One Foundation Realty

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Professional Staging Tips

Learn how to stage your home like a pro to appeal to more buyers and sell for top dollar.

Goals	Buyer Psychology	Do / Don't
• Maximize light & space • Neutral-but-warm look • Guide the buyer's eye	• First impressions in 8-10 seconds • Photos drive showings • Clean > cluttered > empty	• Do: neutral palette + texture • Do: edit hard • Don't: mask defects or over-scent

Section 1 Strategy First

Edit, clean, then style—always in that order.

- [ ] Declutter: remove 50-70% of decor and small items
- [ ] Deep clean: windows, baseboards, appliances, vents
- [ ] Neutralize: light walls, minimal patterns, natural textures
- [ ] Define each space with a clear purpose (no 'misc' rooms)

Tip: Photograph each room on your phone; adjust until it looks good on a small screen.

Section 2 Living Room

Light, symmetry, and conversation-friendly.

- [ ] Float furniture off walls; create a conversation area
- [ ] Use a rug to define space (front legs on the rug)
- [ ] Add balanced lighting: overhead + floor + table lamp
- [ ] Limit pillows (2-3 per sofa) in neutral tones + one texture
- [ ] Hide cords, remotes, and extra throws

Section 3 Kitchen

Bright, clean, and functional.

- [ ] Clear counters to 3-5 items max (coffee maker, bowl of fruit)
- [ ] Stage sink: new sponge, clear soap bottle, no dishes
- [ ] Polish hardware, faucets, and stainless surfaces
- [ ] Add a fresh element (herbs, lemons, wooden board)

Section 4 Bedrooms

Hotel-level calm.

- [ ] Crisp light bedding; simple throw at foot
- [ ] Two pillows per person + one lumbar
- [ ] Nightstands: lamp + 1-2 items (book, plant)
- [ ] Closet ~50-60% full with matching hangers

Section 5 Bathrooms

Spa vibes without clutter.

- [ ] Fresh white towels; new shower curtain/liner

- [ ] Clear counters; matching soap dispenser only
- [ ] Hide trash can, plunger, and extra TP
- [ ] Add plant or neutral art; recaulk if needed

Section 6 Lighting & Color

Make it glow.

- [ ] Use 2700-3000K bulbs consistently
- [ ] Open blinds; clean windows; lighten heavy drapes
- [ ] Layer ambient, task, and accent lighting

Section 7 Art, Textiles & Decor

Texture and scale carry the room.

- [ ] Hang art at ~57 inches center height; scale to wall
- [ ] Limit palettes to 2-3 colors + one accent
- [ ] Add texture: knit throw, jute rug, woven basket
- [ ] Group decor in 1s or 3s-no tiny clusters

Section 8 Photography Prep

Stage for the camera.

- [ ] All lights on; matching bulbs; blinds open
- [ ] Hide pet items, trash cans, and small appliances
- [ ] Clear driveway; sweep entry & patio

Section 9 Open House Day

Five-minute refresh routine.

- [ ] Counters clear, pillows fluffed, beds tight
- [ ] Fresh air briefly; no heavy scents
- [ ] Thermostat comfortable; soft music low
- [ ] Take valuables with you; secure prescriptions

Section 10 Budget Boosters

Small investments, big perceived value.

- [ ] New entry mat + house numbers
- [ ] Cabinet hardware swap
- [ ] Updated faucet or showerhead
- [ ] Touch-up paint kit for showings

This guide offers general staging advice—consult your agent for local trends and buyer expectations.