

UPSTAGE

The competition

BY LEIGH BEIHL | PHOTOGRAPHY BY MIKE BARRETT

Decorator Peggy Depalma of Sanctuary Solutions in Newmarket/Aurora says you don't need to spend a lot to refresh your home decor.

Specializing in home staging and design options that make the best use of what you already own, Ms Depalma offers homeowners a new — and inexpensive — perspective in decorating.

“Our company caters only to residential home owners, not office buildings, yachts, restaurant, etc. Our services are about the basic principles of decorating — balance, scale, focal point, color, texture and harmony. We aren't tearing down walls, drafting plans, shopping for every little figurine; this takes tons of time, which equates to lots of money. What we are selling is our skills, knowledge, passion and the tricks of the trade”.

Home staging has become a growing trend in real estate circles to help the seller get the best price in the shortest period of time.

Ms Depalma compares it to theatre: setting the stage for the broadest level of appeal.

“This is an impersonal approach,” she said. “It's not about what the homeowner likes but more towards what will attract the greater number of buyers in today's market.

“We will go through the inside and


outside of your home and give you a list of suggestions that should be addressed. You can tackle this list yourself if you wish or have us complete it for you.

“The first impression is crucial and, believe it or not, the sale will happen within a few minutes from when a potential buyer walks into your front door. People shop on logic but buy on emotion.”

If you're not interested in selling your home but would like to make some small improvements for your own enjoyment, Ms Depalma can help with that too.

Interior redesign is another growing trend as homeowners move away from consumption for consumption's sake but still want to keep their decor fresh and inspiring.

Getting an outside opinion is essential to effective redesign so everything you already own — and the space it's in — can be looked at new.

This is the most logical and economical way for home owners to have a designer looking home,” said Ms Depalma. “We weave our experience into your existing furniture, heirlooms and possessions to change the ordinary to extraordinary.” 

Sanctuary Solutions (905) 830-5150 or (905) 252-0114 or email at info@sanctuarysolutions.ca



The following staging tips will help you get professional results, without the big price tag.

- When choosing colours for a room always think in three: a main colour which will cover 60 per cent of the room, such as wall colour; a colour that will cover 30 per cent of the room, such as your furnishings; and a colour for punctuation that will cover 10 per cent, accent chairs or cushions.
- Every room should have at least a pinch of basic black. Picture frame, candlesticks or vases are great inexpensive way to put your home in the black.
- When hanging a mirror, always look at what it reflects. Duplicating a pleasing scene or vignette in the room not only doubles your decor dollars, it's a great way to apply balance and symmetry.
- Group things that are alike to make a collection and showcase them. Collections are just as beautiful and interesting as art.
- Speaking of art, most people hang pictures too high. The center of the image should be at eye level, and lower in a living or dining room where people are usually seated. Straight lines also create balance so make sure the bottoms of pieces in each room are hung at the same level.
- Keep some space without decoration to avoid visual clutter. If a wall is less than 36 inches wide, keeping it art-free allows the eye to rest.

www.sanctuarysolutions.ca