

Setting the **STAGE** for Success

Basic staging tips to set your rental unit apart from the competition and attract the best tenants

What is staging?

Staging is preparing a home for sale or rent so the new buyer or tenant can mentally move in.

Why should I stage my rental unit?

Many people have difficulty imagining themselves and their furniture in an empty room.

Kitchen

A few tea towels, a vase of fresh flowers, or a plate of local bakery cookies sets the scene—and your applicants will love the sweet treat!

Bathroom

Neutral-coloured, fluffy towels and a new dollar-store shower curtain are all it takes to make a bathroom feel clean and inviting.

Bedroom

A blow-up mattress with a frame and linens from your own home shows tenants their bed will fit!

A simple bedside table, lamp, and a photo or two finishes the look!

Living Room

Skip the couch. Choose a futon or light-weight, basic chairs with inexpensive throw pillows and small side tables.

Buy a large basket or crate with a lid to use as a coffee table and also to transport your staging materials.

Dining Room/Office

Invest in an easily transportable table with removable legs and chairs that stack together.

Staged as a dining table or desk, it's also a great place for tenants to fill out their rental application.

Tips for Staging Success

- ✓ **Start by borrowing from your own home.** Using your linens, towels, etc. saves money and storage space.
- ✓ **Think outside the box!** Choose versatile items and furniture that are stackable, multipurpose, lightweight, and easily transportable. Look at outdoor furniture stores, those aimed at students, or small space stores for inexpensive options.
- ✓ **Connect with friends and family** who are downsizing and search Craigslist, Kijiji, and garage sales to keep your staging budget low.
- ✓ Renting a house or large unit? **You don't have to stage the entire unit;** instead, focus on the kitchen, bathroom, master bedroom, and stage a small sitting area in part of the living room.

Remember This!

Have a tape measure at your viewings with a list of common furniture measurements.

Potential tenants can measure to see if their furniture will fit & be one step closer to moving in!



- ✓ **Make it feel like home.** Small touches like wall art with positive sayings, throw pillows, and a cozy blanket on the bed gives tenants a positive feeling. Remember to use removable adhesive hooks when hanging things on the wall.
- ✓ Keep everything neutral and bright with just a couple pops of colour. **Appeal to 90% of the population 90% of the time.**
- ✓ **Connect with other local Keyspire Members** to share staging resources and share your tips on the Keyspire Member Forum.

The information contained in this document is general in nature and provided as reference material only. It does not, nor is it intended to, provide legal, tax, real estate or financial advice, nor does it replace (or purport to replace) any need to obtain individual legal, tax, real estate or financial advice. Any legal, tax, real estate or financial advice about your own position or personal situation in relation to any matter covered in this document must always be obtained from a qualified legal, tax, real estate or financial professional familiar with your particular situation and circumstances. Copyright 2017 Keyspire Group Inc. All Rights Reserved. No part of this document may be reproduced or distributed in any form, or by any means whatsoever, whether in whole or in part, without written permission from Keyspire Group Inc.