



Julia B  
Fee

**Sotheby's**  
INTERNATIONAL REALTY

# The Secrets to Staging

Highlighting a residence's most positive attributes through the power of home staging is an essential step in the home selling process. Whether it involves reorganizing, adding new furniture and decorations, or even making repairs and renovations, staging can make a powerful impression on a prospective buyer. Here are some basic guidelines to help you get started.

1

## Boost Curb Appeal

Make a strong first impression with your home's exterior and lawn.

- Power wash the house and walkways
- Replace or repair worn elements such as roofs, decks, patios or porches
- Make sure all windows are clean
- Add some eye-catching color with new shutters or a freshly painted front door
- Carefully choose your flowers and plants
- Keep the grounds well maintained
- Include proper lighting along the driveway and sidewalks, and near important landscape elements



2

## Clear Away Clutter

Showcase your home's true potential by clearing out unneeded items.

- Remove all unnecessary items such as clothing, trinkets and furniture by asking yourself what you can live without
- Keep flat surfaces clear, especially in popular gathering spaces
- Keep drawers and closets organized and clear to reveal full storage capabilities
- Rearrange furniture for added space



## 3

### Appeal to the Senses

Adding brightness and pleasant aromas to a room can go a long way.

- Clean all windows and screens for optimal natural sunlight
- Keep all drapes and shades open
- Use higher wattage light bulbs
- Place lamps throughout
- Include light-colored paint and furniture
- Add pleasing scents throughout the house, while covering any undesirable odors.

## 4

### De-personalize While Maintaining Character

Limiting personal items while retaining a warm environment allows buyers to imagine adding their own personality to the home.

- Remove excess personal items prior to welcoming interested buyers
- Take down family photos and replace with framed art or neutral images
- Eliminate any trinkets that cater to personal preference
- Keep the décor neutral and add decorative arrangements
- It's not all about white walls—bold accents help add warmth to a de-personalized home



## 5

### Present a Lifestyle

Capture the essence of being “lived in” by presenting a relatable, authentic environment.

- Use specific lifestyle accents, whether a hammock in the backyard of a quiet suburb, or a swing on the front porch
- Re-purpose extra rooms to give them a clear use—for example, as a home office or studio
- Add appealing, warm touches such as vases with cut flowers, a basket of fruit, neatly arranged magazines or candles

juliabfee.com



Julia B  
Fee

Sotheby's  
INTERNATIONAL REALTY