

# Staging Your Home



ASK THE **AGENT**

When your home goes on the market, it's no longer just your personal space—it becomes a **product**. Buyers need to picture themselves living there, which can be hard if your family's personality is too present. That's why agents recommend decluttering, depersonalizing, and often working with a **professional stager** to present your home in its best light.

## Why Staging Matters

- **Emotional Impact:** Staging sets the right tone and helps buyers connect with your home.
- **Highlight Features:** It draws attention to the most attractive aspects of the property.
- **Higher Offers:** According to NAR, 77% of listing agents say staging increases the dollar value buyers are willing to pay.
- **Faster Sales:** Staged homes often go under contract quicker than non-staged homes.

## What a Stager Does

A professional stager usually starts with a consultation and provides a customized report.

Their recommendations might include:

- Decluttering and storing personal items
- Rearranging or replacing furniture
- Updating paint colors in key rooms
- Adding décor or rental furniture
- Enhancing curb appeal

Most staging focuses on high-impact areas like the **living room, kitchen, primary bedroom, and dining room.**

