



# The Homeowner's Guide to Staging

This eBook includes essential staging techniques for any time of year and specific staging tips to sell your home in spring, summer, fall, and winter.



Brought to you by:

**Bob Morris**

**Top Choice Real Estate**

317 625-0655

Bob@TopChoiceRE.com

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# 10 Staging Basics to Help Sell Your Home

Before you start replacing old fixtures and color-coordinating your throw pillows, there are some essential staging steps to take to make your home more universally appealing to potential buyers. Here are the ten most important things you can do to help your home sell for more, faster.

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## 1. Declutter

Having a lot of “stuff” around can make your home feel smaller and more cramped than it really is. Pack up most of the toys, clothes, dishes, and knick-knacks to make your home feel more spacious.

## 2. Depersonalize

Your family photos, collectibles, and other highly-personalized items make the home feel like yours. Put these items away so that buyers can picture your home as theirs.

## 3. Neutral Paint Colors

Bold wall colors are a great way to make a statement, but when selling your home, it's better to play it safe with neutral colors. Whites, beiges, and even some grays work well for selling your home.

## 4. Cleanliness is Key

Staging doesn't do any good if buyers can't see your home underneath piles of laundry or dirty dishes. In addition to being a distraction, some buyers may see uncleanliness as an indicator that the home hasn't been cared for.

## 5. Smell, What Smell?

Nose blindness is a serious condition when you're trying to sell your home. If you smoke, have pets, or even just burned a bag of popcorn last week, chances are good there's a residual odor lingering. A good, deep clean will help, but you may also want to invest in some subtle air fresheners.

## 6. Natural Light

People make fun of how often the phrase “natural light” gets tossed around, but it's used a lot because it's important. Buyers love natural light, so wash the windows and open the blinds to make sure your home gets plenty of it.

## 7. Artificial Light

Sometimes buyers schedule showings at night or when it's cloudy, so be prepared with plenty of back-up light. Use bright bulbs and plenty of lamps to make sure your home has a bright, friendly vibe. Just remember to turn on the lights before your buyers come over.



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## 8. The Power of Three

Three is a magic number in staging. Place decorative items on shelves, tables, and countertops in groups of three. Keep size, texture, and color in mind when planning your groups of three.

## 9. Good Condition

Making sure your home is in good condition will help you appeal to the move-in-ready crowd. Fill in any cracks in the driveway, fix broken door knobs, and replace ripped window screens to make sure your home is ready for new owners.

## 10. Get Scarce

Unfortunately, most buyers don't appreciate having the current homeowner present to highlight all the upgrades and amenities your home offers. Your home is more likely to sell if you're not there. Buyers will look more closely and give your home a higher level of scrutiny if they don't have to worry about your feelings and what memories they may be trodding on if they want to make changes.



# Spring

Spring is the season of rebirth. The flowers bloom and the fresh smell of air fresheners fill the air as many people participate in spring cleaning. If you're thinking about selling your home this spring, these tips will help you invoke the spirit of the season in potential buyers.

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## 1. Gardening Galore

Spring is all about green leaves and vibrant flowers. Bring hanging plants inside and plant flowers in window boxes outside your home. You can also use potted plants to liven up your porch or yard.

## 2. Fresh Air and Sunshine

If the weather is nice, why not open up the windows before a showing? Showcase all the fresh air and sunshine your home allows. Just make sure the window sills are clean.

## 3. Rain. Rain. Rain.

Spring weather isn't always sunshine and daisies, be prepared for mud with plenty of doormats and an umbrella stand by the door.

## 4. Bright Colors

Pack up any dark or heavy fabrics such as pillow cases, throw pillows, curtains, or towels, and replace them with bright, spring colors.

## 5. Reflect on This

Adding wall mirrors will make your home feel more spacious and will help you get the most from your natural light.



Create a good first impression by making your entryway as welcoming as possible.

## 6. Spring in the Air

Spring-scented candles or air fresheners can add an extra layer of appeal to your home. Scents like fresh laundry, beach scents, lemons, or other fruity or floral scents are appropriate.

## 7. Outdoor Living

Create a sitting area outside to show how the new owners will be able to enjoy the beautiful weather in their new yard.

## 8. So Much Pollen

Be sure to wash away any pollen that's gathered on your house, lawn furniture, decorations, driveway, and other outdoor items before someone views your home.

## 9. First Impressions

Create a good first impression by making your entryway as welcoming as possible. Remove any cobwebs or leaves from your front porch, add a spring wreath, and clean off the welcome mat.

## 10. Fresh Paint

A fresh coat of paint on your interior walls can bring a bit of spring into your home. Stick with white paint or whites with a slight hint of spring colors.



# Summer

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A lot of families wait for summer to sell their home to not only take advantage of buyers who will be out in-mass, but to minimize the impact their move will have on school-aged children. These ten tips will help your home stand out among the crowd if you're planning to sell during the summer months.

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## 1. Mow the Lawn

Grass grows much faster during the summer. Make sure your lawn is freshly mown. Not only will it make the yard look better, it will give it that delightful, freshly-cut-grass smell.

## 2. Turn Down the Air Conditioner

A showing or open house is not the time to save on the power bill. Make sure the house is cool and inviting when buyers come by.

## 3. Lawn Decorations

People spend a lot of time outdoors in the summer. Add a wind chime to the front porch and set up a BBQ station in the backyard to make these spaces more inviting.

## 4. Let There Be Light

Hang a sun catcher in the kitchen window and replace heavy, sun-blocking curtains with light, colorful options that let plenty of light in.

## 5. Lemons

Setting out a pitcher of cold lemonade will remind many people of childhood and serve as a refreshing treat to escape the heat. A bowl of lemons on the dining room table or kitchen counter is also a great way to brighten up a room.



Add nice, healthy houseplants throughout the house to freshen the air and add a touch of color.

## 6. Green is Good

Add nice, healthy houseplants throughout the house to freshen the air and add a touch of color. Houseplants are especially nice in bathrooms.

## 7. Speaking of Bathrooms...

Make sure your bathrooms smell fresh and light by adding a few drops of essential oil to the inside of your toilet paper rolls. Scents like honeysuckle, lemongrass, and fresh linen are sweet and summery.

## 8. Ditch Dark Linens

Trade your dark blue bedspread or rich red towels for whites and pastels. These colors will make your home brighter and more inviting.

## 9. Pressure Wash

Clear out any mold, mildew, or other stubborn stains from your patio, stairs, railings, deck, walls, and driveway with a pressure washer.

## 10. Add Outdoor Lights

During the day, buyers can imagine your yard as a beautiful haven. At night they can see that it is.



## Fall

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People love fall, but sometimes this season can feel a bit dreary. So, if you're staging your home to sell during the fall, put the focus on bringing color and light back into your home. Here are ten ways you can help buyers remember your home this fall.

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### 1. Curb Appeal

By fall, your spring and summer plants may have lost a bit of their luster. Make your home look as nice as possible by raking up fallen leaves, replacing your mulch, and pressure washing your home.

### 2. Liven Up the Entryway

Adding some nice fall-themed plants and wreath to your front porch can make your entryway feel more cheerful.

### 3. Open the Blinds

The shorter days and lack of light this brings with it can make your home seem gloomier. Open the blinds and tie back the curtains to let the light in and make your home feel more welcoming.

### 4. Choose a Focal Point

Create focal points throughout your home to showcase the nice windows, fireplace, or other unique features. You can also turn a wall into a focal point. Try to incorporate orange, brown, green, or other fall colors to make it more seasonal.

### 5. Well-Placed Candles

Add a few candle stands to your mantle, coffee table, or bathroom counters to add a touch of warmth and hominess. Try placing them in clusters of three and surrounding them with fallen leaves, acorns, and pinecones (if you can do so without risking a fire).

### 6. Seasonal Scents

Pumpkin, caramel, maple, apples, and cinnamon are popular smells during the fall season. Look for smells that blend well together and that improve your space without overpowering it.

### 7. Blankets

Draping a few blankets over the top of comfortable chairs or folding them at the bottom of the bed can be very inviting. You can also add a blanket ladder to the living room for a decorative blanket display.

### 8. Fall Screensaver

That big screen tv in your living room can do a lot more than sit there. Have it play a fall themed slideshow to beautify your space.



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### 9. Pumpkins

Placing a few pumpkins, gourds, or cornucopias around the house can add a festive splash of color. Their symbolic representation of bounty and plenty can also make a buyer feel more confident buying your home.

### 10. General Upkeep

Fall is a big season for home maintenance. Don't give potential buyers cause to think about all the things they would need to do to get your home ready for winter. Go ahead and reseal the windows, clean out the gutters, and service your heating system now.



# Winter

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During the winter, many people start focusing on the holidays, so you can feel confident that those who do stay focused on buying a home are serious buyers. Incorporating some seasonal elements into your home staging can highlight what a wonderful place your home can be during the holidays.

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## 1. Crank up the Heat

It's cold outside. When a buyer steps into your home for the first time, make sure you greet them with an instant rush of comfortable warmth. Just remember not to make it too warm and you may make them want to stay.

## 2. Cranberries and Oranges

Add some seasonal color to your home with a nice bowl of oranges or votive candles surrounded by cranberries.

## 3. Yard Decorations

A few simple yard decorations can help give your yard a much-needed splash of color and personality in the winter; just don't go overboard. Avoid large inflatables and overtly religious icons.

## 4. Fun and Games

Winter can be a bit dreary at times. Liven up your living space by decorating an end table or other small table with a chessboard or family-friendly game.



## 5. Outdoor Lighting

Sparkling lights can add a bit of magic to a home, especially in winter when it gets dark earlier and earlier. Add a few solid-color strings of lights to the outside of your home to make windows, trees, and other features pop. You can also use solar powered lights to line the driveway or walkway to your home.



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## 6. Conversation Space

Create a cozy conversation space in your living room or den by turning your couches/chairs in towards each other instead of pointing at the television. This will help create the idea of your home as a great space for hosting events or connecting with family.

## 7. Holiday-Approved Home

During winter, holidays are on everyone's mind. Make your house a great place to celebrate without focusing on specific occasions by laying out festive table runners, candles, and of course a nice centerpiece on the table.

## 8. Warm, Cosy Bedrooms

Make sure the bedrooms are cosy and inviting by using plenty of pillows and a heavy comforter on the bed. Let in or create plenty of soft light by opening the blinds and pulling back the curtains or place reading lamps on the nightstands to add a warm, inviting glow to the room.

## 9. Make a Good First Impression

Potted evergreens near your front porch will bring some extra color to your yard and adding a seasonal wreath and a fresh welcome mat to your porch will help make a great first impression.

## 10. Coordinating Colors

Inside your home, a fresh doormat coordinated with the other colors in your home will help keep your floors clean and create a cohesive feel that will draw in visitors. Use decorative accents throughout the house that will create a consistent decorative feel.

# Happy Selling!

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**Bob Morris**  
**Top Choice Real Estate**

317 625-0655

Bob@TopChoiceRE.com

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