



A HOME THAT SHOWS WELL, SELLS WELL.

HENDRIK GLASTRA



"I like a good challenge and a chance to put on my thinking cap. It motivates and inspires me to make home interiors beautiful enough to sell quickly. After all a home that shows well, sells well."

He's polished, popular, and a real people person. And he has an innate ability to make a good first impression—personally and professionally. Personally, he is stylish, confident, and has a warm and friendly disposition that blends seamlessly with the statement revealed by his Cartier watch. Professionally, Hendrik Glastra is a passionate home stager and redesign expert who makes lasting impressions his business. A certified stager with a disciplined work ethic and an exemplary sense of style, his mission is clear: prepare homes and vacant properties for selling and living. As the President of **HG Staging and reDesign**, Hendrik is driven by his natural ability to turn nothing into something. His impeccable taste, creative vision, and hands-on preparations help sell homes faster than their showcasing lifespan in the real estate market. But it is his refined style and delivery of extraordinary results for his clients that make him an informed and sought after leader in the home staging industry.

THE PROFESSIONAL

"Statistics show that staged homes sell faster, roughly three weeks on average, and for more money—an average of \$15,000 more," says Hendrik. "Home staging is an essential marketing tool. Realtors have to focus their time on getting the listings. Sellers have to see their home from the buyer's perspective. Stagers help to emphasize the selling features. My expertise reduces stress, saves time and I have no emotional attachments to each home, so it's easier for me to focus on that."

"I've worked with clients who have too much in the way of furnishings and decorative items and those who have no sizzle in their homes. I can effectively adapt to both scenarios," says Hendrik. "My vision is to simplify things, even in ornate settings. But working with them helps to achieve what is important to ensure the sale of the home."

Given his focused and results-driven approach to home staging, Hendrik's knack for gently imparting his vision empowers his clients to focus on the goal. Bringing energy, simplicity, and clean concepts to a home are the cornerstones of his staging or redesign work. It is what attracts clients to his work.

"Redesign allows you to maximize the enjoyment of your home," says Hendrik. "It incorporates colour, furniture placement and space planning that is inviting, relaxing, and breathable."

Hendrik is open-minded, free thinking, and has a spirit of fairness and good business, traits that are deeply rooted in his Dutch culture. He is fuelled by his passion for fusing the energy, warmth and light of the outdoors with interior colours and designs that are soothing, polished, and neutral. His own sense of style reflects this philosophy, so achieving this for his clients comes easily.

Hendrik was drawn into the home staging and redesign profession after seeing a "before and after" article featuring someone who had their home staged. Passionate about home improvement, design, and home decorating, he knew staging was something he could do. By January 2007 he received his certification from the Canadian Staging Professionals Association. With heart, soul, knowledge and a list of potential clients, he diligently went to work as a home stager, happy to leave behind his original pursuit of an accounting career. "I was thrilled to help people attract or be attracted to envisioning themselves in the living spaces I create or redesign."

"The Dutch are known for being stylish without being too exuberant and extravagant," says Hendrik. "And so I have an eye for detail with interiors and I especially love to create well-lit settings."

CERTIFIED EXPERTISE

"Instead of changing up my house, I change others' homes," says Hendrik. "I've even helped my mother decorate her condo and I redesigned her kitchen. It's given her a new life and great joy. It's rewarding to be in a position that is designed to make people happy."

"My work shapes who I am," says Hendrik. His hands-on approach in business is based on a personal and professional mandate, always aware of his client needs. His multi-faceted responsibilities at HG Staging and reDesign include consultations that provide clients with an assessment and in-depth recommendations. He also develops staging ideas for presentations, sources furniture and accessories, oversees his staging crew while also getting into the trenches, and follows up with clients to ensure they are satisfied with the results.

"My job depends on making everything look as beautiful as possible so that the home sells," says Hendrik. "Marketing a staged home pushes it to sell faster. In fact, the cost of staging is significantly less than having to make a price reduction on the list price of a home."

"Additionally, in a hot market, home staging can stimulate multiple offers," says Hendrik. "In a slower market staging gets a house sold! It makes sense to hire a professional stager like me."

THE JOURNEY OF A PROFESSIONAL

Born in Brunssum, The Netherlands on October 28, 1948, Hendrik came from a hardworking, family-oriented, and loving Dutch family. He and his older brother grew up in a disciplined environment, giving them the structure, organization, and good ethical standards that would serve them well personally and professionally in the future.

Caring, loving, and a bit shy, Hendrik's mother was an impeccable housekeeper. She was meticulous and had a flare for dressing well and creating a beautiful living space. She too was good with her hands, a dominant family trait. Her brother was a tool and dye maker while she was talented in sewing and knitting. At 88 years of age, she currently resides in a beautiful downtown Toronto condo.

Hendrik's father worked in a coal mine in Holland to support his family, but was determined not to let his children follow in his footsteps. He aspired to become a police officer, but was turned down because of his small stature. The youngest of seven children, Glastra Sr. was determined to provide a better life for his family so they moved to Canada in April 1960. Guelph, Ontario became their first home followed by another move to Toronto. Adapting to an English-speaking country proved to be a challenge, but he successfully landed a job as a building manager. He was meticulous, responsible, and set in his ways. But it was his handyman skills and still life drawing abilities that Hendrik adopted—eventually putting them to use after his father passed away in 1993.

Young Hendrik was energetic, opinionated, strong-minded, and popular with everyone, despite several family moves and school changes during his teenage years. At times it was difficult to establish friendships so he would turn to his artistic talents for solace, dabbling in charcoal drawings and aspiring to build a life in the arts. But he also excelled in math and languages, learning to speak English within three months of arriving in Canada.

While completing his high school education at Northern Secondary, Hendrik worked as a checkout clerk at Dominion, a major grocery chain in Toronto. Following graduation, he took the advice of his parents and brother and pursued a career in accounting, articling for two years at a CA firm. He then took some time off to reflect on his career path and backpacked through Europe. The time off revealed Hendrik's adventurous side as he enjoyed camping, biking, staying in hostels, and more. After his soul-searching mission, he returned to building his accounting career and became a senior financial manager. But his creative side continued to take a back seat. Not keen on suppressing it any longer,

he finally succumbed to the lure of interior decorating. After doing some extensive research on the industry, and envisioning himself in the business, he was drawn to the home staging world. There he could unleash his creative passions, well-aware that it was a female-dominated industry. "Never one to be knocked back," his commitment and drive continued to propel him into success.

"I truly believe a male perspective can be cleaner, less cluttered, minimalist and good for today's loft-style living," says Hendrik.

After getting his certification from Canadian Staging Professionals, Hendrik landed his first client in May 2007—an 1,800 square foot home. Since then, clients rave about his personal blend of positive perfection and his down-to-earth personality. Empathetic and professional, he boasts a successful business based on many referrals and a steady stream of new clients.

"My clients have been amazed by my talents and that's because I love my work. Mostly well-educated, busy, and open-minded professionals, my clients don't have the time to create a home that shows well."

While he believes that client service excellence and providing complete satisfaction has been the key to his success, "it is how that satisfaction is delivered that makes the greatest impact."

"I use diplomacy to make the home presentable," says Hendrik. "I give the client a complete product, no matter what the size of the property—900 square feet or 8,000 square feet! And I also equip my clients with ideas for their new homes."

To stay competitive and at the top of his industry, Hendrik attends trade shows (an exhibitor at REALTOR® QUEST 2011), business networking events, and subscribes to industry magazines. He's also an exclusive member of the Professional Stagers Network Association, and scopes out new styles while on his travels. Venice, Paris, Monaco, and London are a few of his favourite destinations.



HENDRIK GLASTRA, President of HG Staging and reDesign

WAY OF LIFE

Hendrik is approachable, fun, and open to ideas. "My work inspires, defines, and brings out the best in me." But it is his joie de vivre and Zen way of conducting business with his clients that allows him to embrace his craft with its responsibility, accountability, and expertise.

And that's a testament to his personal life too! With his partner Brian for over 31 years, Hendrik says he is "living his passion by helping people, maximizing his creativity, and enjoying relationships that are built on that strong foundation."

So how does he deal with stress? "Life is what you make it to be," says Hendrik. "Knowing when to say 'enough' and enjoying family life which includes walking our six-year-old pugs twice a day. There's no shortage of doggy hugs and kisses to go around and it all creates a good work-life balance."

A self-proclaimed sci-fi and fantasy junkie, Hendrik immerses himself in books (a Colleen McCullough enthusiast!) and movies (an Avatar fan!). He is known to "crank up the volume of a sci-fi movie to feel absorbed and carried away to another world." He is also an avid photographer, gardener, hiker, and cooking connoisseur—a passion inherited from his mother. "I love a tasty pasta, oysters in the half shell, sushi, and traditional Dutch dishes (nasi goreng is his favourite!)."

Hendrik's drive to consistently excel in business is fuelled by his passion for "improving a property's appeal by transforming it into a welcoming, attractive commodity for potential buyers."

While Hendrik is focussed on creating a niche in his industry, he is also mindful of his corporate social responsibility. He has supported several not-for-profits

including Casey House, a hospice that provides palliative and supportive care to people living with HIV or AIDS. He recently designed the décor for the 2011 Wear2Work Style Showcase fundraiser held at The Great Hall, a large space historical venue in Toronto. The event supported the Miss Style non-profit organization which helps young female immigrants achieve confidence in the workforce through their wardrobe.

"I am grateful for the opportunity to do what I love and make money at it," says Hendrik. "With the ongoing activity in the real estate market, I believe there is nothing but growth for my business. I'll keep doing it as long as the gray cells keep moving. After all, a home that shows well, sells well."

So what's next for Hendrik? "An assistant to step in when I'm busy...and a big promotional van!" In red maybe?! After all, it is his favourite colour.

"A home staging can't be trendy because the buyers might not be," says Hendrik. "I have to know what people are looking for. I can work in any milieu—high end, stark and modern, to very traditional period décor. I don't take the story out of the house. I enhance what the owners have."

For Media & Promotions enquiries:

Geneviève D'Souza
GCommunications
416.801.2171
genevieve@gcommunications.net

For more information:

www.hgstagingandredesign.com



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