



6 Tips for Real Estate Staging

Every home is unique and different, with each having a personality of its own. Staging a listing for potential buyers allows them to visualize living in the space. Whether you are a real estate agent offering staging services or hiring a professional stager, it's important to understand all aspects of the space from a marketing perspective. Do some research; take note of the age of the home and the area you're in. Keep potential buyers in mind, millennials, growing families and retirees.

Once you have a grasp on these details, set your plan in motion. A little lighting, some mirrors and soft color linens go a long way in making a home look more attractive to buyers. Most of these tips are small changes that make a huge difference!

Set the Stage

When buyers walk into the right home, they get that look in their eyes. They get a warm fuzzy feeling because they can envision living there. So, the listing agent's job to make sure that happens. The stager's job is to create an environment that will appeal to a buyer online and in the home. Keep in mind, that before you bring in a photographer, and definitely before you begin marketing the home, its best to set the stage.

If you stay up to date on the latest trends in staging most interior decorators, home stagers and redesigners follow a few tried and true tips to make their staging projects distinctive in their market and attractive to buyers. Here are six simple staging tips that will help your listing attract the right kind of attention:

1. Let there be light

Lighting is everything, and often, it is a great low-cost solution that can help increase the value of a room. The best way to improve lighting is to add floor lamps and table lamps.

Of course, this must be done strategically. There should be three sources of light in every room placed in a triangular format. The key is to create subtle variances of light, which compliment surfaces to make the room feel more spacious.

2. If adding furniture, consider the personality of the neighborhood, but with the latest trends in mind.

Preview the competition online to see what they have to offer. If the home is in a suburban area, it may be seen as more conservative than one that is located in a downtown neighborhood, which may have a funky-jazzy vibe. Determine what is going to appeal to the buyer.

3. If possible, pull furniture away from the wall

I know it may feel unnatural to pull furniture away from a wall, but lining a wall will only accent the line, not the furniture. Instead of depending on the wall as a guide, float your furniture, even in the least expected places.

This method not only makes the space easier to navigate, but it also helps it appear larger. The goal is for buyers to be able to explore the home without being overwhelmed by the furniture, but to follow the natural flow of the house.



4. Promote a Lifestyle within the home

You aren't just selling a home; you are promoting a lifestyle in the home. It's all about the feeling that someone gets when they walk through the door. To create excitement about the home, you have to show them what life in the home will be like. That means creating moments they can connect with without making it a personal statement. A table setting or displayed setting at the end or center of a table is inviting in the dining/kitchen area

5. Add mirrors to lighten a darker room

They multiply the light coming in through the windows and add depth. In this example, four large mirrors were added to a long living room wall. The frames were painted the same color as the wall so they look built in.



6. Add linens in soft colors that reflect a relaxing spa environment

If you need a way to create a spa-like atmosphere without spending a lot, add thick towels in soft colors to transform a bathroom from grungy to a luxury spa. Roll a few

hand and bath towels and place them strategically. You can also add baskets of scented soaps, tub accessories and candles to create an oasis.



Of course, it takes more than just six tips to create an irresistible home, but it's a good place to start. Staging can play a critical role in marketing a home.

Since buyers today most certainly shopping on line, the first priority is to give the best first impression. Once they are in, a nice staging presentation will allow buyers to feel at home and envision living there. Staging is so much more than just a good option; it is a viable service that supports a faster sale in a shorter amount of time for the maximum value that the market will bear.