



Maximize Your Home's Value: The Ultimate Staging Guide

Why Staging Matters to YOU

Your home isn't just a property—it's an investment. And in today's competitive real estate market, staging can be the difference between a "For Sale" sign that lingers and a "SOLD" sign that appears quickly.

The Numbers Don't Lie

- **Staged homes sell 88% faster** than non-staged homes
- **Staged homes typically sell for 5-10% more** than unstaged properties
- **Average VACANT staging investment: \$2,500-\$3,500**
- **Average return on investment: 300-500%**

What Exactly is Home Staging?

Home staging is more than just cleaning and decorating. It's a strategic approach to:

- Highlight your home's best features
- Create an emotional connection with potential buyers
- Make spaces feel larger, brighter, and more inviting
- Help buyers visualize themselves living in your home

Your Staging Investment Breakdown

Typical Costs

- Professional Stager: \$2,500-\$5,000
- Minor Repairs: \$500-\$1,000
- Deep Cleaning: \$200-\$400
- Storage Unit: \$100-\$200 per month

Potential Returns

- Faster sale (88% faster)
- Higher selling price (5-10% more)
- Reduced time on market
- Decreased likelihood of price reductions (\$5,000 to 10,000 each time)



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Your Step-by-Step Staging Roadmap

1. Depersonalize

- Remove personal photos and unique collections
- Create a neutral canvas that helps buyers imagine their own life in the space
- Pack away 30-50% of personal items

2. Declutter Like a Pro

- Clear countertops, shelves, and surfaces
- Remove excess furniture to make rooms feel spacious
- Organize closets and storage areas
- Rent a storage unit if needed

3. Deep Clean

- Professional deep clean or thorough DIY cleaning
- Focus on:
 - Kitchen and bathrooms, Windows and mirrors, Floors and carpets, Baseboards and light fixtures

4. Minor Repairs Matter

- Fix leaky faucets
- Touch up paint
- Repair any visible wall damages
- Replace burnt-out light bulbs
- Ensure all doors and windows open smoothly

5. Create Inviting Spaces

- Arrange furniture to showcase room flow
- Use neutral, modern accessories
- Add fresh plants or flowers
- Ensure good lighting in all rooms
- Create cozy, welcoming seating areas



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Budget-Friendly Staging Tips

If Professional Staging Isn't in Your Budget:

- Use what you have
- Borrow furniture from friends
- Consider PHOTO DAY staging for online listings
- Focus on key rooms: living room, master bedroom, kitchen

Red Flags to Avoid

- Overwhelming personal decor
- Cluttered spaces
- Strong personal colors
- Visible maintenance issues
- Overpowering odors

Professional vs. DIY Staging

Professional Staging

- **Pros:** Expertise, full transformation, potential higher sale price
- **Cons:** Higher cost (\$2,500-\$5,000)

DIY Staging

- **Pros:** Low cost, personal touch, flexibility
- **Cons:** Requires time, may lack professional polish

Final Thoughts

Staging is about presenting your home's best self. It's an investment in your sale, not an expense. By showing your home at its absolute best, you're more likely to attract serious buyers and maximize your return.

Pro Tip: Take photos of your staged home. These can be powerful marketing tools that set your listing apart!