



New Techniques to **SELL HOMES**

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he real estate market continues to fluctuate with the economy, so if you're a developer, builder, real estate agent or homeowner, it may be time to get more creative in how you market or sell a property.

We're seeing significant shifts in buying and selling trends, especially in new residential sales. New home developers have to be nimble; where once there were lineups of people eager to purchase in a new community on release day, that situation can now be a rarity. To help sell a home, builders and real estate companies are using new technology such as 3D rendering or image synthesis.

**Is it real or is it photorealistic?
It's actually a bit of both!**

If you take a close look at the photos, they're actually renderings — a photorealistic representation of an actual room using images of real objects placed in a scene by means of a computer program. It's a 2D representation of a three-dimensional room. Using architectural rendering programs can bring a room to life, virtually.

The growing bond between design and real estate

The bond between residential sales and interior design is growing. Good design has become more integral to residential sales.

In the resale market, U.S. company Home Staging Resource's 2018 survey showed 85 per cent of all homes staged sold for six to 25 per cent more than un-staged homes.

Staging pros enhance sales

The Real Estate Staging Association (RESA) is a North American wide non-profit group for stagers. They track statistics on how quickly staged homes sell. The results of a recent survey claim un-staged homes can sit on the market for an average of 184 days, while homes staged prior to going on the market sold on average in 23 days. So, statistically and visually, there is great value in hiring certified stagers for the selling process.

We can now make model homes without the home

Designing a model home in a new development presents the same opportunity but on a much larger scale. Developers want to create interest and excitement for potential home buyers. They are willing to invest the time and money into the process, and that means working with reputable designers to create a vision.

The design process is (almost) the same

A finished model home can take months to complete. Designers source out everything — furniture, finishes, appliances, fixtures, lighting and accessories. The completed model is move-in ready. The result is not just a house, but a showcase that sets the tone for buyers in the community.





Renders are useful

The process is virtually the same with renderings. Each item is sourced, but instead of finishing from construction to move-in status, the rooms are created photo-realistically. Each item is photographed, measured to scale and reproduced in a room setting that is identical to that of the finished house. Walls, windows, doors, flooring and ceiling heights are exactly to scale, created by very talented computer graphic designers who specialize in two dimensional and 3D computer design.

The best ways to sell a home

So, although we haven't unloaded truckloads of furnishings into an actual house, we've researched, sourced and planned the placement for everything potential buyers want to see. Will it replace model homes or the staging industry? Hopefully not. We still love to physically walk through a room and imagine living there. ■

Award winning designer, TV personality, author and spokesperson, Jane Lockhart is one of Canada's leading experts in the world of design and colour. Familiar to TV audiences for her show, Colour Confidential, and appearances on CTV's The Marilyn Denis Show and Moving The McGillivrays on HGTV, Jane is always an engaging personality. Her professional design firm, Jane Lockhart Interior Design has focused on residential, commercial, hospitality and retail projects since 1997. In addition to her full slate of client projects, Jane has created two lines of furnishings, Jane By Jane Lockhart and Jane Lockhart Platinum.

All images sourced and designed by Jeff Palmeter, and rendered by Nicole Vigneux at Caramel Brand for Primont Homes in Ontario.

