

# all about HOME



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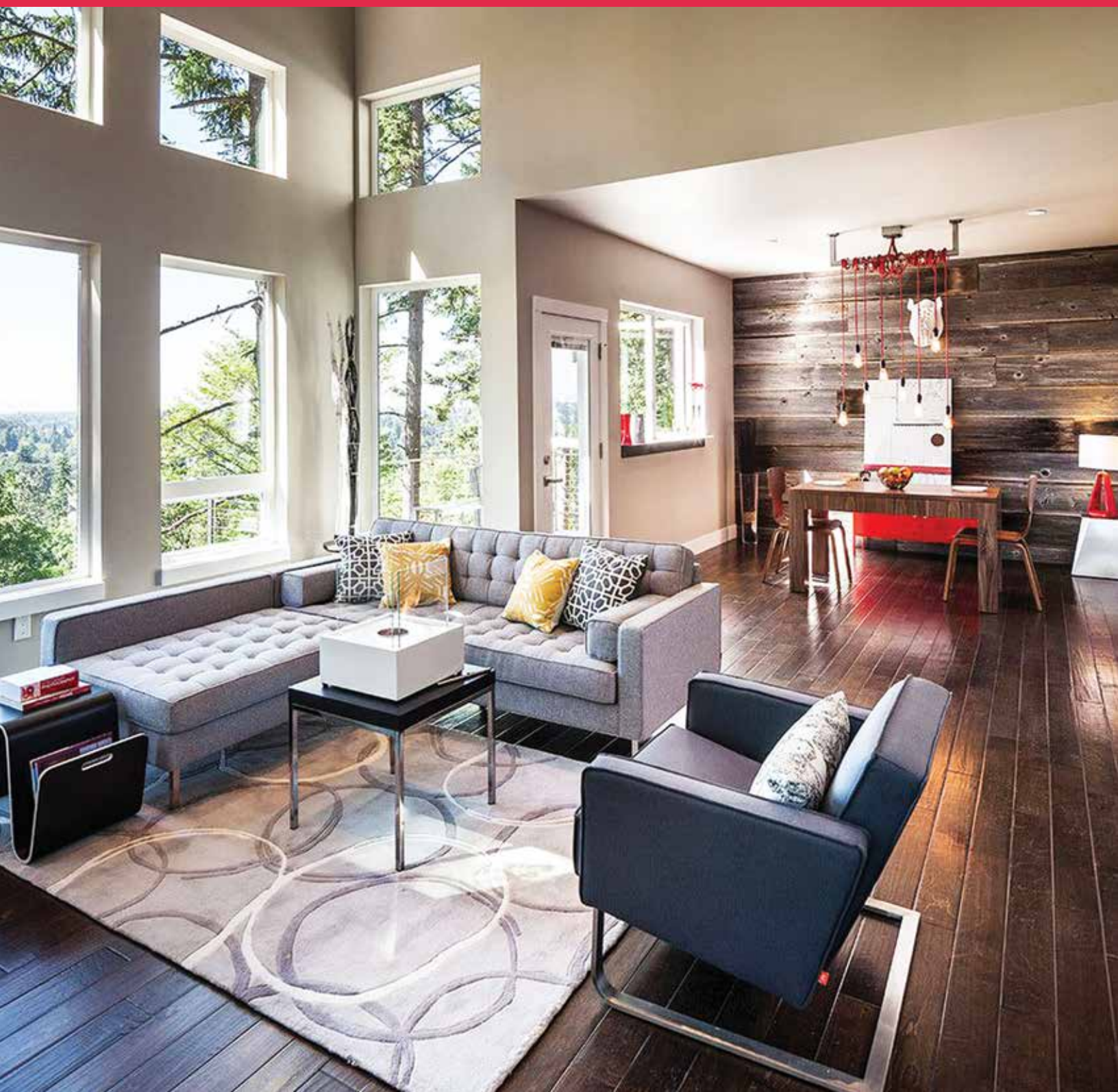
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# MINOR INVESTMENT, MAJOR PAY-OFF:

How a Professional Stylist can boost your Home's Value



Some things are best left to the professionals. Styling a home - particularly if you're planning to sell it in the near future - is one of those things. Granted, you can probably do a completely satisfactory job of staging your home yourself, but especially in a competitive housing market, "satisfactory" won't get you over-asking. Remember: you have only one chance to make a great first impression - so make it count.

Part of being a professional home stylist or stager is being aware of current décor trends and perhaps even anticipating them. This ensures that your home is aesthetically timely and showcases trends with staying power. Another part of the job is understanding wide appeal. The more inviting your home looks to a wider group of potential homebuyers, the better your chances are at a quick and lucrative sale.

You might think that staying on top of the trends can get pricey, and it certainly might, if you had to buy all of the furnishings and accessories outright. However, if you work with a stylist, you can enjoy the latest and greatest décor (though temporarily), with the minimal investment of the stylist's fee.

This leads us to another obvious benefit to working with a professional stylist: their extensive inventory of furniture and accessories will enable you to showcase your home from the best angle.

Then there are some not-so-obvious benefits to working with a professional. A real-

deal decorator is trained to notice things that you may not see. This is, after all, what we do. Particularly if you've lived in the same home (with the same style) for a long time, it can be difficult to objectively judge the place for yourself. In these cases, it's always beneficial to get a professional stylist's perspective.





Once those “imperfections” have been identified, your stylist can be a goldmine to help get them fixed. Most professional stylists partner with reliable trades that they trust and can vouch for. Beyond that, a professional may even have access to discounts for being a regular customer - savings that can be passed on to you. Do-it-yourself

decorators simply don’t get that valuable recommendation, or the discount!

Professional stylists have a few objectives that they work towards on every job. The first one is an eye-catching and functional interior. The other part of their job is to keep tabs on the budget and timeline to

ensure that the homeowners meet their own goals in the process.

Some people simply aren’t graced with the gift of great style. Whether you plan to put your home on the market, or live there and enjoy your new-found favourite, a little professional help can go a long way.



**Red Barrineuvo** is a Toronto-based, award-winning Interior Stylist and Decorator. He is the Principal of *Redesign4more*, a firm that provides service for clients in Toronto and the GTA. This firm is known for enhancing and creating stylish, yet functional, spaces through their home staging and interior styling services.

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