



Before + Afters

*Professional Staging and Home Improvements*

*Professional Staging and Home Improvements* | BY SIMPLICITY REAL ESTATE SERVICES + PROFESSIONAL STAGING





## *Introducing Simplicity Home Staging and Decorating*

Welcome to Simplicity Home Staging and Decorating, where we turn houses into dream homes and properties into irresistible investments. At Simplicity, we believe that the key to a successful real estate journey lies in the art of presentation and the magic of design. If you're a homeowner looking to sell your property quickly and profitably, then you're in the right place!

## *Our Philosophy*

Our philosophy revolves around two core principles: simplicity and style. We understand that the power of simplicity lies in its ability to create elegance, clarity, and a timeless charm. Simplicity is at the heart of our approach, ensuring that every space we design or stage is inviting, functional, and tailored to your unique needs while making the process as simple as possible! Style, on the other hand, is where our personality, preferences, and aspirations take centre stage. We believe that style is a reflection of who we are and how people want to live. Our team of talented designers and stagers work tirelessly to infuse your space with a style that resonates with potential buyers, creating environments that are both beautiful and functional.

## *Our Services*

At Simplicity Home Staging and Decorating, we offer a comprehensive range of services to meet your specific needs:

DISCOVER A NEW LEVEL OF MARKETING EXCELLENCE | 519.589.2707 | WWW.SIMPLICITYREALESTATE.CA

226.314.1600 | [trilliumwest.com](http://trilliumwest.com) |    **TRILLIUMWEST** |  | © SIMPLICITY REAL ESTATE 2023



## HOME STAGING

Transform your property into a buyer's dream with our expert staging services. We specialize in creating welcoming, neutral, and appealing spaces that help potential buyers envision themselves living in your home.

## CONSULTATIONS

DIY enthusiasts and homeowners seeking guidance can benefit from our professional consultations.

We provide expert advice on layout, decor, and improvements to enhance your home's appeal.

## STORAGE

Not sure where to keep your belongings during the sale process?

Not a problem! We can help declutter, move and store items during the sale process in our local storage units.

## *Why Choose Simplicity?*

Choosing Simplicity Home Staging and Decorating means choosing:

### EXPERTISE

Our team has a wealth of experience in design and staging, ensuring that every project benefits from a seasoned touch.

### PERSONALIZATION

We take the time to understand your goals, preferences, and budget to deliver a tailor-made experience. We can guarantee that our prices are the most budget-friendly!

### ATTENTION TO DETAIL

From furniture arrangement to the selection of decor elements, we sweat the small stuff to create big impacts.

### RESULTS

Our track record speaks for itself; we consistently achieve faster sales and higher property values for our clients.

### STYLE AND SIMPLICITY

We strike the perfect balance between style and simplicity to create spaces that are elegant, functional, and timeless. Welcome to Simplicity Home Staging and Decorating, where every space tells a story and every design captures a feeling.

Let's embark on a journey of transformation, one that simplifies the complex and elevates the ordinary into the extraordinary. *We can't wait to work with you!*



UNFORTUNATELY, WE DO NOT HAVE A CRYSTAL BALL BUT WE CAN GET PRETTY CLOSE WITH WHAT WILL BRING MORE OR LESS VALUE TO YOUR HOME

*These are some of the properties that have significantly increased in value saleability after being staged by Simplicity Home Staging & Decorating.*

### OTHER AGENT'S LISTING PHOTOS

### SIMPLICITY'S LISTING PHOTOS



WHEN PREPARING YOUR HOME FOR SALE, MAKE SURE YOU INTERVIEW MULTIPLE AGENTS AND DON'T JUST GO WITH THE MOST POPULAR AGENT IN TOWN. ASK THE AGENT FOR PROOF OF WHAT THEY ARE WILLING TO DO FOR YOUR LISTING

ONE OF THE BIGGEST MISTAKES A REALTOR® CAN MAKE IS LEAVING A ROOM VACANT. SELLING A STAGED HOME ALLOWS YOU TO SET THE STAGE FOR WHAT BUYERS SEE. BUYERS WALK IN TO SEE COMFORTABLE FURNITURE, PRETTY DECORATIONS, AND FEEL LIKE THEY COULD SIT DOWN AND BE RIGHT AT HOME.

*We own and operate our own staging equipment so we are able to offer our clients a lower price for the same services.*

*The more Buyers can see themselves in the house, the more likely they are to make an offer on it!!*



BEFORE

AFTER

39 ELGIN ST W, PRINCETON



BEFORE

AFTER

59 CEDAR ST, CAMBRIDGE



BEFORE

435 KEESO LANE, LISTOWEL



AFTER



BEFORE

425 KEESO LANE, LISTOWEL



AFTER



BEFORE

435 KEEZO LANE, LISTOWEL



AFTER



BEFORE

104 GARMENT ST, KITCHENER



AFTER



BEFORE

AFTER

561 ALBERTA AVE, WOODSTOCK



BEFORE

AFTER

561 ALBERTA AVE, WOODSTOCK





**Before** *Simplicity* <sup>TW</sup>

BEFORE

52 PAULANDER DRIVE, UNIT 102, KITCHENER



**After** *Simplicity* <sup>TW</sup>

AFTER



**The Unsold** *Listing* <sup>TW</sup>

BEFORE

52 PAULANDER DRIVE, UNIT 102, KITCHENER



**After** *Simplicity* <sup>TW</sup>

AFTER



BEFORE

AFTER

162 JANSEN AVE, KITCHENER



BEFORE

AFTER

162 JANSEN AVE, KITCHENER



BEFORE  
40 HEINS AVE, KITCHENER

AFTER



BEFORE  
40 HEINS AVE, KITCHENER

AFTER



BEFORE

AFTER

1268 MARYHILL RD, MARYHILL



BEFORE

AFTER

1268 MARYHILL RD, MARYHILL



BEFORE

AFTER

56 ARLINGTON PWY, PARIS



BEFORE

AFTER

56 ARLINGTON PWY, PARIS



BEFORE

AFTER

33 JUNIPER STREET, CAMBRIDGE



BEFORE

AFTER

33 JUNIPER STREET, CAMBRIDGE

## *Staging Price List*

### **1. STAGING CONSULTATION – FREE**

We meet with the homeowner and tour the home where we will ask questions, take pictures and sit down and talk about the different options for Staging. This is followed up with a Quote or Staging Report dependent on the client's choice and package preference.

### **2. STAGING CONSULTATION WITH REPORT - STARTING AT \$200**

A staging consultation would be for individuals that want a little help with staging and need some guidance. We meet at the house where we will ask questions, take pictures and sit down and talk about the different options for staging and then afterwards we will send you a written report about what to do. This will include furniture placement, decorating suggestions, de-cluttering and minimizing suggestions.

### **3. ACCESSORIZING STAGING – STARTS AT \$1,000**

With this type of staging we will be working with the clients existing furniture. This is where we bring in only accessory items (eg. Rugs, lamps, pillows, bedding, throws, artwork and other small accessories). We will be maximizing furniture placement to create the best flow of your space.

### **4. ACCESSORIZING WITH SMALL FURNITURE – STARTS AT \$1,500**

With this type of staging we will still be working with the clients' existing furniture but also bringing in some small furniture (eg. End tables, coffee tables, dining chairs, small desk, console tables and benches.) We will also bring in accessory items (eg. Rugs, lamps, pillows, bedding, throws, artwork and other small accessories). We will be maximizing furniture placement to create the best flow of your space.

### **5. VACANT HOME STAGING – STARTING AT \$2,500**

For this level of staging we would be bringing in our entire inventory. From accessory staging items, Small furniture and large furniture (eg. Beds, dining tables, desks couches and chairs)

### **6. 24 HOUR STAGING FOR PICTURES**

- Accessorizing staging – starts at \$500
- Accessorizing with small furniture – starting at \$1,000
- Vacant Home staging – Starting at \$2,000

For this level of staging we will be bringing in what you need based on the 3 categories and keeping the inventory in for approximately 24 hours after the photos are taken.

### **7. DE-CLUTTERING AND STORING – STARTS AT \$500**

Taking extra items in boxes or other small and large furniture to our storage facility where it will stay until the staging belongings are removed.

*\*Pricing will be customized based on client's needs.*

*\* All prices are based on the first month.*

*Renewal prices will be invoiced 2 weeks at a time, after first month.*



**CONSTANCE  
GUGLIELMO**

REALTOR®,  
HOME STAGER

519.572.7143

[cguglielmo@trilliumwest.com](mailto:cguglielmo@trilliumwest.com)

**ALYSSA  
VASEY**

REALTOR®,  
INTERIOR DECORATOR

519.589.2707

[avasey@trilliumwest.com](mailto:avasey@trilliumwest.com)

DISCOVER A NEW LEVEL OF MARKETING EXCELLENCE | 519.589.2707 | [WWW.SIMPLICITYREALESTATE.CA](http://WWW.SIMPLICITYREALESTATE.CA)

226.314.1600 | [trilliumwest.com](http://trilliumwest.com) |    **TRILLIUMWEST** | *Leading* REAL ESTATE COMPANIES IN THE WORLD | © SIMPLICITY REAL ESTATE 2023  
REAL ESTATE BROKERAGE