# Cutting-Edge Home Staging:

## Tips to Sell Your Home Fast

## What Is Staging?

The process of **setting up furniture and decor** with the intent to make a home **as appealing as possible to potential buyers.**

## Top Areas to Stage In Order of ROI

The International Association of Home Staging Professionals emphasized that these are the top rooms to stage before selling.

**Living Room**

Work with your stager to find the right lighting options and window treatments.

## Dining Room

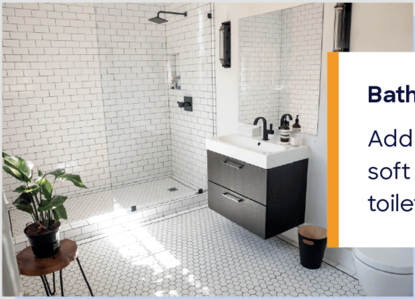
Repaint your dining room walls to breathe new life into the room.

## Primary Bedroom

Give the room a resort-style feel with fluffy bedding and pillows.

## Kitchen

Consider inexpensive fixes to uplevel your kitchen, like updating hardware.



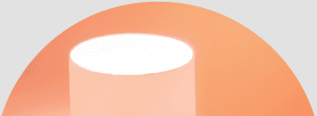
### Bathroom

Add touches of luxury with soft towels and elevated toiletry bottles.

### Home Office

Turn the office into a completely smart-home enabled workspace.

## 5 Smart Home Features That Make A House Easier to Sell



SETTINGS
SCHEDULE
Color
Intensity

## 01

## Smart Lighting

## 02

## Smart Alarms

## 03

## Smart Thermostat

## 04

## Smart Appliances

05

## Smart Entertainment Devices

## Staging Do's and Don'ts

✓

**Do:**

Declutter and depersonalize to appeal to the majority.

✗

**Don't:**

Mix too many types of textiles or fill empty spaces unnecessarily.

✓

**Do:**

✗

**Don't:**

Hire a professional to shoot high-quality pictures after staging is complete.

Rely solely on overhead lighting – try to find ways to maximize natural light.

✓ **Do:**

Choose neutral paint colors and universally appealing decor.

✗ **Don't:**

Opt for trendy, bold and eye-catching colors and accents.

## Tech Spotlight: Virtual Home Staging

Virtual staging is the process of **digitally furnishing photos** of an empty house to increase your chances of a lucrative sale.

**Pros:**

The images are more affordable and allow more options during virtual viewings.

**Cons:**

The images can look fake, and listing websites have strict rules about posting digitally altered images.

## Top Software to Virtually Stage Your Space

Visual Stager

BoxBrownie.com

Hasten

Tantify

RoOomy

HomeAdvisor