


# Orangeville Home Staging Workbook

Stage the rooms where furniture or styling would help buyers understand the space. An occupied home may only need decluttering and better lighting. A vacant or awkward room may benefit from a few well-placed pieces.

Use the room worksheet, quote comparison and photo-day plan before you book. Includes ten questions from Kevin’s video and printable interview sheets.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage

[Request an Orangeville home evaluation]

STAGING CHOICES

# Choose what each room needs

Walk the home with your agent. Compare it with the Orangeville homes buyers can visit at a similar price and identify where better presentation would help.

| Approach | When to consider it | What to do |
|---|---|---|
| Light refresh | The home is occupied and most rooms already have a clear purpose. | Clean, declutter, improve lighting and rearrange what you own. |
| Targeted physical staging | One or two rooms are vacant or difficult to picture furnished. | Use a few pieces to show room scale, walking routes and possible furniture placement. |
| Broader physical staging | Several key rooms are empty and the layout is hard to read. | Get a written room list, rental term and full cost. Confirm installation and pickup. |
| Digital presentation | Photos alone leave questions about the layout, scale or use of a room. | Consider measured floor plans or a narrated showing. Label any digitally altered imagery. |

## Two situations to test on your walk-through

Occupied home. A bulky sectional blocks the path from the entry to the dining area. Try rearranging or removing it before renting furniture.

Vacant home. An open living and dining room looks like one undefined space. Compare a quote for staging just that area with a measured floor plan and a narrated showing.

**Which room needs the clearest change, and what will it help buyers see?**

Check the current Orangeville real estate market report

ROOM WORKSHEET

# Plan the work room by room

Take a test photo from the doorway. In the last column, record the action, who will do it and whether it must be done before photography.

| Area | What to check | Action, owner and due date |
|---|---|---|
| Entry and exterior | Are the entry, steps and route to the door clear and well lit? | |
| Living and dining | Can you see where furniture fits and how you would walk through? | |
| Kitchen | Can you see counter space, storage and the condition of surfaces? | |
| Primary bedroom | Is there space around the bed and clear access to storage? | |
| Other bedrooms | Is each room’s current or likely use easy to understand? | |
| Bathrooms | Are fixtures, surfaces and lighting clean and easy to see? | |
| Basement or flex room | Can buyers see the layout, room condition and usable space? | |
| Other area | | |

**Which rooms need the most attention before the photographer arrives?**

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QUOTE COMPARISON

# Compare the same rooms and rental term

Write down the rooms, inventory and rental dates for each quote. Ask which costs are included and what you would pay if the furniture stays longer or plans change.

| Ask for these items in writing | Quote A | Quote B |
|---|---|---|
| Provider, quote date and expiry | | |
| Rooms and furniture or accessories included | | |
| Consultation, delivery, setup and pickup | | |
| Initial rental period and extension charge | | |
| Storage, insurance and damage terms | | |
| Cancellation or rescheduling charges | | |
| Applicable taxes and payment dates | | |
| All-in cost through the same target date | | |
| All-in cost with one extra rental period | | |
| Refundable deposit and when it is returned | | |

Use the same rooms and end date for both totals. Check whether an extension is charged in full rental periods. Record any refundable deposit separately so you can see both the cost and the cash you need up front.

### My budget and any inclusions to confirm

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PHOTO AND VIDEO PLAN

# Show buyers how the home works

Use the photos, measured floor plan and narrated video to answer questions buyers will have about room size, condition and the way rooms connect.

## Agree on the views before photography

- ☐ Photograph the home’s current condition in good light. Show the key rooms and the routes between them.
- ☐ Check floor-plan measurements and labels. Show where buyers would enter each room.
- ☐ If a room is difficult to picture furnished, keep the current photo available and review a clearly labelled virtual version alongside it.
- ☐ Confirm digital edits keep permanent features and actual condition accurate. Have the agent review the finished images and captions before posting.

Example caption for a vacant room with digitally added furniture: “Virtually staged. Furniture shown for illustration.” Buyers can check the current photo and see the room in person.

Read RECO’s guidance on digitally altered property imagery

| Room | Photo, floor plan or video needed | Who checks it? |
|---|---|---|
| | | |
| | | |
| | | |

**What does the finished media need to clarify for buyers?**

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PHOTO AND SHOWING SCHEDULE

# Work back from the launch date

Book the photographer after cleaning and styling. Confirm how long rented items will be available and who will reset rooms between showings.

| Milestone | Who and when? | What must be ready? |
|---|---|---|
| Choose rooms and confirm written quote | | |
| Complete touch-ups, declutter and clean | | |
| Deliver and install furniture or accessories | | |
| Photograph, measure and record video | | |
| Check media, captions and showing access | | |
| Review feedback and rental end date | | |
| Confirm furniture pickup or extension | | |

## Before the first showing

- ☐ Clear walking routes. Confirm keys, pets, appointment notice and access to relevant areas.
- ☐ Keep basic cleaning supplies handy and assign who will reset rooms after everyday use.
- ☐ Agree on when to review buyer feedback. Ask whether concerns are about the layout, condition, price or the way the listing presents the home.

**When will I decide whether to extend the rental or arrange pickup?**

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INTERVIEW GUIDE

# Questions 1 to 5 from Kevin’s video

Ask each REALTOR® for an example or a written description of the service.

Watch Kevin’s ten-question video

### 1. What makes you different from other REALTORS®? Why should I list my home with you?

Ask for examples of how the agent helps sellers decide what to stage and what to leave.

### 2. What is your track record and how does it stack up against other REALTORS®?

Request dated, relevant evidence and ask how the comparisons were made.

### 3. What are your overall marketing plans for my home?

Ask who handles staging quotes, media and listing launch, and which services cost extra.

### 4. How many buyers are you currently working with?

Ask how the agent plans to reach buyers looking for this type of home.

### 5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

Review a measured floor plan and ask how room dimensions and layout will be checked.

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INTERVIEW GUIDE

# Questions 6 to 10 from Kevin’s video

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### 6. Do you offer an online showing that is narrated?

Watch a complete narrated showing and ask how the property details are verified.

### 7. What in your marketing provides the online buyers with a clear understanding of a listing's colours, composition, layout and feel for the size of the rooms?

Ask to see actual property images alongside any digitally altered views and check the labels.

### 8. What kind of reporting do you provide me with respect to activity on my listing?

Ask for a sample report and agree when to discuss activity, buyer feedback and next steps.

### 9. What happens when you're busy and a buyer wants to see my home?

Ask who coordinates viewing requests and what notice you will get when the lead agent is unavailable.

### 10. How many different places online will my listings appear?

Ask for examples of listing placements and who checks that photos and labels display correctly.

PRINTABLE INTERVIEW SHEET

# Record answers to questions 1 to 5

Print a set for each interview. Record what is included, the evidence and any follow-up.

REALTOR® / brokerage _____ Date _____

**1. What makes you different from other REALTORS®? Why should I list my home with you?**

**2. What is your track record and how does it stack up against other REALTORS®?**

**3. What are your overall marketing plans for my home?**

**4. How many buyers are you currently working with?**

**5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?**

**Which service or price should I confirm in writing?**

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NEXT STEP

# Bring your plan to a home evaluation

Bring the room worksheet, both quotes and the proposed photo date. Discuss which changes will make the space easier to understand and which you can leave for now.

| My next three actions | Who will do it? | Due date |
|---|---|---|
| | | |
| | | |
| | | |

Request an Orangeville home evaluation

Kevin Flaherty has worked in real estate since 1988. Call 226-270-6433 to discuss the presentation plan for your Orangeville home.

## Related Orangeville guides

Read the companion staging guide

See what buyers notice first during a viewing

Use the pre-sale preparation checklist

Decide which repairs or upgrades to leave

Check current Orangeville market figures

For properties already listed, discuss changes with your listing representative.

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