

SIT BACK & RELAX

We've got this.

Why we Stage and What it Means for you

ENGEL&VÖLKERS®

DAVE MASSON
REAL ESTATE GROUP

How Staging Adds Value

The Key to Capturing Your Buyer's Imagination

The first time a potential buyer walks through your door, their jaw should drop in awe as they imagine themselves living in your house. That is what spectacular staging can do. It is not about creating an interior design to your tastes. It is about appealing to potential buyers who will consider your home. Why?

Because capturing the attention and imagination of your potential buyer is how we get you top dollar.

Preparing properly allows buyers to see your property as their new home. It becomes a place where they can put down roots, raise their family, entertain their friends, and create fond memories.

We have turned staging into an art form. The key is to strike the perfect balance of flow, function, and design.

HOW SUCCESSFUL ARE WE?

OUR STAGING WORKS SO WELL THAT BUYERS OFTEN TRY TO INCLUDE THE FURNITURE AND DECOR USED IN THE PURCHASE!





Not all Staging is Equal!

What is the Dave Masson Difference?

We exclusively collaborate with two carefully selected local staging companies that demonstrate exceptional dedication and expertise in transforming every room of your house. With an extensive inventory of high-quality furniture, our partners ensure the right selection tailored to any property type.

Our well-thought-out details and luscious transformations can translate into a higher sales price, which is why every listing gets our full staging service.

Whether you are selling for \$500,000 to \$5,000,000, we will dress your home with equal flair and enthusiasm.

After all, luxury is NOT a price point, it is an experience.



But isn't staging a lot of work?

Not when we do it together. Our part is to take care of all of the planning and scheduling. Our trusted partners take care of all the designing, handle the furniture selection, arrangement, colour coordination, lighting considerations, decor selection, and placement.

Your part is to create the canvas where we can work our magic. That is where cleaning, decluttering and making the minor repairs that we recommend come in.

At the end of this guide, we will provide you with general checklists to help you lay the foundation of a staging experience that will take a buyer's breath away.

If you want a completely hands-off experience, no problem. We can recommend our top contractors who will take care of every detail for you.

SEE OUR STAGING SUCCESS

We could talk all day about the difference effective staging can make, but you can see the results for yourself.

Before



Before



After



*The images displayed above are not of our actual listing. However, they are representative of the quality you can expect from our offerings. We strive to maintain consistent standards in all our listings.

After



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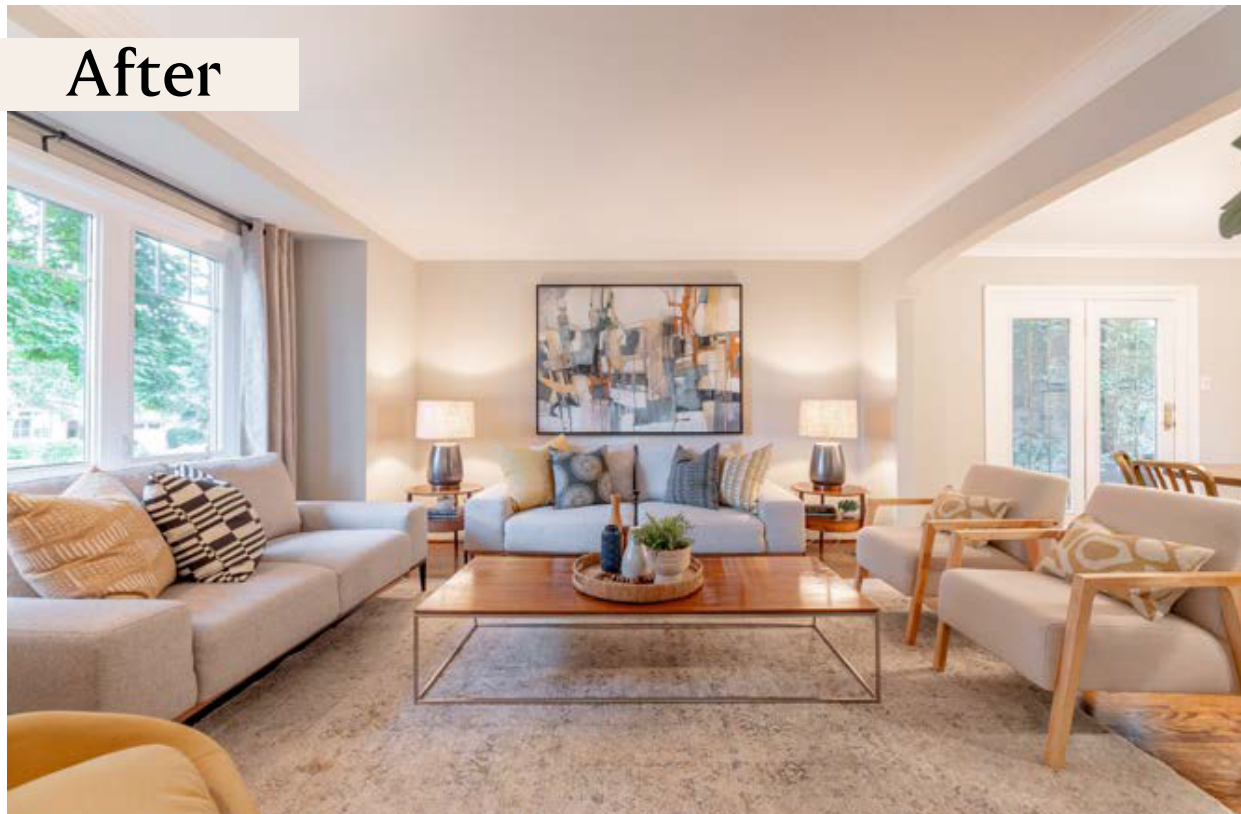
Before



Before



After



After



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Step One:

If it is not moving, paint it!

We are only half joking here. Neutral-coloured paint provides the backdrop for the beautiful staging to stand out. Fresh paint on the walls can make your space appear newer and more spacious. What you may not realize is that you can paint almost everything to breathe new life into it.

You can refresh tired-looking countertops, tiles, floors, closet doors, cabinets, and decks to make them appear brand new.

Step Two:

Let the light in

Who doesn't love a home that is filled with natural light? Light plays a key role in every sale. If your home has a lot of windows, you have an immediate selling advantage.

If not? You can still use creative lighting fixtures to brighten even the darkest spaces.

Enhance the natural light that you do have by cleaning all windows inside and out until they shine.

Another tip is to use sheer curtains instead of light-blocking drapes. Sheer curtains will let in tons of light while downplaying a less-than-spectacular view.

Step Three:

Less is more

When preparing your home for sale, always remember that less of everything is better. Your home will look cleaner, brighter, and more spacious when it is not filled to the brim with knickknacks.

- Less furniture
- Less clutter
- Less decor
- Less stuff packed away in closets

And speaking of closets, do not forget that they are one of the most powerful selling features of the house. Every buyer wants to see plenty of storage space when viewing your home.

They don't want just "enough" space. They want "more than enough" space.

You can create that effect by getting rid of 50% of everything in drawers, closets, and cabinets. Everything that remains should be clean and neatly organized.

Step Four:

Do not forget the floors

Floors are another massive selling feature of your home, and they are often overlooked. Beautiful hardwood floors are the gold standard, but you do not have to spend a fortune to make your house look like a million bucks. There are less expensive options.

Simply changing out old, threadbare carpets with inexpensive laminate flooring can instantly change the feel of the room. You can even use peel-and-stick tiles to freshen up laundry rooms, workshops, and outdated bathrooms.

Step Five:

Spruce up the outside

As much as you hear people say, “Do not judge a book by its cover,” we all do it. And potential buyers start judging your home the minute they can see it when driving up the street.

Cleaning up the outside of your home is the best way to create a lasting first impression. Everything should be immaculate, from the lawn and the garden to the windows and the awnings.

One of our favourite tips is to drive up to your house and pretend you have never seen it before in your life. What would you think of it?

Better yet, have a friend or acquaintance (whose opinion you trust) drive up and tell you what they see.

Step Six:

Conquer the clutter!

The longer you have lived in the home, the more clutter you tend to accumulate. Now, it is time to be honest with yourself. How many of these belongings do you really need? Ask yourself these questions:

- Have I used it in the past year?
- Would I buy it again?
- Do I really want to move this into my new home?

If the answer to all three questions is no, then it is time to give it away. Here is another challenge to help you conquer the clutter:

1. Clean out half of your books and magazines.
2. Place rarely used children’s toys out of sight. If there are no complaints in a week or two, donate them.
3. Pack up all of your knickknacks into labelled boxes. Anything you do not miss between now and moving day is likely safe to get rid of.

What can you do with these old belongings that you no longer need?

Here is a list of organizations that can find them a new home where they will be loved once again:

Big Brothers of Vancouver

www.bigbrothersvancouver.com/clothing-donation/

Books for me

www.booksforme Vancouver.org

Habitat for Humanity

www.habitatgv.ca/accepted-items

1-800-GOT-JUNK

www.1800gotjunk.com

Home Start

www.homestart.ca

The people benefiting from homestart include women and children escaping from domestic violence*

Step Seven:

A few additional touches!

While our staging services are complimentary, there may be some minor costs to make the improvements necessary to maximize your sale.

Here is a short list of items we might recommend to add the finishing touches to your house:

- New house numbers - \$10 per number
- Mailbox - \$30 - \$70
- Light fixtures - \$35 - \$150
- Curtain Rods - \$20 - \$50
- Handles and knobs - \$1 - \$10
- Towel Bars - \$20 - \$50
- Light bulbs - \$6 - \$10 each
- Door hardware - \$15-\$30 each

A few dollars well invested now can help add thousands of dollars to your final selling price.



Dave was such a pleasure to work with in both selling our current home, and purchasing a new one. His in-house staging, cleaning, and photography services made what is normally a stressful time feel as seamless as possible. Additionally, his expertise and knowledge about the market was just what we needed to guide us through the process

-Anita C





LET'S WORK TOGETHER TO MAKE YOUR House Dazzle

The Magic Begins Now

We have put together a series of three checklists so every fine detail is taken care of. And do not worry if it seems like a lot. Not every item applies to every property, and we are here to help every step of the way.

If you want the professionals to handle every detail so you can sit back and relax, we've got their numbers!

EVERY BOX YOU CHECK OFF MAKES YOUR HOME MORE BEAUTIFUL AND CAN ADD TO VALUE OF YOUR SALE.

Outdoor Checklist

- Make repairs to gutters that are leaking or sagging. Clean if necessary.
- Check for broken windows.
- Repair any unsafe decking and railings.
- Make sure that the doorbell works.
- Power wash the house to remove dirt, debris, cobwebs, and insect nests.
- Check for peeling or faded paint on any surfaces: porch, deck, doors, windows, eavestroughs, downspouts, and soffits.
- Replace house numbers if necessary.
- Trim trees and shrubs.
- Weed and place fresh mulch in all garden areas.
- Weed between cracks in the walkways.
- Put away building materials, tools, garbage cans, and hoses neatly in the garage.
- Your door hardware should be in good repair. Polish if the finish is dull.
- Rake leaves and remove dead plants, flowers and shrubs.
- Shovel snow if applicable.
- Sand and salt on sidewalks during the winter.
- Replace old exterior light fixtures and old mailboxes.
- Keep the walkways clear.
- Add colourful flowers in the garden or in in planters to draw a buyer's eye.

Indoor Repair Checklist

- Touch-up chipped paint, chipped plaster, cracks, and holes.
- All doors should open and close easily and be "squeak-free."
- Replace burnt-out light bulbs.
- Ensure all the bulbs are incandescent and use the highest recommended voltage for each fixture.
- Seal and paint concrete floors in the garage in the basement (if unfinished).
- Repair caulking around the tubs and sinks.
- Replace an old toilet seat with a new one.
- Fix tight windows, loose stair railings, and squeaky doors and floorboards. Tighten loose knobs, towel racks, switch plates, and outlet covers.
- Refinish a damaged porcelain tub using a porcelain finishing service.
- Fix leaky faucets and faulty plumbing.
- Repair and fill in the grout.
- Check for cracks, leaks, and signs of damage in the attic and the basement and repair them if necessary.

Indoor Cleaning Checklist

- Clean around tubs and sinks. Remove rust and water stains.
- Clean and polish sinks, taps, fixtures, and mirrors.
- Clear off all countertops and appliances and make sure they're spotless.
- Vacuum carpets, trims, and blinds. If the carpets have stains, have them professionally cleaned.
- Wash floors, walls, and cabinets.
- Wash windows inside and out.
- Baking or using infusers with scented oils can fill the house with enticing aromas!
- Clean the inside of cupboards and cabinets.
- Scrub kitchen and bathroom tiles.
- Clean and organize the laundry area.
- Remove ashes from the fireplaces.
- Eliminate unpleasant odours and open windows when possible.
- A dusty furnace looks like it hasn't been maintained. Clean the furnace area and eliminate dampness with a dehumidifier.

NOTES:

Daily Checklist

FOR HOME SHOWINGS

Once you have scrubbed from top to bottom, the key is to maintain it. You never know when there will be a last-minute showing, so you always want your house in tip-top condition. This daily checklist will help:

- Give all floors a quick vacuum or sweep.

KITCHEN

- Clean the kitchen sink every day after doing dishes or loading the dishwasher. A sparkling sink is a kitchen's benchmark for hygiene and tidiness.
- Wipe down the stovetop.
- Clear and wipe down the counters.
- Empty the garbage.

BATHROOM

- Make cleaning the bathroom as routine as washing your hands.
- Wipe out the sink.
- Wipe the toilet seat and rim.
- Swoosh the toilet bowl with a brush and lower the lid when done.
- Wipe the mirror and faucet.
- Squeegee the shower door.

BEDROOM

- Make the bed.
- Place all dirty clothes inside a hamper with a lid.
- Keep the night table and dresser clear.

LIVING ROOM, FAMILY ROOM & REC ROOM

- The sofa is the centrepiece of the room, so make sure it is clean, and any throw pillows or blankets are well-organized.
- Pick up crumbs and dust bunnies by sweeping or vacuuming.
- Wipe dust and fingerprints off of all tabletops and cabinets.
- Straighten magazines and coffee-table books.
- Throw out old newspapers.

WHEN LEAVING YOUR HOME BEFORE A SHOWING

- Leave all of the lights on.
- All drapes and blinds should be open.
- Set the thermostat to 21 C. The temperature should always feel comfortable.
- Have some soft music playing quietly for a welcoming atmosphere!

We are here for you



Genuine — we're real. We show up. We do what we say we'll do, when we say we'll do it. We are your real estate advisors, and more importantly, we are your friends.

Relationships define who we are. Integrity, reliability, and respect are how they're built. Trust is how they're maintained.

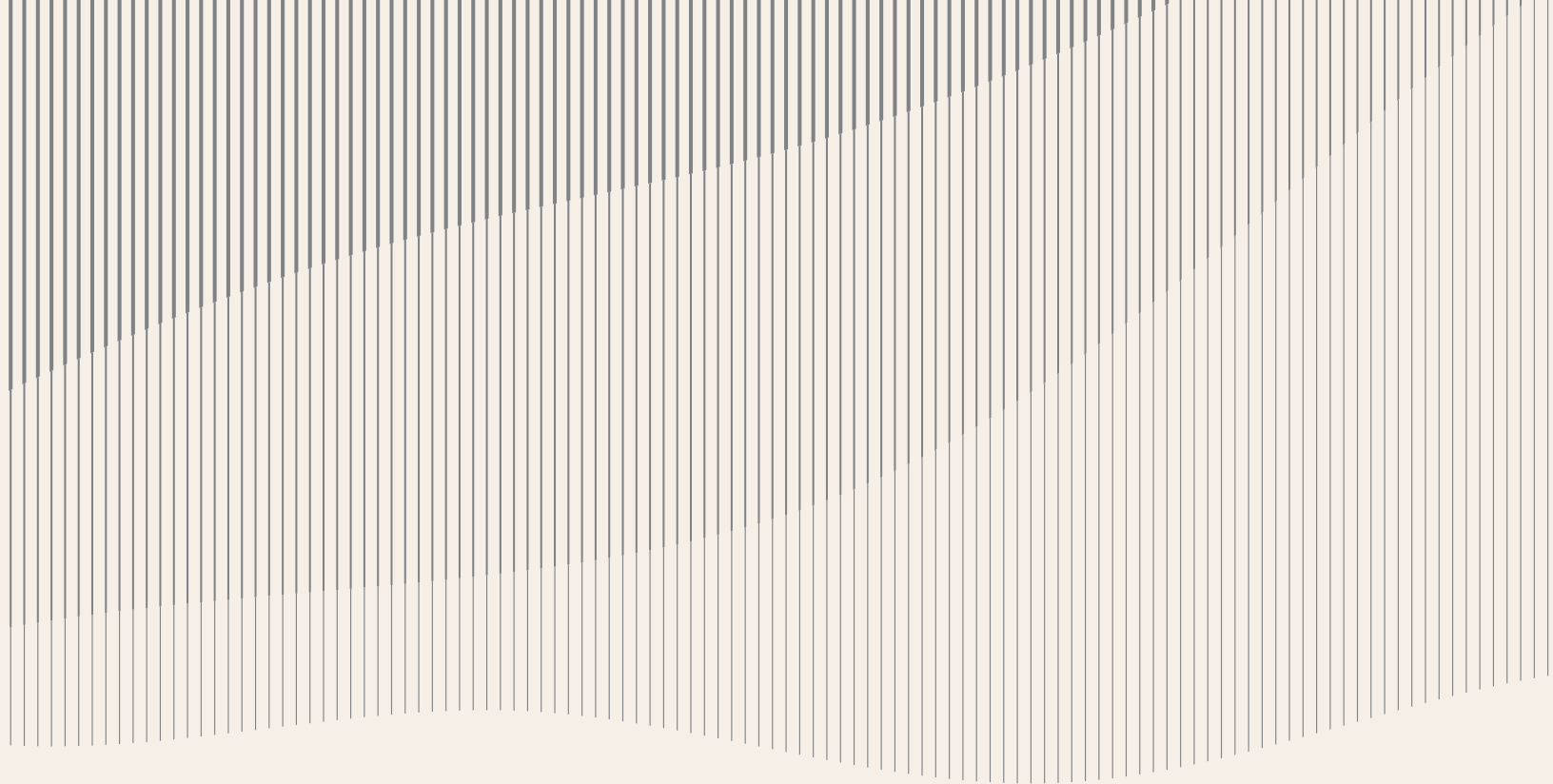
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