

# What is Home Staging?

## **Dressing a House for Success - STAGING A HOME**

Home staging is about illusions. It's how David Copperfield would sell a house. It's beyond decorating and cleaning. It's about perfecting the art of creating moods. Staging makes your house look bigger, brighter, cleaner, warmer, more loving and, best of all; it makes home buyers want to buy it.

Contrary to what you might think, it's about more than preparing the house for sale. Staging is what you do after you've cleaned, de-cluttered, painted, made minor repairs; it's all about dressing the house for sale.

It's about adding the small details: the lipstick, mascara and, for simplicity, a stunning, single strand of Tahitian pearls.

## **What is a Professional Home Stager?**

Professional stagers are highly skilled artists.

They can take a blank canvas and paint a sensuous portrait without ever lifting a paint brush. Stagers possess the skills of a top-level designer and they create dramatic scenery that appeals to all five senses. Here are some of their secrets:

- Arrange sparse pieces of furniture in an appealing grouping known as a vignette
- Showcase a generous usage of soft fabrics such as silk, lambs wool, satin
- Display unusual knickknacks in units of 1, 3 or 5
- Drape window coverings with simple lines
- Add unique elements to shelving, bookcases and fireplace mantels, which draw attention to predetermined areas

## **What Accessories Does a Stager Use?**

Stagers bring in a vast array of items to spruce up the house. Here is a small sampling of items professional stagers often use to dress each room. How they are utilized is limited only by the creativity and vision of the stager.

- Mirrors
- Plants
- Silk Flowers
- Floor & Table Lamps,
- Area and Throw Rugs
- Small Love Seats
- Ottomans
- Afghans
- Pillows
- Inflatable Queen-Size Beds
- Baskets
- Plastic Tables & Chairs

### **Professional Staging Tricks & Tips**

- Apply orange oil to cabinets that appear dry, which will renew their original luster
- Put out large bowls of fruit such as polished apples, bright oranges, luscious grapes
- Arrange colorful and fun cookbooks on the counters
- Bath towels, tied with ribbons

The back yard needs staging, too. For patios and decks, add plants and potted flowers, and additional color by setting the picnic table with bright, plastic dinner plates.

### **How Much Does it Cost?**

Ask your Real Estate Professional. Many times your agent will have experience in home staging and may be able to help you as a part of their service. Other times, your agent can probably recommend someone to help.