

THE STAGERS - SEASON 2 MEDIA COVERAGE REPORT

By Andrew Poon

DATE	MEDIA	NOTES
March 10, 2009 @ 11:30 am	Talk 1410 Radio “Nik & Mark Show”	- LIVE interview with Bridget Savereux http://www.talk1410.com/shows.php?p=1222198728.htm
March 16, 2009	Alice T. Chan blog “set the stage for home selling success”	http://alicetchan.com/review-of-hgtv-stagers-part-1/ Review of HGTV's The Stagers and Lessons You Can Apply to Your Own Home Staging Business - Part 1 of 2
March 17, 2009	Alice T. Chan blog “set the stage for home selling success”	http://alicetchan.com/review-of-hgtv-stagers-part-2/ Review of HGTV's The Stagers and Lessons You Can Apply to Your Own Home Staging Business - Part 2 of 2
March 20, 2009	Canoe Network - CNEWS	- Q&A with Matthew Finlason “Designer at great stage in life” http://calsun.canoe.ca/Lifestyle/2009/03/20/pf-8818316.html
March 21, 2009	The Tribune....making a difference daily Canoe.ca	- Q&A with Matthew Finlason “Now is the time to make your property shine” http://www.wellandtribune.ca/ArticleDisplay.aspx?e=1489645
March 24, 2009	Toronto Star Calgary Sun Prince George Citizen	- Q&A with Matthew Finlason & photo “Staging makes home stand out, TV pro says” http://www.thestar.com/article/605073
March 24, 2009	Your Home	- Q&A with Matthew Finlason & photo “Staging makes home stand out, TV pro says” http://www.yourhome.ca/homes/articlePrint/605073

March 25, 2009	Home Décor Furnishings blog	<ul style="list-style-type: none"> - Q&A with Matthew Finlason “Designer at great stage in life” http://homedecorfurnishings.wordpress.com/
March 25, 2009	Xtra Capital (Ottawa) Xtra (Toronto) Xtra West (Vancouver)	<p>http://www.xtra.ca/public/Ottawa/Hire_a_designer_sell_your_house-6493.aspx</p> <p>“Hire a designer, sell your house XTRA @ HOME / Chatting with the decorator people hire when it's time to leave”</p> <ul style="list-style-type: none"> - interview with Matthew Finlason
March 26, 2009 @ 9:05 pm PST	Co-Op Radio (CFRO102.7 FM)	<ul style="list-style-type: none"> - LIVE interview with Bridget Savereux <p>http://www.coopradio.org/listen/index.html</p>
March 27, 2009	Urban Rush (SHAW TV)	<ul style="list-style-type: none"> - interview with Matthew Finlason by Michael Eckford & Fiona Forbes <p>Greater Vancouver airtimes: MON – FRI at 5PM, 7PM, 11PM & NOON following day</p> <p>Victoria airtimes: MON – FRI at 5PM</p> <p>Calgary airtimes : MON - FRI at 8PM (MST)</p> <p>CJBN airtimes: East Coast MON – FRI at 9AM PST Noon EST (check local listings)</p>
March 27, 2009	Urban Trendz	<ul style="list-style-type: none"> - on COVER of March 27, 2009 issue with photo of Matt, Bridget, & Maureen - page 23 article showcases Season 2 with bios of Matt, Bridget, & Maureen & group photo of stagers & Dekora personnel
March 30, 2009	Breakfast TV (CityTV)	<ul style="list-style-type: none"> - LIVE interview with Matthew Finlason & Gail - four 2-min segments throughout BT on staged location (4 different staged rooms): 7:45am, 8:15am, 8:45am, 9:15am
March 30, 2009	Lunch TV (CityTV)	<ul style="list-style-type: none"> - taped interview with Matthew Finlason & Gail for same day air at LUNCH TV - taped interview with David Paperny for same day air at LUNCH TV

March 30, 2009	Best House Flip Blog	<ul style="list-style-type: none"> - THE STAGERS Season 2 premiere with Youtube trailer www.blog.besthouseflip.com/?p=104 <p>Matt is Back! “The Stagers” Season 2 Premieres!</p> <p>Mar 30th, 2009 by admin</p> <p>I am a big fan of The Stagers, a tv show chronicalling designers who stage homes right before they are put on the market—or sometimes while they are on the market if the home isn't moving. After an excellent season 1, season 2 has been filmed and picked up by HGTV Canada. The premier is Wednesday, Apr. 1 at 8:30 p.m. ET / 10:30 p.m. PT on HGTV Canada. The series regular timeslot is Wednesday nights at 8:30 p.m ET/10:30 p.m. PT.</p> <p>Season 2 Trailer</p> <p>News Release.... “THE STAGERS” returns for a second season packed full of stunning transformations that turn dull for-sale spaces into spectacular residences that shine in today's real-estate market. This season, Matthew, Bridget and Maureen work to stage a range of homes while hustling to exceed client demands. Budgets and schedules are tight in the world of home staging which means our multi-tasking teams are always in the pressure cooker. From practical tricks on how to sell your home to the sparks that fly when the heat is on, each episode is a lesson in transforming a house from a first impression turn-off to a market gem.</p>
April 1, 2009	Talk 1410 Radio	
11 am	“Nik & Mark Show”	<ul style="list-style-type: none"> - LIVE interview with Matthew Finlason - Q&A with call-in listeners <p>http://www.talk1410.com/shows.php?p=1222198728.htm</p> <p><i>“11:00 - We will talk to Matt Finlason one of the lead stagers of DEKORA, one of Canada's leading home staging companies.</i></p> <p><i>Delve into the frantic and fabulous world of home staging as stagers – Matthew, Bridget Savereux and Maureen Powers – utilize various design techniques that make the most out of each home while working within often tight budgets.</i></p> <p><i>Season 2 of “The Stagers” premieres tonight at 10:30 p.m. on HGTV Canada.”</i></p>
April 1, 2009	Telegraph Journal (St. John, Newfoundland & Moncton, New Brunswick) CanadaEast.com TimesTranscript.com DailyGleaner.com hereNB.com	<ul style="list-style-type: none"> - premiere highlighted as recommended TV show to watch <p><i>“Here's what's happening today on the small screen:</i></p> <p><i>The Stagers, an addictive reality series about professionals sprucing up homes with little time and often little resources before they're put on the market, is back for a</i></p>

	BugleObserver.com KingsCoRecord.com MiramichiLeader.com TribuneNB.com MonctonThisWeek.com RiverviewThisWeek.com WelcomeNB.com TheNorthernLight.ca VictoriaStar.ca	<i>second season tonight. (HGTV)"</i> http://telegraphjournal.canadaeast.com/magazine/article/621398
April 1, 2009	- Activerain.com (real estate blog) - Localism.com	http://activerain.com/blogsview/1010906/Season-2-of-The-Stagers-on-HGTV http://localism.com/blog/tx/houston/posts/1010906/Season-2-of-The <u>Season 2 of The Stagers on HGTV</u> The Stagers on HGTV have make their impression on the home staging industry and have found a way to really explain what staging really is about and how it benefits the seller. Having a better understanding of this business is what the general population needs. I am constantly networking and shocked as well as disappointed that so few people know about Home Staging or Real Estate Marketing. Where as my favorites HGTV progs, (Design To Sell, The Unsaleables, Get it Sold) do a fair job of depicting what staging is and can do for the home seller. The Stagers break it down, although rather dramatically (oh, that's my business tag line - 'Add Some Drama to Your Home To Get Top Dollar!' If you like watching The Stagers on HGTV get ready for Season 2, Monday April 6, 10:30PM pt/et. Expect more drama and chaos, as always! Here's whats on YouTube about The Stagers! http://www.youtube.com/watch?v=lVefPgKrmEk
April 1, 2009	Canadian TV www.tv-eh.com	- premiere of Season 2 announcement - trailer on YouTube embed - photo of stagers http://www.tv-eh.com/2009/04/01/the-stagers-season-two-premieres-tonight/
April 3, 2009	National Post (Canwest) Ottawa Citizen Montreal Gazette Vancouver Sun Edmonton Journal Calgary Herald The Star Phoenix The Times Colonist	- interview with Matt Finlason with new photo - Q&A & quotes from Matt - decorating tips http://www.nationalpost.com/homes/story.html?id=1461200

	The Windsor Star The Province The Leader-Post	
April 4, 2009	Vancouver Sun	<p><i>Cheap chic can bring your home to life</i></p> <p><i>Try designer ideas that won't break the bank but will add some new sparkle to your rooms</i></p> <p>- interview with Matt Finlason</p> <p>http://www.vancouversun.com/Life/Cheap+chic+bring+your+home+life/1463975/story.html</p>
April 7, 2009	Online TV Reviews	<ul style="list-style-type: none"> - blog introducing Matthew, Bridget, and Maureen - premiere date / time <p>http://www.ontvonlinereviews.com/blog/2009/04/07/6313/</p>
April 7, 2009	TV Legion	<p>TV Pick</p> <p>http://thetvlegion.com/2009/04/07/tonights-tv-picks-april-7-2009/</p>
April 8, 2009	ET Canada	<ul style="list-style-type: none"> - interview with Matt Finlason on location (last episode) - interview with homeowner - air date <u>Wed, April 29th (tentative)</u>
April 9, 2009 ?	Tapeworthy.com	<ul style="list-style-type: none"> - trailer (YouTube) link - photos of stagers and before / after photos - Season 2 announcement
April 22, 2009 ?	Freyburg.com	<ul style="list-style-type: none"> - interview with Paperny re: shooting, technical background, filming, production of Stagers
May 2, 2009	TV Week	<ul style="list-style-type: none"> - article in HOME FRONT section - interview with Bridget - to be printed in May 2, 2009 issue (on newsstands at end of April, 2009)
?	Canada AM	