

IVY HOME STAGING



Company President: Cheryl Ward
Phone: 705-476-6540
Visit: www.ivyhomestaging.com
Email: cheryl@ivyhomestaging.com



Ivy Home Staging

The key to selling your home

About Cheryl Ward

For many years, as a 'Home Stager' that didn't know it, Cheryl Ward has been decorating her own homes to sell – with great success! Having done a lot of the work herself, she now has the necessary experience and skills to manage an entire project from beginning to end. Cheryl also has years of experience in the real estate department of a busy law office and knows that selling your home can be overwhelming.

"A picture says a thousand words!" You need pictures of your home to sell it. Is your home ready for the camera? After a detailed review of your home with Cheryl, you will have a clear view of what needs to be done, before taking those pictures.

As a graduate of the Staging Diva® training program, Cheryl is well prepared and eager to get started on your home.

Ivy Home Staging Services

Follow the plan and do the staging yourself, or delegate the tasks to Ivy Home Staging – from de-cluttering rooms to neutralizing decor and arranging furniture for maximum impact. Services include:

- room-to-room evaluations
- furniture & accessories arrangement
- home exterior evaluations
- personalized shopping for accessories if required
- sourcing furniture rentals if required
- colour consultations
- trades referrals



"the key to selling your home"

Home Staging Services in Ontario:

- North Bay
- Callander
- Powassan



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What Clients Say About Ivy Home Staging

"Having known Cheryl for over 25 years and through several relocations, it became obvious that she was "home staging." Each house was methodically transformed by showcasing its assets through furniture placement, color choices, and personal accents. The addition of an electric fireplace to a family room adds more than just warmth to the room – a bouquet of fresh cut flowers on the dining room table entices the senses – a fresh coat of paint on an old set of shutters and a worn front door create a vibrant and welcoming entrance-way. Cheryl's ability to create dynamic first impressions in her own living space is a testimony to her innate ability to achieve the desired "home staging" effects that are essential in the competitive field of real estate. Cheryl brings to her business honesty, integrity and fun. These coupled with her ability to understand and listen to the desires and tastes of the home owner make for a positive, productive, and uplifting experience." SK, North Bay

"Cheryl's do-it-yourself hands-on experiences with her own homes show that by being resourceful you can achieve a big impact with very little investment. My discussions with Cheryl have given me many good ideas that I have applied to my own living environment." JW, Haileybury



Before, ok for living, but not for showing!

By removing a little clutter and personal photos, and moving in furniture from another area of the home, the living room becomes more spacious and comfortable.

Before, the island and counters are a "catch-all" for everything.

Once the clutter finds a new home the kitchen counters and beautiful cabinetry are revealed.



Before, A potential buyer would see this entrance and turn the other way!

With the installation of a modern storm door and a fresh coat of paint on the front door to match the shutters, the entrance is transformed and more appealing.



CHERYL WARD HAD BEEN DECORATING HER OWN HOMES TO SELL FOR MANY YEARS BEFORE THE TERM "HOME STAGING" WAS IN COMMON USE

Decorating her own homes to appeal to buyers always came naturally to Cheryl and seemed a common sense approach to making sure she would get the most money possible when selling. This experience, combined with years of working in the real estate department of a busy law office make her ideally suited to help others with the key to selling their own homes for more.