

AGENT LOGO

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# HOME STAGING REPORT



**PROPERTY:**

123 Luxury Lane, City, State

# Welcome

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Selling a home can feel overwhelming, and the goal is to make the process as smooth and stress-free as possible. By spending a little bit of time on home staging, you're enhancing your home's appeal and value —helping it sell faster and potentially at a higher price.

Reviewing this report is an essential step, as it provides a clear roadmap for maximizing your home's marketability. Inside, you'll find personalized recommendations for each room, tailored to your goals and budget.

By implementing these strategic updates, you'll create a warm, neutral and inviting space that attracts more buyers and sets the stage for a successful sale.

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REAL ESTATE AGENT



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# What is Home Staging?

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Staging also improves the sense of space and flow, making rooms feel open and organized. By using neutral, cohesive décor, the home appeals to a wider range of buyers and stands out in the market.

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# The Power of Home Staging: Why It Matters

Staged homes consistently outperform non-staged homes in three measurable ways:

**They sell faster.** Buyers make decisions quickly. A home that photographs well and shows beautifully creates urgency that an unstaged home rarely does.

**They photograph better.** Over 90% of buyers start their search online. Your listing photos are your first showing — and staged rooms stop the scroll.

**They sell for more.** When buyers feel emotionally connected to a home, they compete for it. Staging creates that connection.

The investment is your time and attention. The return is a faster sale, stronger offers, and a smoother path to closing.





# Room-by-Room Staging Guide

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Before diving into the specifics, three things apply to every room:

**Edit first.** Remove anything that doesn't need to be there. Less is almost always more when it comes to how a room photographs and shows.

**Depersonalize.** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc porta sem sit amet ligula facilisis, sed facilisis ligula luctus. Suspendisse ultricies libero id nisi viverra.

**Style with intention.** A few well-placed accessories — a throw, fresh greenery, a simple tray — can transform how a room feels without spending money.

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# Room-by-Room Staging Checklist

\*Remember, not every item on this essential checklist may apply to your home. We'll explore the specific recommendations in your personalized report.

Transform your home into a buyer-ready space with these simple yet effective staging tips:

- ☐ **Declutter Displays** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl at
- ☐ **Define Each Space** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl
- ☐ **Silence Squeaky Hinges** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl
- ☐ **Maximize Natural Light** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl at **Secure**
- ☐ **Valuables** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl at
- ☐ **Update Window Treatments** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl
- ☐ **Remove Worn Rugs** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl
- ☐ **Modernize Fixtures** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl
- ☐ **Ensure All Lights Work** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus nisl at.

- ☐ **Tidy Up Pet Areas** – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla facilisi. Vivamus ac nisl id nulla gravida posuere.
- ☐ **Deep Clean Every Surface** – Praesent dignissim arcu vel sem porta, at suscipit odio tincidunt.
- ☐ **Simplify Decor** – Sed ut perspiciatis unde omnis iste natus error sit voluptatem.
- ☐ **Organize Bookshelves** – Integer vel urna non ipsum gravida aliquet.
- ☐ **Minimize Furniture** – Morbi luctus sapien ut quam porta, non pretium nunc viverra.
- ☐ **Eliminate Personal Items** – Curabitur varius turpis vitae risus tempus efficitur.
- ☐ **Refresh Houseplants** – Aliquam erat volutpat. Nam in urna eget augue laoreet tempus.
- ☐ **Free Stuck Windows** – Vestibulum ante ipsum primis in faucibus orci luctus et ultrices.
- ☐ **Ensure Windows Are in Good Condition** – Sed at sapien cursus, posuere lorem quis, dictum metus.
- ☐ **Add Stylish Accents** – Phasellus sit amet magna euismod, bibendum libero a, gravida dolor.

- ❑ **Refresh Interior Walls** – Apply a fresh coat of paint in neutral tones for a clean, updated appearance.
- ❑ **Upgrade Lighting** – If the budget allows, replace outdated light fixtures for a modern touch.

By following these steps, you'll create a well-staged home that feels bright, inviting, and move-in ready for potential buyers



# LIVING ROOM

## Staging Recommendations

### WHAT WE STAGED

The green walls have been repainted a light warm gray, immediately opening the room up and letting the furniture become the focal point instead of the color. All personal collections have been cleared from the coffee table and replaced with a single styled tray. The dark plaid curtains are gone, replaced with long neutral linen panels that hang high and wide, making the windows look significantly larger.

### DECLUTTER & REMOVE

- Remove every item from the coffee table — the duck decoys, metal lantern, figurines, small wooden box, and stacked books all need to go
- Remove the vintage suitcases from the top of the armoire — all of them including the American flag one
- Remove the green velvet chair from the back corner near the window
- Remove the black tufted leather office chair from the right side of the room
- Remove the wicker picnic basket sitting near the window
- Remove the lamp, framed photos, and everything on the small side table on the far right — clear it completely or remove the table entirely
- Replace all current sofa pillows — the blue, gray, and patterned mix reads as collected over time, not intentionally styled

### FURNITURE

- The green velvet chair and black tufted chair both need to come out — they are pulling the room in two different directions and crowding the space
- Without those two pieces the room breathes and the Chesterfield sofa and club chair read as a proper intentional pair
- Do not replace them with anything — the empty floor space is an asset here

### WINDOW TREATMENTS

- Remove the dark green plaid curtains entirely — they are the second biggest issue in this room after the wall color
- Replace with simple linen or neutral fabric panels in off-white or warm greige
- Hang the rod as close to the ceiling as possible and let the panels extend to the floor — the windows in the after image look nearly twice as large because of this change alone
- The existing blinds behind the curtains can stay — they disappear once the new panels are in place

# Staging Recommendations Continued

## TEXTILES & ACCESSORIES

- Replace all sofa pillows with neutral cream and linen — two larger textured cream pillows at the back, two smaller in a subtle pattern in front
- Drape a soft gray or blue-gray throw loosely over the left arm of the sofa — this is the only textile addition needed
- Coffee table: purchase a simple woven rectangular tray, stack two white or linen-covered books inside it, add one small white orchid in a simple white pot — that is the complete coffee table
- Clear the inside of the armoire as much as possible — the glass doors make the contents visible and right now it reads as storage

## IF BUDGET ALLOWS

- Paint the walls — this is the single highest-impact change in this entire room. The teal is beautiful and personal but it will cut your buyer pool significantly. A light warm gray or greige — Benjamin Moore Pale Oak or Sherwin-Williams Agreeable Gray — transforms this room completely as you can see in the after image. This is worth doing before listing photos without question
- The hunting scene art and horse painting are actually both strong pieces and work well in the staged version — keep them, they suit the room's character without being overly personal

# Before



# After



## Full-Service Support to Get Your Home Market-Ready

As your real estate agent, I'm here to make sure your home looks its best — from listing photos to showings.

To help you prepare, I include the following as part of my listing services:

- Photo day styling and prep support
- Access to my trusted network of painters, cleaners, and handymen
- Ongoing tips to ensure your home shows beautifully

My goal is to make the selling process smooth, stress-free, and successful — starting with how your home is presented.



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