DEKORA: THE BEST OF THE WEST BEFORE AND AFTER SPECIALISTS

Transform Your Current Living Space From Old to New With the Help of DEKORA, Interior Specialists

VANCOUVER LIFESTYLES

Stephen Burke, of Sutton Group West Coast Realty, had a condo on the market for months with no offers. People were touring it but nobody was buying it. In an extra attempt to sell the condo he decided to call DEKORA, a local home staging company. After staging, he received multiple offers and the condo ended up selling within 30 days.

“Having listed a penthouse apartment for an extended period with no offers, I needed to create the ‘wow’ factor,” said Burke. “DEKORA chose the perfect furnishings and created a welcoming ambience for our target buyer. The result [was] multiple offers and it sold for more than the asking price. ”Since then Burke has become a fan of home staging and he is not alone. Andrea Kavanagh, another Vancouver realtor with RE/MAX Select Properties, has also used DEKORA’s services to help sell one of her listings. She now considers home staging a key ingredient in successful home sales. “I wish all of my sellers would engage in home staging prior to listing their home for sale. It would certainly create a faster sale and in many cases result in a higher selling price,” she added.

So what exactly is home staging? Some might call it business art. Others might label it an effective marketing tool. According to John Carter, one of DEKORA’s founders, it is a home make over that helps people see the potential of a living space instead of getting distracted in the previous owner’s clutter.

Home staging includes consultations with homeowners which give them ideas on how they can enhance their home to obtain a higher price and faster sale. It includes everything from landscaping to painting to minor repairs.

Carter said the concept of home staging is new to Lower Mainland residents but the concept itself is not a new one. “Developers in Vancouver have spent years developing show suites. They won’t even have ground broken and they already will have show suites in the trailers,” he said. “There is a reason they do that, I mean, they wouldn’t spend thousands of dollars on it if it didn’t make a difference in their sales.” Joy Valentine, an associate broker with Coldwell Banker in Los Altos, CA, conducted a home staging survey in 1999 to try and figure out if there really was a significant difference. She analyzed 2,772 properties sold between March 1 and September 30, 1999 in eight cities: Atherton, Los Altos, Los Altos Hills, Menlo Park, Mountain View, Palo Alto, Portola Valley and Sunnyvale.

Out of that group she took a sample of 129 properties that had been staged. This sample represented condominiums, townhouses and single-family residences. They ranged in list price from $229, 000 to $4.8 million. From the group of 2, 772 properties, the average number of days on the market was 30.9 and the average difference in sale price over list price was 1.6 per cent. For the 129 homes the average number of days on the market was 13.9 and the average difference in the selling price.