

before & after

by Matt Emerson



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You love your home, have thoughtfully furnished and decorated it, evolved its look over the years. Yet the experts all agree: when the time comes to sell it, you have to change it. Pack away personal belongings, remove clutter and restore the walls back to neutral. What's in it for you? Find out in *Before & After*, where we take you inside the transformation of a home prior to sale and let you know how it all worked out.

BEFORE

The property is a one-bedroom-plus-den located on King Street West, near Bathurst Street, a part of The Summit residences complex of three buildings. Constructed in the mid-1980s, The Summit is well known for its resort-like amenities: an indoor pool, exercise room, gymnasium, squash courts, spa, movie theatre, outdoor pool and

barbecue terrace. Although the building is starting to show its age, many of the owners have started to renovate and improve their units in keeping with the current styles and expectations of the King Street West condo lifestyle.

When I was first introduced to the vacant suite, I noted that most of the original finishes were still intact. While the owner had started to update the flooring and replace the old appliances with new stainless-steel models, the unit still presented itself as being worn and dated. There was a decent amount of floor space, an unobstructed northern view and a real wood-burning fireplace. But without the furnishings it was lacking a lived-in soul. The negative impact of these factors made the space less appealing and less valuable to a potential buyer. This presented a decision for the owner: whether to sell the unit as is or to invest the

time, effort and money to achieve a better result.

Looking closely at other properties that had sold recently in the neighbourhood, we determined that the highest demand in the market was for a clean, modern, well-presented space not requiring a significant amount of work, one that could be lived in and enjoyed right away. If done correctly, it had the greatest potential to yield the best possible result.

To assist with the transformation we called in some professional help.

"It is vital that a home is presented well, as buyers make up their minds about a property seconds after walking into the front door," says Sharon Silvera of Silvera Designs. "Often sellers feel that if the home is good enough for them to live in then it is good enough for someone else to walk through. The reality is that you

live in your home one way, and how you sell it is a completely different way. Once you put your property up for sale, it is no longer your home but a product and therefore must be marketed as such." She and her husband Roger unleash their creative talents on a regular basis to transform homes for greatest market potential. "For this project we recommended updating the kitchen with cost-effective new countertops and extended breakfast bar, painting with neutral colours that will appeal to a wider range of buyers and bringing in appropriate-sized furnishings and accessories to showcase the property to its best."

AFTER

Three weeks later, with the unit cleaned from top to bottom, the furnishings moved in along with all the designer touches to make the

space shine, the finished photography was completed to capture the new space and the property was launched onto the Toronto Multiple Listing Service with a list price of \$254,900. A swift response by buyers and their representatives had the property sold on its second day on the market for a price of \$270,000.

Recognizing the needs and wants of the local market, the owner of this unit achieved a positive return on the additional time and effort to improve this property. The buyer benefits in having an improved space that is ready to be moved into and enjoyed for many years to come.

Sharon and Roger Silvera offer design services for living in or selling a home in the Greater Toronto Area. They can be reached at info@silveradesigns.com.



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