

Home Staging in Canada: How Much Does It Cost in 2024?

Home staging refers to preparing a property for sale by strategically arranging and organizing furniture, decor, and accessories to highlight its best features. This makes the property more appealing to potential buyers and helps them easily envision themselves in the home.

When done right, staging a home increases its value and the likelihood of selling faster. In this article, I discuss the various facets of staging a property, its benefits, the costs involved, who pays for home staging, how to save on costs, and whether staging is worth it.

This Is What Home Staging Includes

Home staging involves a series of processes that enhance the appeal of a property. These steps include:

- **Cleaning.** Making the house presentable and neat by giving it a thorough cleaning.
- **Decluttering.** Clearing the house of excess personal belongings and items to create a spotless and spacious look.
- **De-personalizing.** Removing personal items from the home helps prospective buyers envision themselves living in the property.
- **Furniture arrangement.** Arranging the furniture to maximize space and accentuate the appearance of each room.
- **Decorating.** Decorating by adding artwork and items like rugs and pillows to improve the visual appeal of the home.
- **Landscape staging.** Improving curb appeal by mulching or adding flowers in landscape beds or pots.

Reasons to Stage Your Home When Selling

Staging your home before selling can have a remarkable impact on how fast it sells and the offers you get from potential buyers. Below are some reasons to consider home staging:

- **Improved appearance.** When you stage a home, it enhances the appeal of your property, emphasizes its best features, and makes it more attractive to potential buyers.
- **Competitive edge.** As staging improves your home's appeal, it gives your property a significant edge over the competition and helps it stand out in a slow market.
- **Better offers.** Because of the enhanced appeal of a staged home, you can receive higher and better offers. Most buyers are willing to pay a premium for homes that look appealing and well-maintained.
- **Faster sale.** A well-staged home sells faster than those that aren't. It creates and leaves a strong impression on a prospective buyer, often resulting in a quicker sale.
- **Clearer visualization.** Staging helps prospective buyers see a property's potential and envision it as a future home, improving their likelihood of making a purchase.

Home Staging Costs

