



# CANADIAN STAGING PROFESSIONALS™

Canada's Leading Staging Experts 🍁 Toll Free: 1-866-574-0565

## Is Your Marketing Setting You Apart?

by Lara Torrance, CSP

In 2006, home owners are knowledgeable, very particular and prepared to conduct numerous interviews to find the best Realtor.

A hot market has created a increase in the number of Realtors therefore, agents are looking for new ways to differentiate themselves.

Savvy Realtors are being noticed because they are now incorporating Staging in their business. Staging is an effective marketing tool

that will set Realtors apart from their competition so they remain the Realtor of choice.

*One of the most important things a **seller** can do is choose a Realtor who offers a creative marketing plan including Home Staging Services.*

*One of the most important things a **Realtor** can do is have a Canadian Staging Professional™ on their team. Deborah Gilmore, Broker, Johnson Associates*

Halton Ltd., says "Before staging, properties sold based on location, price and merit....now they still sell based on the same criteria however, staging my listings has shortened the listing time and helped obtain a better price for my sellers. Staging is now an integral part of my Marketing Strategy...a key component that I will never overlook."

Another example: Jane and Paul Smith wanted to down-size and escape to a peaceful location. The Smith's

purchased before listing so it was imperative their property sell quickly and they secure top dollar.

Their Realtor, David Baptie, of Royal LePage Meadowtowne Realty, contacted Lara Torrance, A CSP™ from Savvy Staging Solutions and requested Lara manage every aspect of preparing the property for sale. The Smiths were elated their Realtor introduced Home Staging Services to them and were at ease once Lara assured them all the work would be completed by their target market date.

Results? David Baptie said "The work and efforts in staging this home for sale inspired a buyer to present an offer without hesitation. This property SOLD firm, on the second showing at 100% of list price. Yet, another example of Savvy Staging Solutions at it's finest."

For the highest staging standards and to ensure the staging is done well -hire a trained professional.

Look for the CSP™ staging designation in your community. **Please visit [www.findastager.ca](http://www.findastager.ca)**

## Why hire a CSP™?

Hiring a CSP™ indicates an individual who has taken time to learn, practice and hone inherent and sometimes latent skills. The training the individual received is at the highest level of Staging requirements in Canada today.

Graduates of the CSP™ program are bound by the CSP™ Code of Conduct, supported by the Canadian Staging Professional™ community, and committed to continuous learning about the current's Staging Industry.

### What you will find on our website:

1. General staging information
2. How to earn your CSP designation
3. Directory of Canada's Staging Professionals
4. Properties staged - For Sale and Sold
5. Secrets to selling fast and for more money

Visit us online at  
[www.canadianstagingprofessionals.com](http://www.canadianstagingprofessionals.com)

## What Real Estate Professionals are saying about the Canadian Home Marketing Strategist Course:

"Thoroughly understanding the marketplace to effectively price a property is key to the delicate balance of real estate sales, I was surprised how much I could still learn despite my 20+yrs experience & background" Irma Eibich (Remax Condos Plus Assoc Broker)

"I'm really excited about this designation being Canadian based. We reviewed case studies of marketing strategies that resulted in sales within days and increases from 5 to 20 percent in sales price, and I'm anxious to put that additional knowledge to work for my home sellers." Wendy Fuller, Keller Williams Durham Region

## NOW AVAILABLE IN CANADA!

Staging Properties to Compete in the Market Place  
**Canadian Home Marketing Strategist**



### FOR REAL ESTATE AGENTS ONLY

This course is designed to develop knowledge and skills integrating pricing and staging to sell properties faster and for higher prices.

## COURSE TOPICS:

- ✓ Staging techniques and dialogue
- ✓ Consultative recommendations
- ✓ Steps of the Staging Process
- ✓ Psychology of Color and Buyer Appeal
- ✓ Online photo composition
- ✓ Price Your House for Success MAP - a graphic CMA
- ✓ Communicating the message of "house" and "home"

This course was approved by RECO to qualify for 4 MCE credit hours.

Plus over \$100 in FREE products!

Toll Free 1-866-574-0565

For Class Dates and Locations:  
[www.stagingtraining.com](http://www.stagingtraining.com)



# CANADIAN STAGING PROFESSIONALS™

Canada's Leading Staging Experts 🍁 Toll Free: 1-866-574-0565

## TO SELL YOUR LISTINGS - PAIR UP WITH CANADA'S BEST!

**FIND A  
CANADIAN STAGING  
PROFESSIONAL™ IN  
YOUR AREA!**

### BRITISH COLUMBIA

#### KELOWNA

##### Design 4 Selling

Jane Grant, CSP  
250-861-7073  
jane@design4selling.ca  
www.design4selling.ca

#### OKANAGAN/SHUSWAP

##### Amazing Space Staging and Organizing

Deena Reid, CSP  
250-832-3030  
reider@sunwave.net

#### VANCOUVER

##### Keep It Simple Solutions

Heidi McLean, CSP  
778-371-8200  
heidi@keepitsimplesolutions.ca  
www.keepitsimplesolutions.ca

#### VERNON

##### Creating Dynamic Appeal By Carmen

Carmen Broad, CSP  
250-306-5255  
creatingdynamicappeal@telus.net

### ALBERTA

#### EDMONTON

##### Recherche Interiors

Jacqueline Davis, CSP  
780-634-2360  
jdavis@rechercheinteriors.com

#### ST. ALBERT

##### First Impression Home Staging

Connie Mackenzie, CSP  
780-289-1823  
conser@shaw.ca  
www.stageyourhouse.ca

### SASKATCHEWAN

#### REGINA

##### Wilkie House Staging Services

Nancy Wilkie, CSP  
306-529-4382  
nancy.wilkie@sasktel.net  
www.wilkiehousestaging.com

### ONTARIO

#### BARRIE

##### Set The Stage

C.A. Wortley, CSP  
705-345-6464  
ca@setthestage.ca  
www.setthestage.ca

#### BURLINGTON

##### Burlington and Beyond Staging

Eileen Forester, CSP  
905-643-4309  
eileen.forester@sympatico.ca

#### COBOURG

##### Real Style Interiors

Shelley Hollinger, CSP  
905-373-7835  
shelley@realstyleinteriors.com  
www.realstyleinteriors.com

#### DURHAM REGION

##### Creative Home Detailing

Brenda Bain, CSP  
905-409-0989  
creativehomedetailing@sympatico.ca  
www.creativehomedetailing.com

##### Designed To Sell

Darren Brand, CSP  
416-829-9298  
darren@designedtosell.ca  
www.designedtosell.ca



TORONTO CLASS 2006

#### HALTON HILLS

##### Savvy Staging Solutions

Lara Torrance, CSP  
905-877-3880  
savvystaging@cogeco.ca  
www.savvystagingsolutions.com

#### KITCHENER/WATERLOO

##### Nex-Step Design

Carla Woolnough, CSP  
519-835-6899  
carla@nex-stepdesign.com  
www.nex-stepdesign.com

##### Real Appeal

Suzanne Either, CSP  
519-823-5231  
real-appeal@rogers.com  
www.real-appeal.com

#### MARKHAM

##### Perfect House

Stephanie Lortat-Jacob, CSP  
416-768-8682  
stephanie@perfecthouse.ca  
www.perfecthouse.ca



VANCOUVER CLASS 2006

#### MILTON

##### Colour Spec Design

Chantale Paterson, CSP  
905-876-9461  
chantaledesfosses@msn.com

#### NEWMARKET

##### Eye For Detail

Sonya MacDonald, CSP  
905-836-0358  
sonyamac@bell.blackberry.net  
www.eyefordetail.ca

#### NORTHBAY

##### Haven Decor Company

Cathie Richardson Valente, CSP  
705-477-0432  
catherinerv@sympatico.ca

#### OAKVILLE

##### Christy Michaels Lifestyle Solutions

Gloria Cravero, CSP  
905-338-6458  
Gloria@christymichaels.ca  
www.christymichaels.ca

#### OTTAWA

##### Spruce It Up

Krista & Shirley Jadowski, CSP's  
613-558-2289  
staging@spruceitupdesigns.com  
www.spruceitupdesigns.com

##### Staged For Success

Denise Jillions, CSP  
613-692-6278  
djillions@sympatico.ca  
www.stagedforsuccess.ca

#### SIMCOE COUNTY

##### Staged Results

Bonnie Carter, CSP  
705-726-3045  
bonnie@stagedresults.com  
www.stagedresults.com

#### TORONTO

##### Creative Touch Interiors

Kelly Ralph, CSP  
416-878-9673  
staged4u@sympatico.ca  
www.creative-touch-interiors.com

#### WHITBY

##### Debonaire Design's

Debbie Thomson, CSP  
416-498-0305  
debthomson@rogers.com

#### WINDSOR

##### Lori A Bondy, CSP

519-791-4802  
labondy1@cogeco.ca

#### YORK REGION

##### Design To Go

Teresa Robertson, CSP  
416-931-8646  
teresa@designtogo.ca  
www.designtogo.ca

### NOVA SCOTIA

#### HALIFAX

##### Interiors Working For You

Melanie Orr, CSP  
902-223-3237  
morr@interiorsworking.com  
www.interiorsworking.com

**By hiring a CSP™ to stage your listings  
you benefit by:**

- Overcoming property lulls through moving properties into the fast lane
- Learning how to sell despite price, location or condition
- Securing the best possible price and earning you the greatest possible commission
- Being a highly referred REALTOR®
- Boosting the economy in your area
- Adding your staged listings to the CSP™ online database

**Don't miss out! Catch this wave of growth in your industry NOW! Hire a CSP™ today!**

Visit Our Profiles at [www.canadianstagingprofessionals.com](http://www.canadianstagingprofessionals.com)