

Set the stage for the sale

► Believe it or not, fake furniture may get you a better asking price for your condo ► Next, add flowers, candles and clean it like never before

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Thinking of selling your condo? Staging adds sizzle to your unit and showcases your rooms in the best possible light for potential buyers.

A small investment in a properly staged condo can result in offers well above your asking price. For example, the Manitoba Real Estate Staging Association found that staged homes sold over list 68 per cent of the time. Condo staging will help sell your condo faster because the longer it stays on the market, the further the price declines.

So what is staging? Buyers need to be able to imagine themselves living in your condo, which is hard to visualize in a big, empty space. Every good realtor knows that staging is a powerful tool that transforms your unit into a model suite that buyers want to see. And big, colourful photos of beautifully staged rooms will really stand out in your online listings and will drive traffic to your opening.

It pays to get expert advice as most condo sellers

may not be able to view their units objectively. The pros know all the little tricks that help to sell, like the use of battery-operated, scented candles instead of real ones.

Greenery, florals, and candles can also be artistically placed throughout the rooms. And make your own draperies with inexpensive fabric and hemmed with fusible hem tape — no sewing required.

Donna Ragona is a certified trusted staging authority with Suite Design in Oakville. “If you do only one thing, make sure you clean, clean, clean,” she says.

So what to do with an empty condo when you’ve got no furnishings available? An innovative and popular trend is emerging in the condo staging realm: funky fake furniture.

“The real furniture, that is still offered, but we also offer now the knockdown cardboard furniture as a different option. I’ll offer it as a service. My team will set up the furniture and do the full staging,” says Ragona.

These faux-furnishings are indistinguishable from

Condo staging tips

- **Walk through** your property with a friend and scrutinize every room from a buyer’s perspective.
- **Make it bright**, turn on all the lights, even during the day, and open all curtains and blinds. Clean all your windows, inside and out.
- **Welcome potential buyers** with bright and cheerful planters filled with plants and flowers.
- **Use scents and candles** to create an inviting smell in your rooms.
- **Make sure** everything is cleaned up, put away and all the beds are made.

the real thing and can stand up to 1,000 pounds of weight. They are collapsible and can fit in the back of your car.

Ragona explains, “the boxes are the base, and then they have slip covers. There’s different colours and then the accessorizing is something separate, so any pillows and throws, that we do on our own. The beds come with the headboard and the bed skirts and we add any bedding.”

COURTESY DONNA RAGONA AT SUITE DESIGN.



► Cardboard furniture can help buyers picture themselves living in your unit.