factors are addressed by stagers in the preparation phase of getting a house ready for sale.

The 2nd Phase is the "Dressing" phase—adding accents, art work, fine-tuning furniture arrangements, dressing mantles and bookcases, choosing open house linens and bedding, etc. A stager's talent is revealed the most in this phase, when the home transforms from good to WOW.

The 3rd Phase of Staging is affectionately called the "Survival" phase. Dress This House creates a workable plan for each client, based on their lifestyle and schedule, to assist them in keeping their home show ready. The hard work in phase 1 & 2 can all be negated if the homeowner doesn't keep the home in show condition.

Check out the latest portfolio pics at

www.DressThisHouse.ca or

Call Dress This House 250-339-1843.



Dress This House
**publications are
devoted to
information about
dressing your
home for sale to
maximize it's
selling potential!**

DTH QUOTE:

"Remember, color is not just color, but mood, temperature and structure."

**Van Day Truex,
Interiors, Character,
and Color**



Dress This House is owned and operated by Alice East. Alice is no stranger to moving and staging. Her varied background and experience has prepared her well for her career in home presentation.

The pictures (left) are taken from Alice's many staging projects. Details pull the look together to create that appealing WOW factor for the buyer.

Call Dress This House for a consultation or to discuss a staging project.



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The Back Page –

WHAT DOES "CSP" MEAN?

Google "CSP" and you'll find "The Chartered Society of Physiotherapy", "Canadian Slavonic Papers" and "The Canadian Sales Professional Association" to name a few.

In the Staging world, "CSP" stands for "Canadian Staging Professional" which you receive after taking a 3-day intensive course.

The oldest designation-based training (1990's) is another 3-day intensive course offered by Barb Schwartz who created the Accredited Staging Professional (ASP™) program, the Staging University, and the International Association of Home Staging Professionals as a way to share her techniques and create an international network of Accredited Home Staging Professionals.

Another avenue stagers take to train which will give them yet another set of initials is "CRSS" or *Certified Redesign & Staging*

Specialist. This is a 5-day intensive course offered by a Vancouver based staging/training company.

The Staging Diva, Debra Gould, MBA, based in Toronto also offers distance classes to those wanting business and marketing-based training.

So, you take your 3-5 day course and start your staging career. After a time, one does learn to say "Your dresser in the hallway needs to hide in a bedroom" in words that don't offend; or one learns to relegate a beloved garden gnome to a packing box and still remain on speaking terms. In other words, training is necessary to start and maintain a standard, but it is no substitute for experience in the field.

Those of us who are in the business of staging welcome standardized and complete training. We look forward to this challenging profession taking its place in the world of real estate and design.

In the meantime, homeowners and realtors, check out your stager's credentials, view their portfolio, and assess whether you will be able to work closely with them. It IS a journey worth taking in ways that go far beyond staging basics.

The journey starts with a phone call!

Dress This House (250)339-1843

Staging Tip

Chances are that whatever made you fall in love with the home are the same features that will entice your buyer. Stage your home to highlight those features.

(From "Hiring a Stager as an Investment" by Alice East, DTH.)