SET DESIGNERS PREPARE HOMES FOR SHOW

REAL ESTATE Weekly

Pressed for time to get your house ready for viewing by buyers? For some the answer is to call in professional stage designers who can quickly transform a ho-hum house for sale into a traffic-stopping showcase that should attract – and sell – buyers.

A new Vancouver based company has merged film set design, interior decorating and general home improvement techniques to help home sellers maximize the selling price and speed the sale of their properties.

DEKORA Staging, Inc., was established by Barbara Rae, Ron Sowden, a veteran of the film industry with experience on major productions for Disney, 20th Century Fox, Universal and Columbia and John Carter, an entrepreneur with experience in real estate and film.

“Our experience in film and television set design puts us in a unique position in terms of the services we can deliver. We have preferred relationships with furnishing and art suppliers, skilled trades and other service providers. This allows us to meet almost any need when it comes to preparing a home for sale,” said Sowden.

“With access to all types of furnishing and artwork on a rental or purchase basis, we can quickly make any property look like a show home.”

“Home staging is an important part of selling a home. I’ve used DEKORA’s services with great success,” said Richmond Realtor Irene Ho, among realtors who have tried staging.

“There’s compelling research out of the U.S. that shows staging a home will often result in a higher price and a faster sale,” said Carter. “In some markets realtors simply will not list homes until they’re first staged to some extent. Home staging is new to the Lower Mainland, but with the rapid growth and success we’re experiencing I predict it’ll quickly become the norm among home sellers her as well.”

DEKORA can be contacted at 604-876-4355 or www.dekora.com.