



MARILYN WATSON

Senior Downsizing

Canadian Home Builders' Association



NATIONAL
AWARDS *for*
HOUSING
EXCELLENCE



CARE
AWARDS
VANCOUVER ISLAND



BEFORE

Virtual Item Removal & Staging:
\$60/Image

6 Images per listing
= \$360

**Virtually
Staged
vs
Reality**



AFTER

On-site Organizing & Staging:
7 Hours

Show same online
& in-person = \$375



Who Do We Help?

- REALTORS
- Seniors
- Overwhelmed or unwell
- Estates
- Divorces
- Busy people
- Do-It-Yourselfers
- Early prep sellers
- People with clutter



What Makes Us Different?

- Sell items of value
 - Determine value of antiques & art
 - Donate/Dispose
-



Beyond the Interior

Contracting for saleability:

- Repairs
- Maintenance
- Cleaning
- Painting
- Renovations
- Curb Appeal



BENEFITS OF HOME STAGING

- Home staging brings in an 8-10% return on investment.
- A staged home spends 73% less time on the market than a non-staged home.
- 81% of home seller say that a staged home makes it easier for them to sell their home

-REAL ESTATE STAGING ASSOCIATION PUBLICATIONS, THE NATIONAL ASSOCIATION OF REALTORS & PROFESSIONAL STAGING, JAN 2023



LINDA'S LAKESIDE COTTAGE

AIR B&B HOST

"I had collected many eclectic items. I was unsure where to place them and which to use. She was great!"

CECILLIA SENIOR

"Thanks to their hard work, my condo sold and my new home is now a peaceful and organized space that I'm proud to call my own."

GORDON HOME SELLER

"I literally didn't know where to start. Marilyn sat me down and started with a closet. She also arranged for painters and cleaners. Then she staged it and it sold within a few weeks. Her help was invaluable"

