

## Should You Stage Your House in Mono?

This lead magnet is a practical decision guide for Mono sellers with rural estate homes, acreage, hobby farms, conservation-area properties, and luxury homes. The key idea is that traditional staging is often too narrow for Mono. Furniture can make a room look pleasant, but it cannot stage a long driveway, a barn, a workshop, a trail, a septic system, a well, a propane tank, a WETT concern, a survey question, or the relationship between the house and the land.

Kevin Flaherty's strategy is to help buyers understand the entire property before they arrive. The video-narrated VR animated online showing can combine professional photos, VR floor plans, flat floor plans with measurement context, drone footage, animated boundary lines, a north arrow, documents, MLS details, and narration on a custom property web page syndicated to more than 57 online locations. The purpose is not to decorate over uncertainty. The purpose is to remove uncertainty.

### Core Principle

Buyers are not buying your furniture. They are buying the home, land, buildings, systems, and lifestyle. When they turn the key on closing day, vacant is what they will see. A clear vacant or selectively furnished presentation helps them imagine themselves in faster.

## Mono April 2026 Market Snapshot and Strategic Meaning

Metric	TRREB April 2026	What it means for staging
Sales	8	Limited sales mean every launch must earn attention quickly.
Average price	\$1,380,000	Higher-priced buyers expect professional media and clarity.
Median price	\$1,477,500	The typical sale is not a simple entry-level decor decision.
New listings	25	Buyers can compare; unclear listings are easier to skip.
Active listings	51	Competition rewards properties that explain land and systems.
Average DOM	41	A strong first impression matters before the listing becomes stale.
SP/LP	96%	Pricing, presentation, and buyer confidence must work together.
Dollar volume	\$11,040,000	There is meaningful activity, but careful buyers need confidence.

## Quick Decision Matrix

Question	If yes	Best next move
Are the main rooms cluttered or over-personalized?	Vacant VR may be stronger than furniture.	Declutter physically, then decide which rooms Kevin should show vacant.
Are rooms unusually large, multi-purpose, or hard to read?	Furniture may not solve scale concerns.	Use floor plans, measurements, narration, and selective furnishings.
Do outbuildings, shops, barns, or garages drive value?	Traditional staging cannot show them.	Clean, organize, label systems, photograph, narrate, and include them in drone/VR.
Do buyers need well, septic, WETT, propane, or survey clarity?	Decor is secondary to trust.	Gather documents before launch and make them available to qualified buyers.
Is land, privacy, trail access, or boundary shape important?	Aerial context is essential.	Use drone footage, animated boundary lines, and a north arrow.
Is the property luxury or estate-oriented?	Presentation must feel polished and substantive.	Combine lifestyle imagery with systems, land, and documentation clarity.

## Phase 1: Decide Whether Furniture Solves the Real Buyer Problem

- Write down the buyer's likely uncertainty: decor, room scale, layout, land, outbuildings, systems, price, access, or maintenance.
- Separate presentation issues from due-diligence issues such as well, septic, WETT, propane, survey, insurance, and financing.
- Identify rooms where existing furniture clarifies scale, function, or comfort.
- Identify rooms where furniture hides the asset: windows, floors, ceiling height, fireplace, view, storage, or circulation.
- Identify spaces that furniture cannot stage: barns, shops, garages, drives, trails, fields, paddocks, decks, utility rooms, and views.
- Estimate whether physical staging cost is likely to create more buyer confidence than accurate VR, floor plans, narration, and drone context.
- Avoid staging decisions based only on what other agents offer; choose the method that explains the property best.
- Remember Kevin's closing-day principle: what matters is showing the world how the buyer is going to get the house on closing day.
- If a room is cluttered, decide whether to physically declutter, show the existing furniture, or create a vacant VR representation.
- If a room is empty but confusing, decide whether light physical staging or stronger measurement/narration is needed.
- If the property is a hobby farm or estate, rank outbuildings and land features by importance before ranking furniture needs.
- Record the final decision for each major space: furnished, vacant VR, existing furniture edited, or documentation/narration priority.

## Phase 2: Build the Whole-Property Story Before Media Day

- Gather the survey if available and make a simple note about boundaries, frontage, and access points.
- Locate well records, recent water tests, water treatment details, pump information, and known service history.
- Locate septic records, pump-out receipts, capacity information, tank/bed location notes, and known service history.
- Gather WETT documentation or chimney/fireplace service information for wood-burning appliances.
- Confirm propane tank ownership or rental status, supplier, tank location, and account transfer requirements.
- Gather generator, HVAC, filtration, water softener, boiler, heat pump, and electrical service information.
- List outbuildings by function: barn, workshop, drive shed, detached garage, garden shed, pool house, studio, or equipment storage.
- List land features: trails, fields, paddocks, garden areas, tree lines, slopes, views, ponds, decks, patios, and recreation spaces.
- List nearby lifestyle anchors such as Mono Cliffs Provincial Park, Island Lake Conservation Area, Hockley Valley Resort, and Orangeville amenities.
- Clarify included and excluded chattels, rented items, farm equipment, fixtures, appliances, and personal property.
- Prepare a plain-language feature sheet so narration is accurate and useful.

# Mono Staging Strategy Flaherty

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Prepare answers for buyers without overpromising future uses, severance potential, business use, or conservation-sensitive changes.

## Phase 3: Prepare Rooms for Vacant, Furnished, or Selective Presentation

- Deep clean kitchens, baths, mudrooms, utility rooms, basements, garages, closets, and main living areas.
- Remove excess furniture from oversized rooms so volume, light, flooring, and views are visible.
- Keep furniture only where it explains scale, comfort, function, or lifestyle.
- Remove personal photos, collections, seasonal storage, pet items, and visual noise that make buyers imagine the seller first.
- Use vacant VR for cluttered rooms where the buyer would understand the space faster without the seller's belongings.
- Use existing furniture when it anchors a room appropriately and will not distract from architectural features.
- Keep the in-person showing consistent with the online story so buyer trust is protected.
- Make beds, closets, counters, pantry areas, laundry spaces, and storage rooms feel organized, not crowded.
- Repair obvious distractions: burnt-out bulbs, loose handles, sticking doors, stained caulking, odours, and minor wall damage.
- Avoid expensive taste-specific upgrades unless they clearly improve buyer confidence or remove a real objection.
- Photograph or show mechanical spaces only after they are safe, clean, labelled, and accessible.
- Prepare the home for both professional media and real showings; do not create an online illusion that collapses in person.

## Phase 4: Prepare Outbuildings, Land, Driveways, and Exterior Features

- Clear safe access to barns, workshops, garages, sheds, gates, decks, trails, paddocks, and exterior mechanical areas.
- Remove debris, hazardous items, broken equipment, excess stored materials, and anything that makes a useful building feel risky.
- Label panels, shutoffs, pumps, tanks, filters, fuel lines, heaters, storage zones, and included fixtures where appropriate.
- Clean workshop benches and floors enough to show usable space, door height, hydro, heat, storage, and vehicle/equipment access.
- Prepare barns and hobby-farm features by cleaning stalls, tack rooms, feed areas, water access, fencing, and paddock approaches.
- Grade or tidy long driveways; address potholes, washouts, mud, snow storage, signage, house numbers, and turnaround areas.
- Move vehicles, trailers, bins, equipment, and personal property out of key camera and drone sightlines.
- Make decks, patios, porches, firepit areas, gardens, trails, and views easy to see and safe to access.
- Prepare for drone footage by identifying the best approach, landmarks, tree lines, fields, privacy features, and property shape.
- Discuss how animated boundary lines and a north arrow should be used to reduce confusion in aerial footage.
- Document any conservation, easement, zoning, or permit issues carefully and avoid unsupported claims.
- Make the outside of the property feel intentional, maintained, and understandable rather than leftover or unexplained.

## Phase 5: Media Production and Online Showing Checklist

- Confirm the property is ready for professional photography inside and outside.
- Confirm VR floor plan access to all important rooms and levels.
- Confirm flat floor plans show square footage and where measurements were taken.
- Confirm drone flight priorities: approach, house, outbuildings, land, views, driveway, privacy, and surrounding context.
- Confirm narration topics: buyer benefits, systems, documents, outbuildings, land, nearby amenities, and practical features.
- Confirm which rooms should be shown vacant and which should show existing furniture.
- Confirm all documents that can be shared with serious buyers are prepared and organized.
- Confirm MLS details align with the property story and do not overpromise uses or features.
- Confirm the custom property web page includes photos, video, VR floor plans, flat floor plans, documents, and MLS details.
- Confirm syndication plan to more than 57 online locations for maximum exposure.
- Review the online presentation for consistency with the actual in-person showing.
- Review whether buyers can understand the home, buildings, land, boundaries, systems, and lifestyle before they book a showing.

## Phase 6: Launch Week, Feedback, and Offer Readiness

- Keep the property showing-ready so online confidence matches in-person experience.
- Keep driveways, gates, walkways, porches, and outbuilding access clear in changing weather.
- Secure pets, livestock, valuables, medication, firearms, documents, and personal equipment before showings.
- Have a digital document folder ready for serious buyer questions about well, septic, WETT, propane, utilities, surveys, and insurance.
- Track showing feedback by category: price, clutter, access, systems, land, outbuildings, layout, condition, or confusion.
- If buyers repeatedly ask the same question, improve the listing remarks, captions, document package, or showing instructions.
- If buyers misunderstand boundaries or land use, revisit drone footage, map context, and wording.
- If buyers focus on cosmetic issues, decide whether a fast repair, cleaning, or staging adjustment is justified.
- Review offer conditions through a rural-property lens: inspection, water, septic, financing, insurance, appraisal, fixtures, and chattels.
- Do not let furniture distract from negotiation fundamentals: value, confidence, documentation, and buyer motivation.
- Prepare lawyer, utility, propane, water, and septic information early so closing details do not become last-minute problems.
- Use the first two weeks of feedback quickly; delayed adjustments can cost momentum.

## Room-by-Room Vacant vs. Furnished Decision Guide

Area	Recommended presentation	Why
Great room	Use fewer pieces or show vacant if cluttered.	Buyers need scale, ceiling height, fireplace, windows, and views.
Kitchen	Clean and simplify; avoid over-staging.	Function, counters, storage, light, and sightlines matter most.
Dining area	Use table only if it demonstrates scale.	Too much furniture makes rural entertaining areas feel smaller.
Primary suite	Calm, spacious, lightly furnished or vacant VR.	Privacy, storage, windows, and bath connection are the assets.
Walkout basement	Narrate use cases; use measurements.	Rec rooms, in-law potential, gyms, offices, or guest space need explanation.
Mudroom/laundry	Organized, clean, practical.	Rural buyers care about boots, pets, equipment, storage, and daily function.
Workshop/garage	Clean, labelled, measured, photographed.	Doors, ceiling height, hydro, heat, storage, and access replace decor.
Barn/paddocks	Clean, safe, documented, visible by drone/photo.	Farm and hobby use depends on condition, access, water, fencing, and clarity.

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Utility rooms	Clean, labelled, documented.	Well, septic, WETT, propane, HVAC, filtration, and panels build trust.
Land/trails/views	Drone, boundaries, narration, north arrow.	The value is orientation, privacy, lifestyle, and usability.

## Mono Communities: What the Buyer May Need to Understand

Community/area	Likely staging emphasis	Presentation note
Mono hub	Detached rural property clarity.	Show systems, land, access, and proximity to amenities.
Camilla	Access and south Mono convenience.	Explain driveway, road access, and Orangeville proximity.
Cardinal Woods	Estate-home polish.	Balance refined interiors with lot, garage, and systems clarity.
Fieldstone	Executive presentation.	Use strong interior media plus outdoor lifestyle context.
Hockley Village	Village/rural lifestyle.	Explain setting, access, nearby recreation, and daily practicality.
Hockley Valley	Terrain and recreation.	Use drone, boundaries, north arrow, trails, views, and slope context.
Island Lake Estates	Conservation-adjacent expectations.	Show privacy, maintenance, and nearby amenities carefully.
Mono Centre	Central rural land story.	Outbuildings, acreage, systems, and road access often matter.
Purple Hill	Local estate familiarity.	Kevin has lived in Purple Hill since 1998; local context matters.
Starrview Acres	Large-lot practical use.	Garages, storage, driveway, and grounds presentation matter.
Watermark	Luxury expectation.	Polish presentation while explaining substance, systems, and value.

## Buyer Objections This Strategy Is Designed to Neutralize

Buyer objection	Why it happens	How to reduce it
I cannot tell where the land starts or ends.	Aerial footage without context can be disorienting.	Use drone footage with animated boundary lines and a north arrow.
The home looks too full of the seller's belongings.	The buyer must mentally remove the seller before imagining themselves.	Declutter physically and use vacant VR where it improves clarity.
The room is big, but I cannot understand scale.	Large rural rooms can look undefined online.	Use measurements, floor plans, narration, and selective furniture only if helpful.
I do not understand the septic system.	Private services create risk for buyers unfamiliar with rural property.	Gather service records, pump-out receipts, location notes, and plain-language explanations.
I am unsure about water quality or well performance.	Well information is often scattered or missing.	Prepare recent water tests, well record details, filtration notes, and service history.
I do not know if the fireplace or stove is insurable.	WETT questions affect insurance and lender comfort.	Gather WETT documentation or explain known service status before offers.
The barn looks like storage, not value.	Useful outbuildings can look risky when cluttered.	Clean, organize, label, photograph, and narrate function and access.
The driveway feels difficult.	Long rural driveways raise snow, drainage, and access concerns.	Grade, trim, clear, sign, and explain turnaround and winter access.
I cannot tell what is included.	Equipment, tanks, rentals, and fixtures can be unclear.	List inclusions, exclusions, rentals, leases, and personal property early.
The property seems expensive to maintain.	Rural buyers worry about unknown costs.	Prepare utility costs, service providers, tank details, and maintenance notes.
The photos do not show enough of the land.	Interior-only marketing ignores why many Mono buyers search acreage.	Use drone, exterior photos, maps, and narration to show the whole property.
The listing looks staged but not trustworthy.	Decor without documentation can feel superficial.	Make the online showing accurate and consistent with the in-person experience.
I do not know what the surrounding area offers.	Mono has no single urban core, so context matters.	Narrate nearby Orangeville amenities, Mono Cliffs, Island Lake, and Hockley Valley context.
I cannot tell if the home will work for my lifestyle.	Rural buyers need daily-use context.	Show mudroom, storage, garage, access, outdoor living, office, recreation, and utility spaces.
I worry the seller is hiding defects.	Overdecorated or underdocumented listings invite suspicion.	Use honest preparation, clean presentation, records, and clear boundaries around claims.
The property takes too long to understand.	Complex homes need guided explanation.	Put video, VR, floor plans, photos, documents, and MLS details on a custom property web page.

## Document Folder Checklist for Mono Rural, Estate, and Acreage Listings

- Survey, sketch, or boundary reference if available.
- Tax bill and legal description.
- Utility history for hydro, propane, oil, gas, internet, and other recurring services.
- Well record, pump information, water treatment details, and recent water test history.
- Septic permit, pump-out receipts, service history, tank/bed location notes, and capacity information if known.
- WETT documentation or chimney/fireplace service records for wood-burning appliances.
- Propane tank ownership or rental agreement, supplier, tank location, and transfer instructions.
- Generator information, warranty, service records, and fuel details if applicable.
- HVAC, boiler, heat pump, water heater, water softener, filtration, and electrical service records.
- Permits, warranties, invoices, manuals, and contractor details for improvements and renovations.

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- [ ] Outbuilding notes for barns, workshops, sheds, studios, detached garages, paddocks, and accessory structures.
- [ ] Driveway maintenance details, snow-clearing provider, gate information, and access notes.
- [ ] Known conservation, easement, zoning, or permit information affecting the land.
- [ ] Included and excluded chattels, fixtures, farm equipment, appliances, and personal property.
- [ ] Internet service options, alarm system details, smart-home devices, and transfer instructions.
- [ ] Pool, hot tub, irrigation, pond, fencing, drainage, and landscape system records if applicable.
- [ ] Insurance-relevant information for wood heat, outbuildings, vacant status, or unusual systems.
- [ ] Neighbourhood and lifestyle notes for nearby amenities, schools, recreation, and Orangeville services.
- [ ] Professional feature list that supports Kevin's narration and MLS remarks.
- [ ] A short seller Q&A sheet answering common questions honestly and without unsupported guarantees.

## Media-Day Walkthrough by Area

Area	Before media day	Why it matters
Front approach	Trim branches, clear signage, tidy driveway edges, remove bins and extra vehicles	The first impression begins before the buyer reaches the door.
Exterior elevation	Clean windows, remove clutter, open shutters/blinds, clear seasonal items	Photos need to show architecture and maintenance, not distractions.
Garage	Organize tools, open sightlines, show doors, ceiling height, panels, heat and storage	Garage utility can be a major rural value driver.
Workshop	Clear benches and floors, label systems, open doors, move personal equipment	Buyers need to see function, not owner overflow.
Barn	Clear unsafe debris, organize stalls or bays, identify water/hydro/access	Barns must look like assets rather than liabilities.
Driveway	Grade, fill holes, clear mud/snow, open gates, plan drone approach.	Access concerns influence buyer confidence quickly.
Mudroom	Reduce coats, boots, pet gear, and laundry overflow.	Rural buyers value function, but clutter reduces perceived space.
Kitchen	Clear counters, clean appliances, reduce small items, show storage.	The room must feel useful, bright, and easy to maintain.
Great room	Edit furniture, clean fireplace, open views, remove personal items.	Scale, light, and views are more important than extra decor.
Basement	Define uses, clear storage, check odours, lights, moisture signs, and exits	Buyers inspect lower levels carefully in rural homes.
Utility room	Clean floor, label equipment, gather documents, improve access.	Systems are part of the value story.
Bedrooms	Simplify furniture, clear closets below capacity, neutralize personal items	Buyers need to imagine their own use.
Bathrooms	Deep clean grout, glass, fixtures, mirrors, counters, and storage.	Small maintenance cues shape overall trust.
Decks and patios	Clean furniture, sweep surfaces, open views, remove broken items.	Outdoor living is part of the Mono lifestyle sale.
Trails and land	Clear key paths, note views, identify unsafe spots, plan drone route.	Land must be understandable online before a rural showing.
Documents	Place digital copies in an organized folder for qualified buyers.	Prepared sellers reduce offer friction.

## Spending Priorities: What to Do Before Furniture Rental

- [ ] Fix safety issues that buyers will notice immediately: loose railings, exposed wiring, tripping hazards, broken steps, and unsafe access.
- [ ] Remove odours from pets, moisture, smoke, fuel, storage, basements, garages, and barns before media work begins.
- [ ] Improve light with clean fixtures, matching bulbs, open blinds, clean glass, and repaired switches.
- [ ] Clean mechanical and utility spaces so buyers do not assume systems have been ignored.
- [ ] Organize outbuildings before decorating interior rooms that already photograph well.
- [ ] Gather well, septic, WETT, propane, and survey information before buying decorative accessories.
- [ ] Address driveway access and exterior approach before staging a room that buyers may never reach with confidence.
- [ ] Paint only where colour, damage, or inconsistency creates a clear objection.
- [ ] Repair doors, locks, handles, caulking, broken screens, and small visible defects that imply deferred maintenance.
- [ ] Remove excess furniture and personal storage before deciding whether to add anything new.
- [ ] Invest in professional media, narration, floor plans, and drone context rather than low-impact decor.
- [ ] Use existing furniture thoughtfully if it supports scale and function.
- [ ] Avoid major pre-sale renovations unless the return is clear and timing risk is low.
- [ ] Avoid hiding defects behind cosmetic improvements; trust is more valuable than camouflage.
- [ ] Do not stage only the rooms and ignore land, barns, garages, shops, utility rooms, and documents.
- [ ] Do not assume city staging advice applies to a Mono acreage without adjustment.
- [ ] Do not make unsupported claims about future uses, conservation permissions, severance, or business potential.
- [ ] Do ask Kevin to evaluate the staging decision against price, buyer profile, property type, and launch strategy.

## Questions to Ask Before Spending Money on Staging

- [ ] Will rented furniture answer the buyer's biggest concern, or is the real concern land, systems, boundaries, access, or documentation?
- [ ] Will the furniture still be present when the buyer takes possession?
- [ ] Could a clean vacant VR room help the buyer imagine themselves in faster?
- [ ] Does existing furniture help or hurt the perceived scale of the room?
- [ ] Does the property have outbuildings that need more attention than the living room?
- [ ] Would buyer confidence improve more from a water test, septic records, WETT clarity, propane documentation, or survey information?
- [ ] Does drone footage need animated boundaries and a north arrow so buyers understand orientation?
- [ ] Would a custom property web page reduce unnecessary showings from poorly matched buyers?
- [ ] Are there rooms where physical decluttering is essential before any media work?
- [ ] Are there rooms where furniture distracts from windows, floors, ceiling height, views, or architectural features?
- [ ] Is the online showing accurate enough that buyers will trust the in-person experience?
- [ ] Can Kevin narrate the property benefits clearly without overpromising legal, zoning, or future-use claims?

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## Final Launch-Readiness Confirmation

- [ ] The pricing strategy reflects Mono sold comparables, active listing competition, property condition, land features, and buyer confidence.
- [ ] The listing story clearly explains whether the home is best understood as a rural estate, acreage, hobby farm, luxury property, conservation-adjacent home, or large-lot lifestyle property.
- [ ] The most important buyer uncertainties have been answered before launch: room scale, layout, boundaries, outbuildings, access, systems, condition, and daily usability.
- [ ] The online showing does not rely on furniture to create false confidence; it uses accurate visual context, narration, measurements, documents, and drone orientation.
- [ ] Vacant VR is used where clutter or over-personalization would slow the buyer's ability to imagine themselves in the property.
- [ ] Existing furniture is shown only where it helps buyers understand scale, function, comfort, or architectural context.
- [ ] Professional photos, VR floor plans, flat floor plans, drone footage, documents, and MLS details support one consistent property narrative.
- [ ] Animated boundary lines and a north arrow are planned where they help buyers understand property shape, orientation, privacy, trails, fields, or outbuildings.
- [ ] The custom property web page is ready to hold the video-narrated VR animated online showing, floor plans, professional photographs, documents, and MLS details.
- [ ] The seller understands that buyers are not purchasing the furniture; they are deciding whether the home, land, buildings, systems, and location solve their lifestyle needs.
- [ ] The showing instructions account for gates, pets, livestock, alarms, driveway access, outbuilding access, winter access, and seller privacy.
- [ ] The offer-preparation folder is ready for serious buyers, inspectors, lawyers, lenders, and insurance questions.
- [ ] No listing language overpromises future uses, severance potential, zoning allowances, conservation permissions, rental potential, or business uses.
- [ ] The seller has a response plan if early feedback shows confusion about land, outbuildings, systems, price, access, condition, or presentation.
- [ ] The launch decision is based on buyer confidence and property clarity, not on copying a staging checklist designed for a subdivision home.
- [ ] Kevin has reviewed the staging approach against the property type, likely buyer profile, price range, and timeline.

## Mono Buyer-Clarity Scorecard

Score area	Strong launch signal	If weak, improve before listing
Room scale	Buyers can understand ceiling height, views, flow, and room use without guessing.	Use VR, floor plans, fewer furnishings, measurements, and clean sightlines.
Land orientation	Buyers understand driveway, views, privacy, boundaries, trails, fields, and north/south exposure.	Use drone footage, animated boundary lines, captions, and narration.
Outbuildings	Barns, shops, sheds, garages, and paddocks look useful, safe, clean, and understandable.	Clean, label, photograph, measure, explain utilities, and show access.
Systems confidence	Well, septic, propane, HVAC, WETT, electrical, and water-treatment questions are anticipated.	Prepare receipts, service records, test results, manuals, and plain-language notes.
Lifestyle fit	The page helps buyers picture daily living, storage, commuting, recreation, animals, guests, and work-from-home needs.	Narrate how the property functions instead of relying only on room photos.
Offer readiness	A serious buyer has enough information to discuss financing, insurance, inspection, and lawyer review.	Build the document folder and remove preventable uncertainty before the first showing.

### Next Step CTA

Before you rent furniture or spend money on a traditional staging package, ask Kevin Flaherty for a Mono-specific staging and VR strategy. Call 226-270-6433, request a Mono home evaluation at [flaherty.ca/mono-home-evaluation](https://flaherty.ca/mono-home-evaluation), or book a Zoom conversation at [flaherty.ca/kevinscalendar-zoom](https://flaherty.ca/kevinscalendar-zoom).

Use this PDF alongside the full spoke page at [flaherty.ca/should-you-stage-your-house-in-mono](https://flaherty.ca/should-you-stage-your-house-in-mono). The best presentation strategy is the one that helps buyers understand what they are really buying: the home, land, systems, buildings, access, and lifestyle.