

Staging Scotia

M A G A Z I N E

“Raving Reviews!”

*Ask us how we can
help you sell for **TOP
DOLLAR!**”*



STAGE SMARTER | SELL FASTER

At Staging Scotia, we bring homes to life with expert staging and design. Whether you're selling or refreshing your space, our tailored approach ensures picture-perfect results that attract buyers and elevate everyday living.

Issue 01 | 2025

MEET THE TEAM

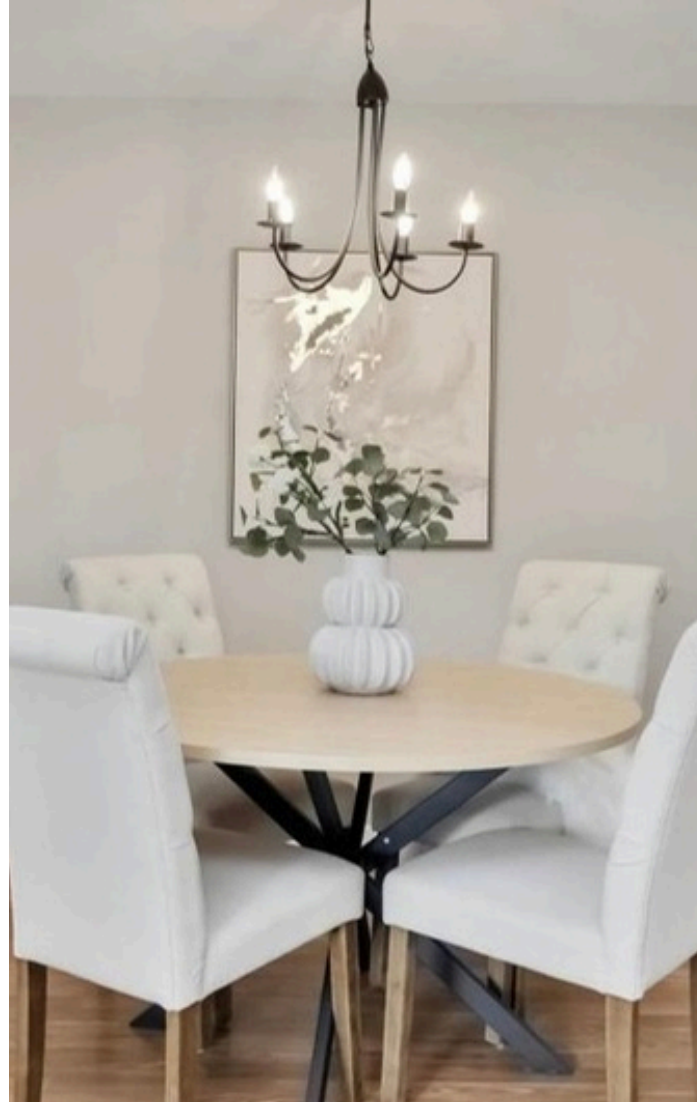
At Staging Scotia, we believe every home has a story — and we're here to help it shine. Founded by Jessica Barnett, an Interior Design graduate (2008) with decades of expertise in home staging, design, and renovations, our company brings proven experience and a passion for transformation to every project.

After building successful design firms and helping countless clients maximize the value and beauty of their homes, Jessica created Staging Scotia in 2022 to focus on what she loves most — staging, styling, and designing spaces that inspire buyers and elevate everyday living.

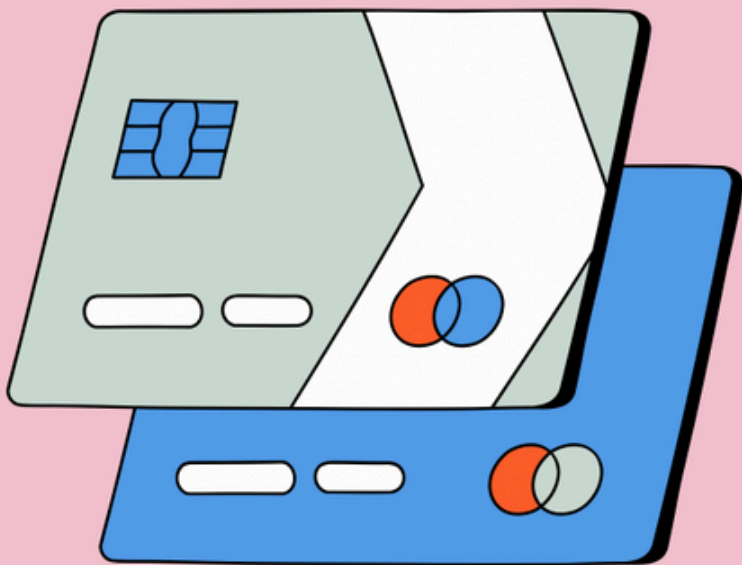
We are proud to be a family-owned and operated business. Every member of our team is family, and that foundation fuels how we work — side by side, with integrity, trust, and a commitment to excellence. Together, we combine creativity with craftsmanship to deliver spaces that spark emotion, attract buyers, and drive results for homeowners.

At Staging Scotia, our values run deep — we work hard, care deeply, and treat every project as if it were our own. Whether it's staging, renovations, or full-scale design, our mission is simple: to transform houses into homes that buyers fall in love with.

We can't wait to share our passion, work ethic, and designs with you — and to make your next project a success.



We Accept **Credit Card** and **Afterpay**



Investing in staging and renovations is now more accessible with our flexible payment options. We accept all major credit cards and offer Afterpay, allowing you to split your purchase into four interest-free installments.



HOME STAGING

Home staging is more than decorating, it's a strategic approach to showcasing a property's best features while creating an inviting, move-in-ready feel. Every design choice, from furniture placement to color palettes, is carefully curated to enhance flow, highlight functionality, and help buyers envision themselves living in the space. Thoughtful staging brings warmth and balance, ensuring a home feels welcoming rather than empty or impersonal.



Beyond aesthetics, staging influences buyer perception by creating a lifestyle experience. Soft neutrals set a calming tone, layered textures add depth, and strategic lighting enhances natural brightness. Every detail works together to make a home feel aspirational yet attainable, increasing its emotional appeal and maximizing its market potential. When done right, home staging not only makes a property look beautiful and it makes it unforgettable. It turns a house into a home buyers don't just admire, but desire.

The Staging Consultation

A well-staged home isn't just about aesthetics—it's about creating an emotional connection with buyers. At Staging Scotia, our expert consultation identifies key updates that will make your home stand out, leading to a faster, more profitable sale.

What Happens During a Consultation?

A staging consultation lasts approximately 60 minutes and involves you, the homeowner, and Staging Scotia walking through your home. During this time, we assess your space and provide strategic recommendations to ensure your home is market-ready.

Key Areas We Focus On:

- ✓ Furniture Placement & Staging Prop Rentals – Arranging furniture for flow and functionality.
- ✓ Decluttering & Cleaning – Removing distractions to create a fresh, spacious look.
- ✓ Lighting Optimization – Enhancing natural and artificial lighting for a bright, welcoming feel.
- ✓ Paint Color Selection – Choosing modern, neutral tones that appeal to the widest range of buyers.
- ✓ Window Coverings – Updating blinds, curtains, or drapery to complement the space and maximize light.
- ✓ Renovation & Repair Advice – Identifying cost-effective improvements that increase home value.
- ✓ Final Styling Touches – Adding accessories, artwork, and decor to create a high-end finish.

What Happens Next?

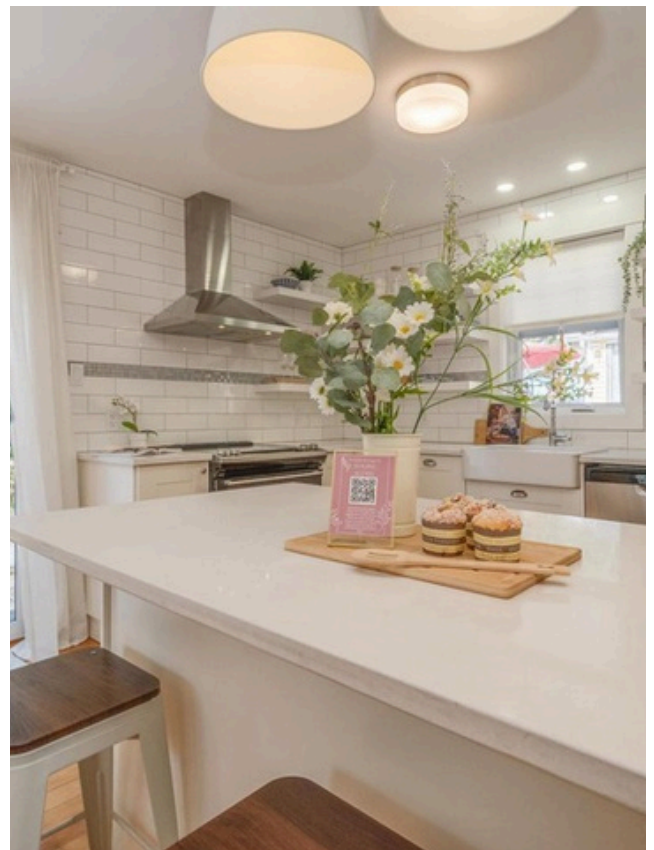
In some cases, a staging consultation is all you need to get your home ready. However, most of the time, we will schedule a staging day to implement the full staging plan and ensure the home is show-ready.

The Staging Scotia Report: A Detailed Plan for Success

After the consultation, we provide a comprehensive staging report that outlines:

- ✓ How to Prepare for Showings & Open Houses – Cleaning and presentation tips.
- ✓ Lighting & Paint Color Recommendations – The best choices to enhance each room.
- ✓ What to Move, Add, or Adjust – Strategic updates for maximum impact.
- ✓ Renovation & Upgrade Advice – Cost-effective improvements to boost home value.

This step-by-step guide ensures you have a clear plan to maximize your home's appeal, leading to faster sales and higher offers.



HOME STAGING STATS

When a home looks its best, it sells its best! Staging transforms spaces, increases demand, and delivers top-dollar results.

80%

80% of buyers say a staged home makes it easier to visualize the property as their future home.



KEY FINDING

- **73% FASTER SALES - STAGED HOMES SPEND LESS TIME ON THE MARKET, SELLING SIGNIFICANTLY QUICKER THAN UN-STAGED PROPERTIES.**
- **HIGHER OFFERS - 85% OF STAGED HOMES SELL FOR 5% TO 23% ABOVE THE ASKING PRICE, MAXIMIZING SELLER PROFITS.**
- **BUYER CONNECTION - 81% OF BUYERS SAY STAGING HELPS THEM VISUALIZE THE HOME AS THEIR FUTURE SPACE, MAKING THEM MORE LIKELY TO MAKE AN OFFER.**
- **PROVEN ROI - SELLERS TYPICALLY SEE A 5% TO 15% RETURN ON INVESTMENT FROM STAGING, MAKING IT ONE OF THE SMARTEST MOVES IN REAL ESTATE.**

Frequently Asked Questions

QUESTION 01

Do I need staging if my home is already furnished?

Yes! Even in occupied homes, staging helps declutter, rearrange, and enhance spaces to maximize appeal.

QUESTION 02

What rooms should I stage?

The most important spaces are the living room, kitchen, primary bedroom, and dining area. First impressions matter!

QUESTION 03

Will you use my existing furniture?

Yes! If it fits the staging vision, we will rearrange and enhance your furniture with decor, lighting, and accessories.

QUESTION 04

What if I need the rentals for more than 30 days?

Just notify us at least 5 days in advance, and we will extend the rental at the ongoing rate outlined in your original contract.



did you know?

A professionally styled Airbnb or rental can earn 20–60% more per night than an unstaged space. Better design means better photos, better bookings, and better reviews.



Airbnb Consultation

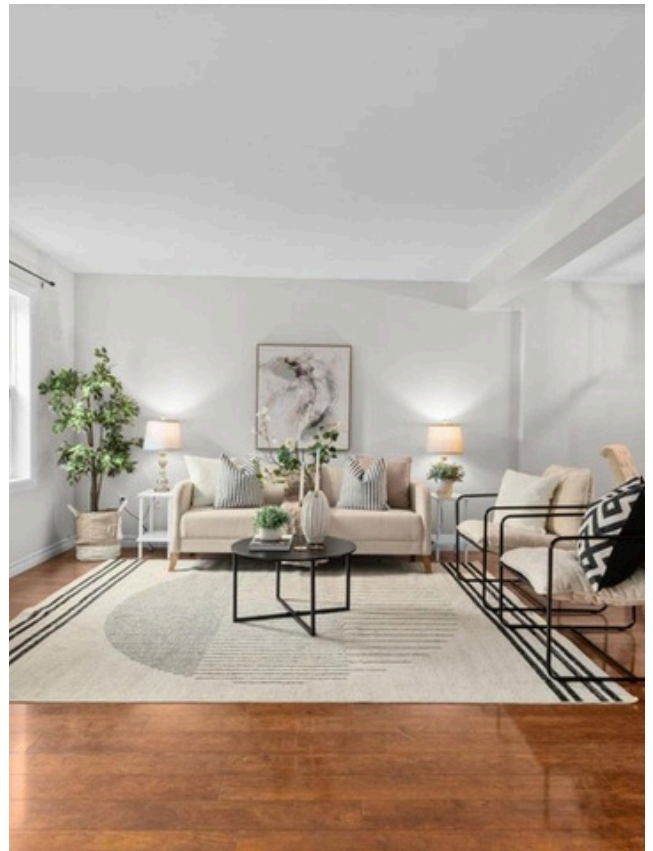
In today's competitive short-term rental market, a well-designed and strategically staged Airbnb can make all the difference. At Staging Scotia, we specialize in Airbnb consultations to help hosts create beautiful, functional, and high-performing rentals that attract guests, earn five-star reviews, and maximize revenue.

What We Offer

- ✓ Interior Styling & Staging – Professionally curated spaces that enhance guest experience and aesthetics.
- ✓ Furniture & Décor Selection – Stylish, durable, and functional pieces to create an inviting atmosphere.
- ✓ Space Optimization – Smart layouts to maximize space, comfort, and usability.
- ✓ Photography & Listing Preparation – Guidance on high-quality photos and compelling descriptions.
- ✓ Essential Amenities & Guest Comfort – Recommendations to elevate guest satisfaction and increase bookings.
- ✓ Pricing & Revenue Strategy – Insights on competitive pricing, seasonal adjustments, and revenue growth.

Why Choose Staging Scotia?

- ✓ Proven Success – Our design strategies help Airbnb hosts boost occupancy and increase revenue.
- ✓ Tailored Solutions – We customize each consultation based on your property and target guests.
- ✓ Budget-Friendly Upgrades – We focus on high-impact changes that maximize ROI.
- ✓ Fast Turnaround – Get your Airbnb guest-ready in no time with our efficient process.
- ✓ Industry Expertise – We stay ahead of market trends to ensure your rental stands out.



Interior Design Consultation

Our Interior Design Consultation is a personalized, in-depth session designed to enhance your home's functionality, style, and overall appeal. Whether you're refreshing a single room, optimizing a layout, or planning a full-scale redesign, we provide expert recommendations tailored to your vision, lifestyle, and budget.

What's Included?

- ✓ Comprehensive Walkthrough – We assess your space, discussing layout, flow, and functionality to identify areas for improvement.
- ✓ Design Recommendations – Suggestions for furniture placement, color palettes, and décor styling to create a cohesive and inviting atmosphere.
- ✓ Material & Finish Selections – Guidance on selecting flooring, countertops, cabinetry, and paint colors that align with your aesthetic and needs.
- ✓ Lighting & Ambiance – Evaluating natural and artificial lighting, recommending fixtures and placements to enhance brightness and mood.
- ✓ Window Treatments & Accessories – Advice on curtains, blinds, mirrors, and statement décor pieces to add personality and functionality.
- ✓ Storage & Organization – Custom solutions to maximize space efficiency while maintaining a clean and stylish look.
- ✓ Budget & Timeline Discussion – Aligning design choices with your budget and project timeline, ensuring realistic and achievable improvements.
- ✓ Q&A & Expert Advice – Addressing specific concerns and design challenges, providing you with practical solutions and professional insights.

What to Expect During the Consultation?

- 📌 Step 1: Walkthrough & Evaluation – Our expert will assess each space, analyzing layout, lighting, and design elements, while discussing your style and functional needs.
- 📌 Step 2: Expert Recommendations – On-the-spot suggestions for furniture arrangements, décor choices, color schemes, materials, and layout improvements.
- 📌 Step 3: Custom Action Plan – After the consultation, you'll receive a clear, tailored guide outlining the next steps to bring your vision to life.



Short-Term Furnishing

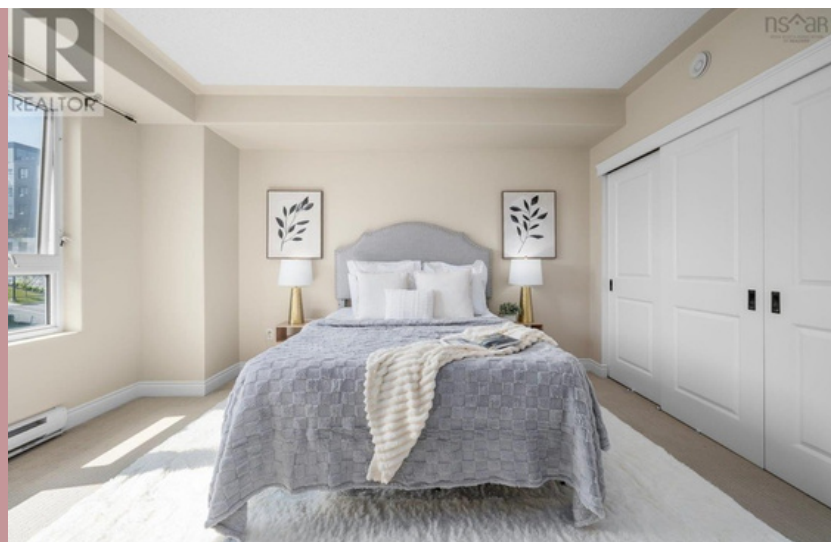
At Staging Scotia, we understand that not every living situation is permanent — but every space should still feel like home. That's why we specialize in furnishing solutions designed for insurance housing, corporate relocations, short-term tenants, and Airbnb or vacation rentals.

Our short-term furnishing is ideal for:

- 🏠 Insurance Housing
- When families face unexpected challenges like fire, flood, or major renovations, they need more than just a roof over their heads — they need a home that feels safe, comfortable, and welcoming. Our fully furnished packages ensure every detail is taken care of so displaced families can focus on rebuilding, not worrying about where to sleep or eat.
- 📁 Corporate Relocations
- Executives and professionals on assignment expect spaces that reflect their lifestyle. We provide stylish, functional interiors that balance comfort with sophistication — complete with work-friendly setups, inviting living spaces, and fully equipped kitchens. Our goal is to make a temporary stay feel seamless, professional, and stress-free.
- 🏡 Short-Term Tenants
- For landlords and property managers, a furnished rental is a powerful way to attract reliable tenants and maximize return. We transform empty properties into move-in ready homes, saving you the time and hassle of sourcing furniture while also increasing the property's market appeal.
- ✈️ Airbnb & Vacation Rentals
- First impressions mean everything in the short-term rental market. Our designs help properties stand out in photos, capture higher nightly rates, and deliver memorable guest experiences. From cozy bedrooms and spa-like bathrooms to fully styled living areas, we create spaces that earn five-star reviews and repeat bookings.

Unlike standard furniture rental companies, we don't just drop off furniture. We provide complete delivery, installation, and professional styling, ensuring every property feels cohesive, polished, and ready for guests the same day.

With Staging Scotia, you get more than just furniture — you get a turnkey furnishing solution that brings peace of mind, adds value to your property, and creates homes people truly enjoy living in — even if it's only for a short while.



OUR PRICE LIST

WALK & TALK STAGING CONSULT

\$250

- Up to 60 minutes in person or virtual

STAGING CONSULT & REPORT

\$300

- Up to 60 minutes in person or virtual
- Followed by detailed report

AIRBNB CONSULT

\$400

- Up to 60 minutes in person or virtual
- Followed by detailed report

INTERIOR DESIGN CONSULT

\$450

- Up to 60 minutes in person
- Followed by detailed report

OCCUPIED STAGING

Starting @

\$900

- Staging enhancements using the homeowner's existing furniture.
- May include supplemental furniture, décor, and styling.
- Pricing varies based on the level of staging required.
- Consultation required before staging.

VACANT STAGING

Starting @

\$1600

- Tailored to the home's style, target market, and listing strategy.
- Pricing list on next page.
- No consultation required—quote provided based on photos or an on-site visit.

Please note that staging rates vary depending on the scope of work required to stage the property.

- After the initial consultation, we will provide you with a detailed staging quote.
- Occupied homes require a consultation before staging.
- Vacant homes do not require a consultation—we can provide a quote based on an on-site visit or photos.
- Staging Packages include a one-time \$500 setup and delivery fee, which applies to the initial 30 days and is removed for any additional months.

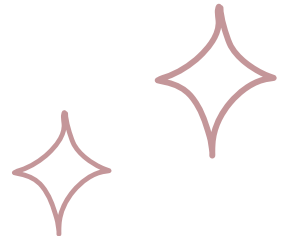
VACANT STAGING PACKAGES

 ESSENTIAL PACKAGE	<ul style="list-style-type: none"> ✓ Living Room ✓ Dining Room ✓ Kitchen & Bathroom 	\$1600
 SIGNATURE PACKAGE	<ul style="list-style-type: none"> ✓ Living Room ✓ Dining Room ✓ Primary Bedroom ✓ Kitchen ✓ 2 Bathrooms 	\$2100
 EXECUTIVE PACKAGE	<ul style="list-style-type: none"> ✓ Living Room ✓ Dining Room ✓ Primary Bedroom ✓ Office or 2nd Bedroom ✓ Kitchen ✓ 2 Bathrooms 	\$2400
 PLATINUM PACKAGE	<ul style="list-style-type: none"> ✓ Living Room ✓ Dining Room ✓ Primary Bedroom ✓ Office or 2nd Bedroom ✓ Kitchen & 2 Bathrooms ✓ Basement Living Room 	\$2900

Prices listed above apply to standard staging packages and are subject to a one-time \$500 setup and delivery fee, applicable only for the initial 30 days and removed for any additional months. If additional furniture, artwork, or décor beyond the standard package are needed, they will be quoted separately as extras. Rentals are for an initial 30-day period and will renew in 30-day increments if additional time is required.



The cost of staging is always less than the first price reduction.
- Jessica Barnett
Staging Scotia



A well-staged home creates an emotional connection with buyers, helping them visualize themselves living there. That's what sells homes. Barbara Corcoran, Real Estate Mogul & Shark Tank Investor

Home staging used to be optional. Today, it's a necessity in selling a home.
- HGTV

STAGING MATTERS

Staging transforms a home from For "Sale to Sold" a Buyers doesn't just want to see a house they want to fall in love with it.
- Matthew Finlason, HGTV, The Stagers

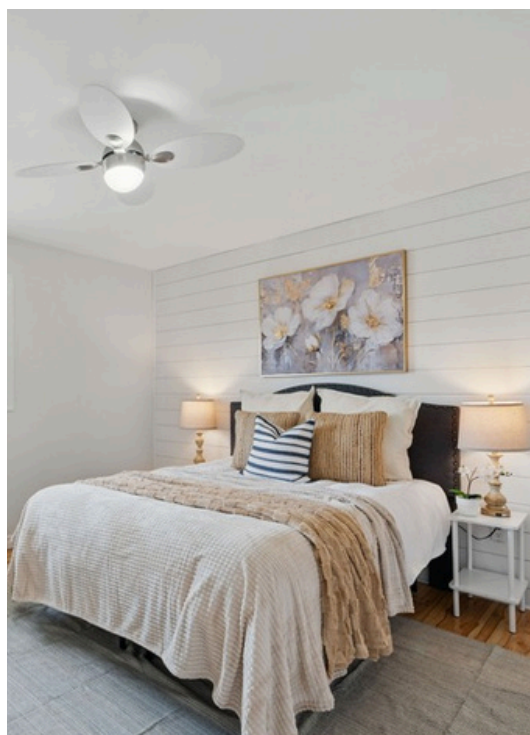
The way you live in your home and the way you market and sell your home are two different things.
-Barb Schwarz

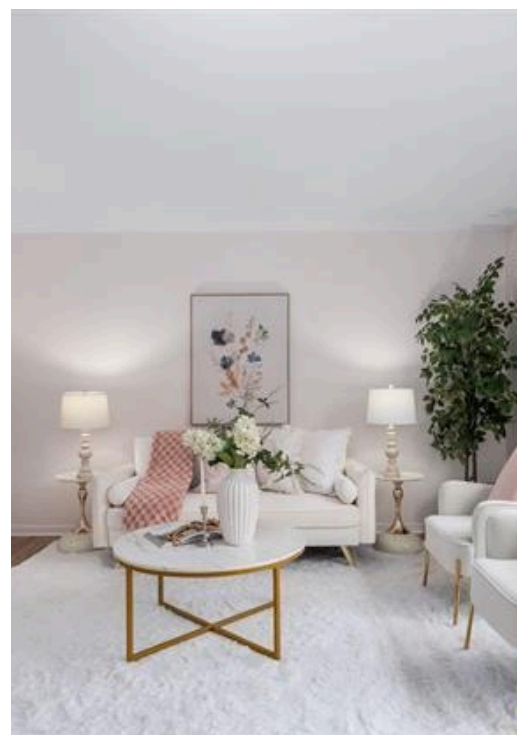
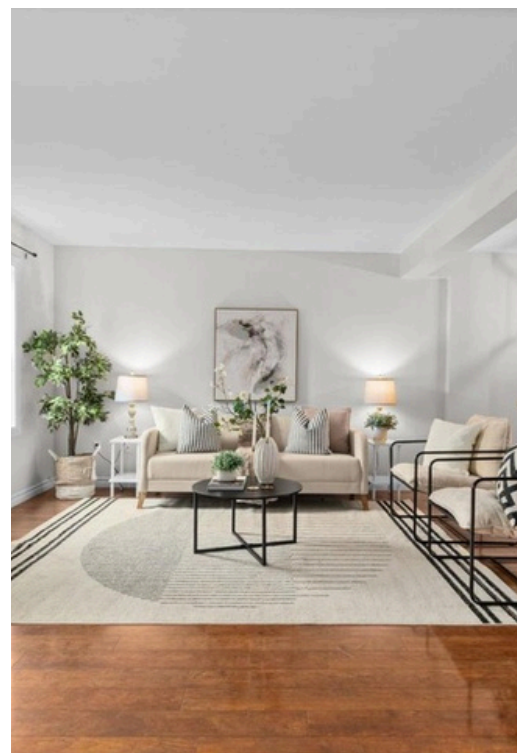
A staged home will sell faster and for more money than a home that is not staged. Staging is a key component in successful real estate marketing.
-Meredith Baer, Luxury Home Stager

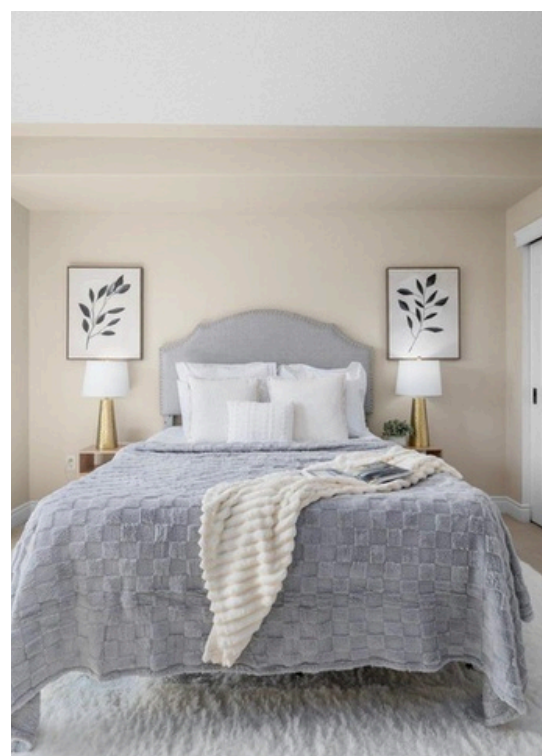
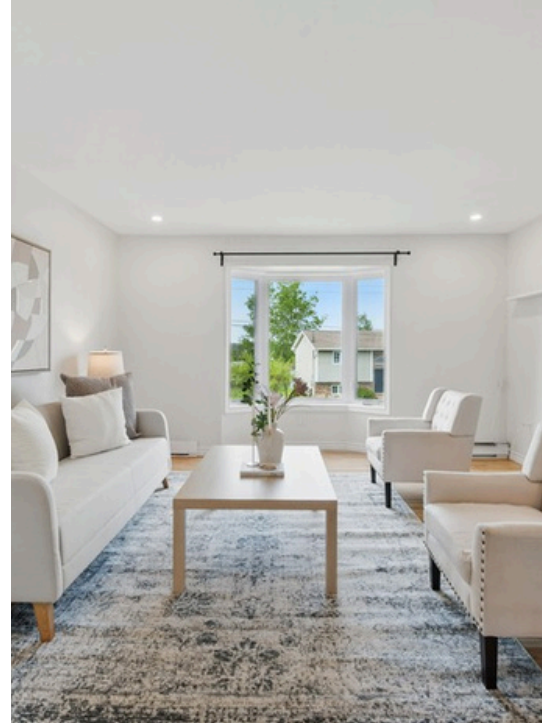


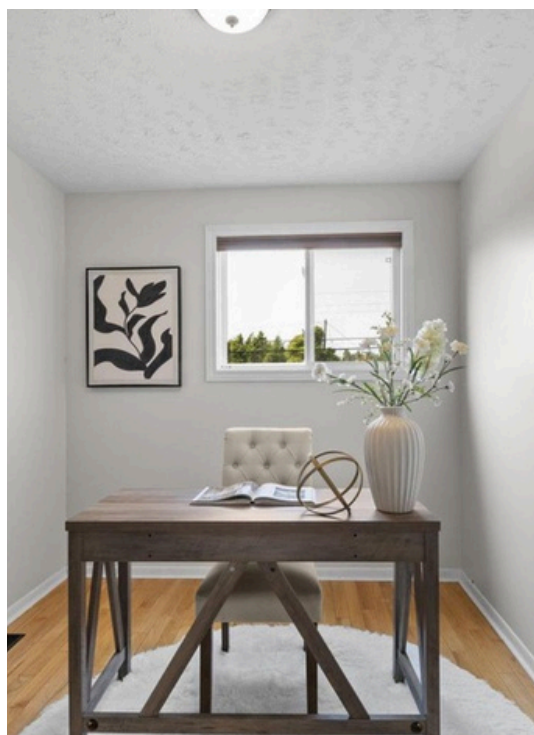


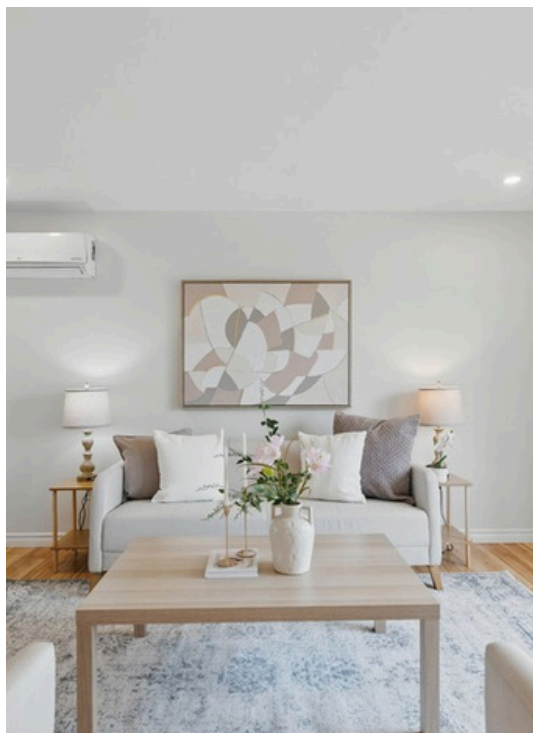
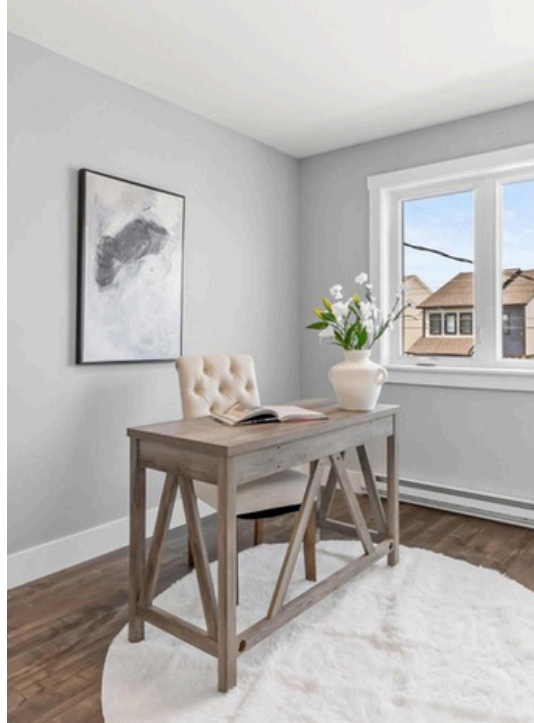
Staging Showcase













Contact us

www.stagingscotia.ca
stagingscotia@gmail.com
902•999•8619

Follow us on Facebook and Instagram!
[@stagingscotia](#)