

# The Liberal-Era Banner, Vaughan Citizen-Markham Economist & Sun/Stouffville Sun.

## Time to spring into action!

Lifestyle/ page 3

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...AND ON THE MARKET

One of the big reasons to clear out the mess in your home is to prep it for the warming real estate market and one of the increasingly popular ways to do so is "staging".

You should be calling a stager even before your real estate agent, says Lilian Dominguez, the Vaughan-based manager for StagedNSold, a company specializing in prepping houses for sale.

The goal is not just to clean up and organize your house but turn it from an exemplar of your taste into a home designed for the purpose of attracting buyers' attention.

"We're trying to create a sense of curb appeal. It's about depersonalizing and enhancing the best features of a home," Ms Dominguez says.

That means the great crimson paint you picked for your living room could be nixed alongside the mismatched furniture or other possible distractions for would-be buyers. Tact and sensitivity are important tools in breaking the news to clients, Ms Dominguez says.

"The homeowners know, at the end of the day, the recommendations are done so we can sell this house," she says.

The company works with realtors and homeowners, everyone having the mutual goal of making the house look its best.

First impressions are key, and you want your house to be perfect, starting with the outside, Ms Dominguez says.

StagedNSold has different levels of service, starting at \$250, depending on your budget and whether or not you need merely a set of recommendations or to bring in rented furniture and to paint.

Even at the high end, the cost is still less than any reduction you are likely to make if your home lingers on the market.

"It's a win-win, for the seller and the realtor," Ms Dominguez says.