

SELLER NOTE

The Art of Staging

Make the home easier to understand, easier to remember, and easier for buyers to picture as their own.

Edit
before
you
decorate.

Good staging does not hide the home or fill it with trendy pieces. It removes distractions, gives every room a clear purpose, and draws attention to the features a buyer should notice first.

01

Clear

Reduce visual noise and open the sightlines.

02

Repair

Handle small defects before they become buyer concerns.

03

Define

Give each room one obvious, useful purpose.

04

Balance

Use fewer, better-scaled pieces to improve flow.

05

Light

Brighten the space and make every surface photo-ready.

Every room should tell one clear story

The goal is not perfection. It is to help buyers quickly understand the space, notice its strengths, and imagine how their own life could fit inside it.

Living room

Create one conversation area, keep walkways open, and point attention toward the best feature - a fireplace, view, or generous window.

Kitchen

Clear most counters, leave one intentional detail, and make storage feel available. Clean appliances, sinks, and cabinet fronts thoroughly.

Bedrooms

Use simple bedding, calm colours, and minimal furniture. The bed should feel properly scaled without making the room feel crowded.

Home office or flex room

Choose one purpose and commit to it. A clear office, nursery, or guest room reads better than a room trying to serve three jobs.

Bathrooms

Remove personal items, simplify towels and accessories, and check mirrors, glass, grout, fixtures, and lighting for a crisp finish.

Entry and exterior

Make the first ten seconds count: clear the path, clean the door, improve the light, and give the entry one welcoming focal point.

Photo-ready final walk-through

- Open curtains and turn on every working light.
- Hide cords, bins, toiletries, pet items, and excess shoes.
- Straighten chairs, bedding, towels, pillows, and artwork.
- Check counters, mirrors, floors, windows, and stainless steel.
- Remove anything that blocks a doorway, view, or focal point.
- Take a phone photo from each doorway - clutter is easier to spot on screen.

Keep it honest

Staging should present the home at its best, not disguise a material defect. Repair what should be repaired and disclose what must be disclosed.

Your strongest staging move?

Remove one more item, then look again.