

Top Realtor Tips for Home Staging

Transform your property into a buyer's dream with these professional staging techniques from RE/MAX. These proven strategies will help your home sell faster and potentially command a higher price in today's competitive market.



Fresh Paint: The Most Powerful ROI

Neutral colors create a blank canvas that appeals to the widest possible audience, allowing buyers to envision themselves in the space.



Go Neutral

Beige, light gray, or crisp white tones create universal appeal and make spaces feel larger and brighter.



Strategic Accent Walls

Use a carefully placed accent wall to highlight architectural features like fireplaces or built-ins without overwhelming the space.



Don't Forget Trim

Fresh white trim creates crisp lines that make even budget paint jobs look more expensive and intentional.



Spotless Cleanliness: Details Matter

A meticulously clean home signals to buyers that the property has been well-maintained. Focus on these often-overlooked areas:

- Deep clean floors, especially in high-traffic areas
- Scrub grout lines in kitchen and bathrooms
- Dust baseboards and ceiling fans
- Clean windows inside and out for maximum sparkle
- Replace shower curtains and liners
- Apply fresh caulk around tubs, sinks and toilets
- Clean inside appliances that convey with the home



PRO TIP: Add plush, coordinated towels in bathrooms and fresh dish towels in the kitchen for an instant upgrade.

Lighting: Brighten Every Corner

Strategic lighting creates ambiance, highlights features, and makes spaces feel larger. A well-lit home photographs better and feels more welcoming during showings.

Layer Your Lighting

Combine ambient (overhead), task (reading/work areas), and accent lighting (artwork/features) for a professional look.

Maximize Natural Light

Open blinds fully, clean windows, and remove heavy drapes that block sunlight. Consider trimming exterior bushes that shade windows.

Wattage Formula

Aim for 100 watts of lighting per 50 square feet. Replace outdated fixtures and use consistent color temperature bulbs (soft white 2700K-3000K).



Declutter: Less is More



Removing excess items creates visual space that allows buyers to focus on your home's features rather than your belongings.

The Rule of Three

Limit decorative accessories to groups of three items varying in height and texture but sharing a common element (color, material, theme).

Pre-Pack

Remove approximately 30% of furniture and 90% of personal items. Store, donate, or discard anything that doesn't enhance the space.

EXPERT INSIGHT: Decluttering closets is crucial – buyers will open them! Aim to show 20-30% empty space in every closet to suggest ample storage.

Curb Appeal: First Impressions Count

Buyers form opinions within 7-10 seconds of seeing your home. Make those seconds count with these high-impact improvements:



Power Wash

Clean siding, walkways, and driveway to instantly refresh your home's exterior.



Landscape Refresh

Add fresh mulch, prune overgrown shrubs, and plant colorful flowers near the entrance.



Bold Front Door

Paint your door a welcoming yet striking color that complements your home's exterior.



Hardware Update

Replace dated house numbers, mailbox, light fixtures, and add a fresh welcome mat.



Fresh Scent & Key Spaces

Appeal to All Senses

Subtle, pleasant scents create positive emotional connections, but overwhelming fragrances can have the opposite effect.

- Avoid artificial air fresheners or scented candles
- Open windows before showings for fresh air
- Use natural scents like fresh flowers, vanilla, or citrus
- Deep clean carpets and upholstery to eliminate odors
- Keep pet areas immaculately clean and hidden



Focus on These Key Spaces

Certain areas deserve extra staging attention:

- **Home Office:** Essential in today's market
- **Primary Bedroom:** Create a retreat-like atmosphere
- **Built-ins:** Style with minimal, attractive objects
- **Kitchen:** Clear counters with just 1-2 decorative items

Finishing Touches: The Details That Sell



Strategic Mirrors

Place mirrors opposite windows to reflect light and visually double your space. Choose frames that complement your home's style.



Floor Focus

Deep clean carpets, refinish hardwood if needed, and consider replacing worn flooring in small spaces like bathrooms.



Window Treatments

Simplify window coverings to maximize light. Mount curtain rods higher and wider than the window frame to create the illusion of larger windows.

These small investments can yield significant returns by highlighting your home's best features and addressing potential buyer concerns before they arise.

Real-World Success: Before & After

Professional staging makes a measurable difference in both sale price and time on market. According to the National Association of REALTORS®:

\$400K

Average Unstaged Home

Baseline selling price without professional staging

\$427K

Professionally Staged

Average selling price with strategic staging

7%

Price Increase

Typical return on investment from professional staging

73%

Faster Sale

Percentage of staged homes that sell faster than unstaged counterparts





Ready to Transform Your Listing?

Implementing these staging techniques can significantly impact your home's marketability and final selling price. For personalized staging advice and a comprehensive marketing plan tailored to your specific property:



Contact Dave Rotundo

 (843) 693-1876

 Dave@HomesInSavannah.Online

 DaveRotundoRealty.com

Your Local RE/MAX Realtor for a complimentary staging consultation

Serving Savannah and surrounding areas with proven results