

# IN THE DETAILS HOME STAGING AND REDESIGN



## Details that Make the Difference

At In The Details Home Staging and Redesign our goal is to help you, the homeowner, maximize your home's potential by creating an environment that will leave a lasting impact on the buyer; because you never have a second chance to make that first impression.

Purchasing a home is an emotional event so when a buyer walks into your home they decide in those first few moments whether they want to buy it. Staging creates a warm and inviting spaces which encourage an emotional connection with the all important wow factor.

- Consider the low cost of staging your home versus that "first" price reduction.
- Set your home above the competition to sell it faster thereby reducing your stress.
- A picture really is worth a thousand words when your listing photos stand out ultimately bringing the purchaser inside your home.

### Refine your Home with a Stylist's Eye

With a stylist's eye honed during 15 years experience in visual merchandising, design consultant Melissa Goulet's passion for decorating and redesign led her to stage and sell several of her own homes for top dollar in record time. She brings this same success to her home staging and redesign clients.

### In the Details Home Staging and Redesign offers

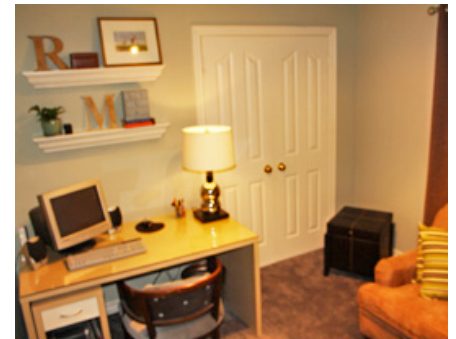
- Home staging consultation which includes a comprehensive 3 hour walk through of your entire house beginning outside. The consultation will be followed by a detailed ACTION PLAN outlining the recommendations for improving your home's market readiness
- Referrals for trades and services needed to implement the ACTION PLAN
- Personal Shopping for décor items and furniture
- Colour Consultations
- Space Planning & Redesign
- Reusing the homeowner's items in unique and refreshing ways
- Open House preparation

In The Details recommendations are tailored to fit:

- The client's budget, target market
- Selling price point of the home
- Time lines of listing

At the end of your consultation you will already be on your way to a fresh new outlook. Clients can decide whether or not to do the work themselves stated in the ACTION PLAN or have In The Details Home Staging and Redesign manage the project on their behalf.

**Company President:** Melissa Goulet  
**Phone:** 905-516-5788  
**Visit:** [www.inthedetailsstaging.com](http://www.inthedetailsstaging.com)  
**Email:** [melissa@inthedetailsstaging.com](mailto:melissa@inthedetailsstaging.com)



### Home Staging Services in Ontario:

- Hamilton
- Ancaster
- Burlington
- Dundas
- Niagara Falls
- Grimsby
- Beamsville
- St. Catharines
- Brantford
- Oakville



## IN THE DETAILS HOME STAGING AND REDESIGN

### Repurpose and Redesign with Polish

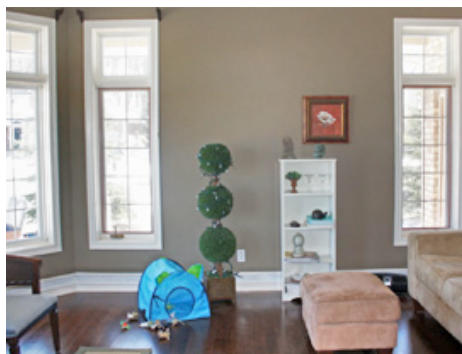
In the Details may suggest that some of the homeowner's furniture can be repurposed from other rooms in order to redesign the space thereby saving the homeowner the cost of purchasing new pieces. Rental furniture is also an option when staging your home. Melissa can direct the homeowner to the necessary rental companies when extra pieces may be necessary.

Redesigning a space also is another project option with In the Details. Melissa can help you fall in love with your existing space and cultivate that charm all over again by decorating to live versus decorating to sell.



This dining room has great features but was drab at best with no life or pizzazz. Melissa staged this dining room with a new sideboard, pictures, a few updated accessories and most of all, ambiance. Now this elegant dining room beckons the buyer to want to linger after a meal.

A dedicated home office is a great selling feature in any home; however, this one has become a dumping ground for clutter and disarray with its real purpose clouded. Melissa achieved a fresh new look for this home office by suggesting new paint colours, window treatments along with repurposing a book shelf together with accessories. A buyer will surely see its potential now as a dedicated work space within their home.



A living room with a hodgepodge of furniture odds and ends with no real panache to wow the buyer. Melissa repurposed some of homeowner's existing furniture pieces and accessories together with new draperies to enhance the beautiful windows. This living room now lives up to its potential as a comfortable yet beautiful room for cozy conversation.



**MELISSA GOULET HAS OVER 15 YEARS EXPERIENCE OF VISUAL MERCHANDISING** in the décor and home furnishings industry, so it's a natural fit that her skilled eye for enhancing rooms proves that it's all IN THE DETAILS when it comes to selling your home sooner. She is a proud graduate of Debra Gould's Staging Diva® Home Staging Business Training Program.