

# CANADIAN HOME trends

CanadianHomeTrends.com

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THE BIRTH of colour  
chocolate avocado cupcakes

## COLOUR *guide*

TRENDS you will LOVE forever



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*paint*  
10 COLOUR COMBOS THAT WORK

*step-by-step*  
handbag into a pillow  
luggage into a table

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# 12 Things You Need to Know About Home Staging

HOME STAGING PROFESSIONALS FROM ACROSS THE COUNTRY SHARE THEIR EXPERTISE ON THE IMPORTANCE OF STAGING YOUR HOME BEFORE PUTTING IT ON THE MARKET.

*fresh*

Each job holds a unique creative challenge to maximize untapped equity while working within a strict budget. Suggesting workable tweaks from the wide variety of design options available inspires me, and makes the planning of each and every staging project fresh and exciting. ~ Leah Armstrong, *House to Home Redesigns, Port Moody*

*creativity*

I love it when we stage an occupied home and use most of the homeowner's pieces. Just by re-arranging what they already have and borrowing things from other rooms we are able to put our creativity to work and deliver great transformations.

~ Monica Stanciu, *Staged 2 Sell Solutions Inc, Markham*

REVEAL

Hiring a Home Stager is Important. I enjoy every step of the process, planning, prep and execution; but the best part is the reveal: when the homeowner returns after the transformation is complete and they are thrilled with the outcome! My favorite thing to hear is "I love it! I don't want to move now!" ~ Kelly Penuita, *DecoChic Interiors, Winnipeg*

CHANGES

Design changes over the years, just like fashion does, so you need to stay on top of the new trends! You may not use all the latest trends when staging a property but it certainly won't hurt to be selective and to keep your palettes simple, fresh and up-to-date.

~ Kym Tarr, *Prep This House, Kelowna*

UNIQUE

I love how one can make every home unique, even with the same floor plans and sometimes the same furniture. Trying a new colour/texture combination is fun and exciting. One person's junk is another's treasure and things can be repurposed to look incredible. ~ Peg Barcelo-Jackson, *Fluff My House Home Staging, Edmonton*

target

The biggest thing I have learned about design as a Home Stager is that when staging a home you have to target the masses. It is best to stay as neutral as possible and researching the potential buyer demographics before staging. ~ Tina Marie Singh, *Lionsgate Design, Mississauga*

TRANSFORM

One of the biggest things I have learned is how to be creative in order to transform a space when you don't necessarily have the components you need. I'm referring to occupied homes, where the homeowner doesn't have the budget to move out all of their furniture, and bring in a full house of furniture rentals.

Sometimes, you just have to be creative. That's definitely the most challenging aspect, and it can be very rewarding when the homeowner is thrilled with the way things turned out because they had never considered trying the design tricks implemented. ~ Erin Lazer, *SpaceStyle Home Staging & Organizing, Thornhill*

*appealing*

The design elements and principles learned in Interior Design are key when staging a home to sell. Above all, a design needs to be appealing to the homebuyer. Also, the design needs to emotionally draw the buyer in so that the homebuyer connects on an emotional level with the home. ~ Sally Weatherley, *Exit Stage Right, North Vancouver*

value

Home Staging sets you apart from the other houses for sale in your area. It will help your home sell faster and get you a better price. ~ Jillian Summers, *UPStaging Homes, London*

SHOWCASE

A professional Home Stager highlights your home's selling features and will leave a lasting impression with potential buyers. The result is more buyers will fall in love with your property, and therefore give you a quicker sale, for top dollar. ~ Heather Cook & Alana Merritt, *Rooms In Bloom, Kitchener*

EXPERTISE

Home Stagers can be compared to copy editors. Authors pour their hearts and souls into their books but they understand the value of editors who fine tune what they have written so that each book speaks to its target reader. Just like editors who add, eliminate or rearrange text, professionally trained Home Stagers fine tune a homeowner's property to appeal to its target buyer. ~ Joanne Abrahams, *Rave Re:view Home Staging & Design, Halifax*

powerful

Many savvy home sellers realize how powerful staging is as a marketing tool and don't want to gamble with what may be their largest financial investment. More and more homeowners prefer to entrust this job to a professional, who not only offers an objective view point, but expertise and experience. Statistically, professionally staged homes sell faster and for more money than their non-staged competitor. ~ Ginny Truysens, *Feels Like Home 2 Me, Georgetown*



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