

Bay East Consumer Guide

Staging Your Home for a Sale

Showcase your home's best features and help buyers picture themselves there.



What Is Home Staging?

Home staging is the process of presenting your home in its best possible light. The goal is to:

- ✓ Highlight your home's strengths
- ✓ Make rooms feel open and welcoming
- ✓ Help buyers imagine themselves there

Staging is about making your home more appealing.



Staging Options



Professional Staging: A staging expert arranges furniture and décor to maximize your home's appeal.



Staging Consultation: Receive personalized recommendations you can complete yourself.



Virtual Staging: Digitally furnished listing photos can showcase empty spaces while accurately representing the property.



Simple DIY Staging Tips

Before listing your home:

- Remove personal photos and clutter
- Use neutral colors and décor
- Rearrange or remove bulky furniture
- Refresh bedding and towels
- Enhance curb appeal with tidy landscaping and a welcoming entry

Small improvements can make a big impact.



Common Staging Mistakes

Avoid these common pitfalls:

- Overcrowded rooms
- Visible clutter or poor cleanliness
- Bold or distracting décor
- Personal or political displays
- Neglecting entryways and other first impressions

A simple, clean space allows buyers to focus on the home itself.



"A well-staged home helps buyers picture their future."



We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Recommend staging strategies
- ✓ Identify improvements that maximize appeal
- ✓ Connect you with professional staging resources