

HOME STAGING · TORONTO AND THE GTA

Getting your home *ready to sell*

WILLOW & DOVE STUDIOS

A guide to home staging with Willow & Dove Studios: what we do, the simple updates worth making before you list, and what to expect from first visit to sold.

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willowanddovestudios.com

WHY STAGE

First impressions happen online

Most buyers meet your home in the listing photos, and they decide in seconds whether to book a showing. Staging makes those photos, and the walk-through that follows, feel like a home they can see themselves in.

It shows the scale

Furniture tells buyers how big a room really is and how it can be used. Empty rooms often look smaller.

It lets buyers picture themselves

We edit out the personal and bring in a look that appeals to the widest range of buyers.

It photographs beautifully

Light, layout and styling are chosen with the camera in mind.

It keeps showings memorable

A staged home stands out among the listings buyers see in a single weekend.

MOST POPULAR

Full home staging

For vacant homes, or occupied homes that need a complete transformation. We furnish and style the home from front door to primary bedroom.

LIVING IN THE HOME

Occupied staging

We work with your furniture, editing and rearranging, and add the art, décor and textiles that pull each room together.

A GREAT FIRST STEP

Staging consultation

A 60 to 90 minute walkthrough with a written, room-by-room plan and a priority list of improvements.

What full staging includes

- A site visit and a staging plan for the home
- Furniture, art, rugs, lighting, bedding and accessories
- Delivery, installation and styling by our team
- An initial rental term of 30 to 60 days, with renewals available
- Destaging once the home sells

Every home gets a custom quote after a site visit or a review of photos.



BEFORE YOU LIST

Simple updates worth making

(best return on investment!)

A few well-chosen updates before the listing photos can change how buyers see a home. These are the ones we recommend most often.

Paint

Fresh, current colours make rooms feel brighter and newer. We recommend specific colours for your home.

Lighting

Replacing dated light fixtures is one of the best-value changes you can make. We suggest styles that suit the home.

Declutter

Clear surfaces, closets and walls so buyers see the space, not the stuff. We'll tell you what to pack early.

Small repairs

Fix what a buyer's eye catches: loose handles, marked walls, tired hardware and the front entrance.

> We give you a clear priority list, so time and budget go where they make the most difference, and we can suggest trusted painters and electricians in many areas.

How it works

1. **Consult** — A site visit or photo review to understand the home and timeline.
2. **Plan and quote** — A custom plan and quote for the home.
3. **Staging day** — Most homes are staged in a single day.
4. **Photos** — The home is ready for listing photos and showings.
5. **On the market** — A 30 to 60 day initial term, with renewals if needed.
6. **Destage** — Once it sells, we collect everything.





QUESTIONS SELLERS ASK

Good to know

How far ahead should we book?
We usually book about two to three weeks out. Let us know your listing date early and we'll hold the time.

Can we be home on staging day?
We ask that you plan to be out for the day. Our insurance doesn't allow homeowners in the home while our team is working, so this applies to every staging. We work from lockbox access and confirm timing with you or your agent ahead of time. We look forward to you seeing it finished!

What if it takes longer to sell?
The staging can stay. Renewals are available after the initial term.

What does it cost?
Every home is different, so we provide a custom quote after a site visit or photo review. There are no surprises.

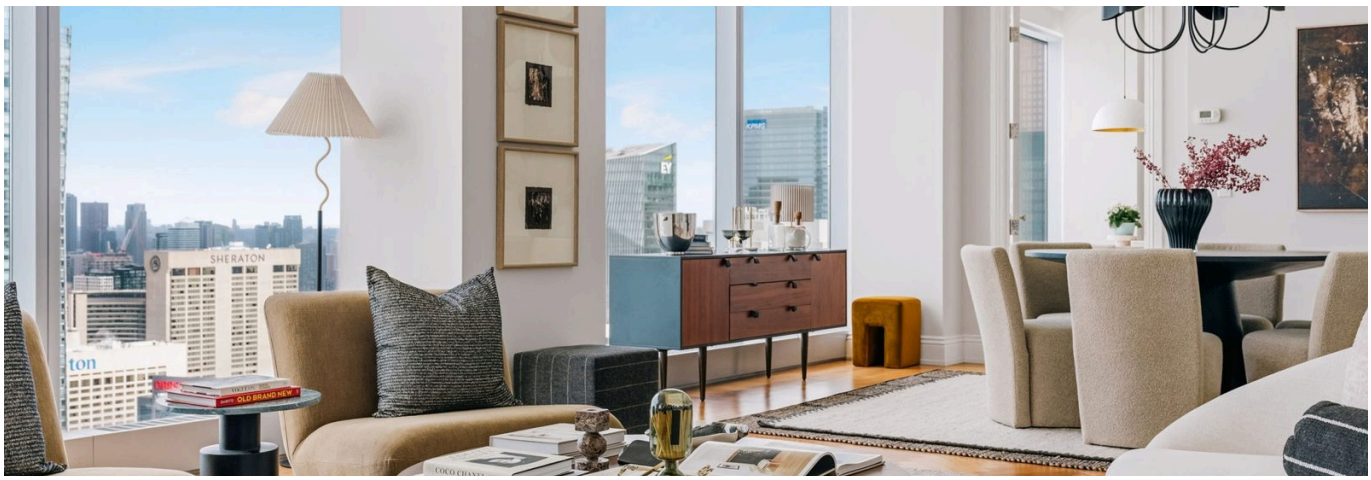
Who takes the listing photos?
Your agent's photographer. We finish staging before the shoot, so every room is ready for the camera.

Can we live in the home while it's staged?
Yes. Occupied staging works with your furniture and daily life, and we'll show you how to keep it show-ready.

What if the home sells quickly?
Congratulations. We schedule the destage around your closing.

Do you stage condos and luxury homes?
Yes: condos, houses and luxury properties across Toronto and the GTA, from Oakville to Cobourg and north to Buckhorn.

What if the home is still full of belongings?
Our sister company, Joneses at Willow, runs estate sales and clear-outs. They can sell and clear the contents first, and we plan the staging around it.



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BOOK A CONSULTATION

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