



*Staging Guide*  
**INSPIRATION**





## Welcome to Our Staging Guide

If you're selling your home, you've likely heard all the typical advice around applying some home staging techniques to help earn you top dollar. The concepts of making your home clear, open, inviting, and neutral for potential buyers are all pretty familiar. Still, knowing exactly what to do—and what not to do—isn't always obvious: It's easy to go overboard on staging.

"Keep it real: Staging is the intersection of dreaming and livability," says Misty Soldwisch, broker and owner at Better Homes and Gardens Real Estate Innovations in Indianola, Iowa. "The goal is to be aspirational, but in a way where potential buyers feel comfortable."

Better Homes & Gardens® Real Estate is the only real estate company with exclusive access to Better Homes and Gardens stylists and editorial experts. Start with these 14 Expert Tips for Staging a Home to make home buyers fall in love with your listing.

**Happy Staging!**

ALL CONTENT IS FROM 14 EXPERT TIPS FOR STAGING A HOME  
BY KRISTINE GILL | BHG.COM















## *Start with* **Curb Appeal**

Selling your home begins with listing photos, but once a potential buyer arrives, you want the entrance and exterior of your home to invite them in. To do this, take time to spruce up the outside of your home.

Cohesive landscaping with fresh plants and gleaming new paint will not only look great in the listing photos, but it will contribute to the first impression when buyers arrive.



### GET THE LOOK



BHG Solar Dusk to Dawn  
Decorative Outdoor LED Light



BHG Ellan White Resin 16" Planter



# De— Personalize

You've likely heard this one before, but it can't be overstated: Staging a home means making it appear neutral and inviting to any buyer. That means removing those items that make it obvious that it currently belongs to a specific family.

With that in mind, be sure to remove family photos, wedding invites from the fridge, children's artwork, evidence of pets, and the like.

## GET THE LOOK



BHG Charcuterie Board



BHG Indoor Artificial Olive Plant  
in 2-Tone Color Ceramic Vase













## *Remove* **Your Rugs**

Rugs can unify a space and add pops of color, but they can also make a room feel cramped and small. They can also be a trip hazard for some. If you can remove a rug, do so. "That opens up the space more than you think," says Brandi Taylor, with Better Homes and Gardens Real Estate Parade.



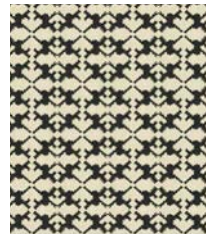
### GET THE LOOK



BHG 3-Light Vanity Fixture, Matte Black



BHG Steel Wire Laundry Hamper  
with Removable Cotton Blend Liner



BHG Black Arcos Geometric  
Peel & Stick Wallpaper



## *Add* **Mirrors**

Got a cramped room? Move a mirror, or add one. They work in most spaces and can create the illusion of more space. Adding a large mirror may make any room look brighter and larger.



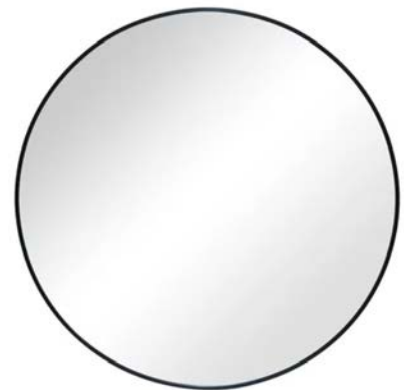




## GET THE LOOK



BHG Acacia Wood Rectangle Tray  
with Gold Color Handles



BHG 28" Round Wall Mirror, Black



BHG 18" Modern Dome Touch On/Off  
Table Lamp, Black









## *Remove* **Clutter**

As you clean and depersonalize your home, you'll want to also remove clutter. That includes mail on the kitchen counter, forgotten projects on bookshelves, and boxes and tools in the garage. It can also include unnecessary furniture.

To spot clutter, try a different point of view. Michelle Dahl, with Better Homes and Gardens Real Estate Synergy suggests grabbing a camera. "Take a picture of each room with your camera and look at what stands out," she says.

Don't stay indoors: Clutter can be a deterrent outside the home, too. "Too many gnomes, bird feeders, wind chimes, and children's toys give buyers a sense of busyness instead of welcome and refreshment," says Patricia Martin, with Better Homes and Gardens Real Estate Native American Group in Virginia Beach, Virginia.

### **GET THE LOOK**



BHG 2-Piece Natural Cane Weave Basket Set



## Add Accents

Once you've decluttered and removed personal items and decor that may not appeal to buyers, your home may feel pretty sparse. To remedy that, repurpose items you already have as accents. Move around art and color-coordinated throw pillows or blankets to bring new color to the various rooms of your home.

"Using white with black accents allows for a fresh clean look," says Sandra Mac Adam, with Better Homes and Gardens Real Estate Registry in Temecula, California.

### GET THE LOOK



BHG Marble Tabletop Sculpture



BHG 20" x 20" Stripe Fringe Cotton Pillow with Poly Fill Insert















## *Add* **Fresh Fruit or Flowers**

Fresh flowers smell good and look even better. Add some in a vase in the kitchen and bathroom to bring life into the home, suggests Angela DeMarta, with Better Homes and Gardens Real Estate Paracle in the Carolinas.

Try fresh fruit in the kitchen, too. You may clear out the countertop and accessorize with matching cookware or a bowl of fresh fruit, such as lemons, which adds a beautiful pop of color.

### GET THE LOOK



BHG Classic Black Ceramic Tabletop  
Vase with Ribbed Finish



BHG Large Acacia  
Wood Angled Bowl









## Replace Air Filters

If you've lived in your home for years, you probably can't smell that unique scent the place has taken on as you've lived there. Perfumes, cooking fumes, and pet odors might not matter to an owner, but a buyer will notice.

To mitigate this, be sure to replace the air filters in your home. "Air filters should be replaced every one to three months, and especially before you list a home to ensure clean air," DeMarta says.

### GET THE LOOK



BHG 17" Reactive Glaze Ceramic Table Lamp, Taupe



BHG Fabric Cube Storage Bins, 2 Pack, Black Wood with Caning



BHG Springwood Swivel Barstool, Charcoal Finish



# Hire a Professional Cleaner

A clean home is key. Keeping your space virtually spotless can make a difference in how much time your home spends on the market and even what offers come in. Presenting a thoroughly clean space can do a lot for your selling prospects, even if you don't have the means to implement other home staging tips. If you're able to, get professional cleaners to do the dirty work.

"Dust all ceiling fans, clean inside the refrigerator and oven, clean glass and windows," DeMarta says. You can hire a professional cleaner for a couple hundred dollars, and the result will be much more impressive than what you're able to do on your own.



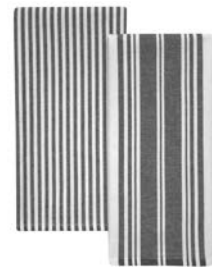




## GET THE LOOK



BHG Matte Black 3-Head  
Arc Floor Lamp



BHG 2-Piece Culinary  
Kitchen Towel, Rich Black



BHG Lillian Fluted Coffee Table,  
Natural Pine Finish









## *Think* Holistically

As you stage your home, try to make the overall aesthetic cohesive. Take cues from the design and location of the home. Buyers will be consciously and unconsciously layering input from their senses to create one impression. These cues will conflict and leave a bad impression if an extremely modern home is loaded with Victorian furniture or if a mountain lodge is decorated as a beach house, for example.

### GET THE LOOK



BHG Futon with Wood Arms, Gray Linen



BHG Blue Floral 5' x 7' Area Rug



# *Be Careful With Artwork*

Artwork can add needed accent color and draw you through a home. Dahl suggests using it sparingly and only in places that tie spaces together. Be sure to hang art properly, too. Art gives a focal point to the room, can make a room feel larger, and can make ceilings feel higher when hung at the right height. Art also gives a finished look that says the home is ready to move-in.

## GET THE LOOK



BHG 3-Tier 20" W Bracket  
Shelves, Walnut Finish



BHG Artificial Eucalyptus  
in Glass Vase















## Consider All Five Senses

When the times comes for a showing, be sure your home not only looks and feels good but smells and sounds good, too.

"I love to bring in fresh greenery and flowers to a staged home. I also love to add oil plug-ins in every room with a subtle, clean smell," says Jennifer Frankford with Better Homes and Gardens Real Estate Southern Branch. "Both give a fresh and inviting feeling when buyers are walking through."

You can also put on some music, but try sticking to something instrumental to avoid offensive lyrics or a particular genre. "Just like when stores play music while you shop, music is a great touch to get buyers in the mood to buy a house," DeMarta says.



### GET THE LOOK



BHG 180ML Botanical Porcelain Diffuser



# *Think* **Light & Bright**

Make sure all the spaces in your home are well-lit and that the windows are open and inviting, allowing in natural light. Bring in accents that channel bright energy. Make sure that all lamps and light bulbs work, that all windows can be opened. The goal is a cheerful and airy house.



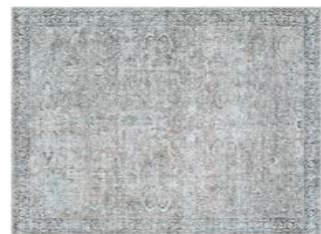




## GET THE LOOK



BHG Single Round Shade  
Pendant Light, Black Finish



BHG Persian Blooms Washable  
Non-Skid 5' x 7' Area Rug



20" Round Indoor Modern  
Black Analog Wall Clock









## *Disconnect from the Process*

Selling your home can be a difficult process emotionally, especially as you drastically overhaul the look and feel of your home to impress strangers. The more you can detach yourself from that process, the easier it will be to apply the advice of your real estate agent and others who are trying to help you get top dollar for your property.

No matter how well you know your house, an outside perspective who can come in and look at your house with fresh eyes is invaluable. Chances are likely that the stager will want to put pieces in your home that you would never want. Let them.

### GET THE LOOK



BHG 15-Count Solar Powered Edison  
Outdoor String Lights, with Warm  
White LED Bulbs



BHG Outdoor Natural Hermosa  
Lumbar Pillow, 19\"/>



## *Final Thoughts* from the Pros



### Kitchen

Freshen up your kitchen with a bright or statement piece tea kettle, showcase a hardback cookbook, cute utensil holder, tea towel on the oven handle, bowl of oranges on the counter or floral arrangement like orchids, KitchenAid mixer if you have one, bottle of pretty alcohol such as Azul tequila, and make sure LED lighting is present in the kitchen fixtures. You don't have to install brand new recessed lighting, it can be as easy as switching out the old bulbs for new!

—NATE TAUFERNER

Better Homes and Gardens Real Estate Blu Realty



### Closets & Organization

Life can be challenging for families. Now is the time to start packing and sorting through what stays, gets donated, or goes to storage. I suggest buying baskets and containers for loose items in the kitchen and bathroom along with one for each family member to throw their personal items in when necessary for showings. Keep the space as open as possible for buyers to imagine their own belongings in closets, cabinets, or on countertops.

—SARAH TORNEY

Better Homes and Gardens Real Estate Reliance Partners





## Curb Appeal

Your curb appeal is the very first impression that our perfect potential buyer will get. Most buyers will drive by your home before they even decide to request a showing. If your curb appeal is not inviting, we may not get a chance to wow them with the inside of your beautiful home. The basics of making the yard look great are a minimum, but please make sure the front entryway and door are sparkling and inviting with a pop of color. Remember, the buyer stands behind their Real Estate professional with a pause as the door gets opened!

—SARAH LYN NGUYEN

Better Homes and Gardens Real Estate Gary Greene



## Outdoor Living Area

Regardless of price point, it should start with the “curb appeal.” As you drive to the home, flower pots, manicured lawns are the buyers first “in person impression” of the home. No visible garbage cans or hoses strung along the yard. And not having an “empty porch” or “empty patio or deck.” Buyers need visualization and having some outdoor furniture and Adirondack chairs give the buyer a sense of “home.”

—TAMMY SCOTTO

Better Homes and Gardens Real Estate Green Team

SCAN TO SHOP





