

A HOMEOWNER'S GUIDE FOR

# YOUR ESSENTIAL HOME STAGING *Guide*

ELEVATE. INSPIRE. SELL.



SHISLER  
*Team*



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

480.349.5521

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# HOME STAGING

1. **Depersonalize your home:** remove family photos and awards, remove religious and college items, take books out that might offend someone.
2. **Declutter:** Take down 30% of your items, including on surfaces like kitchen counters and night-stands.
3. Towels should be WHITE.
4. Bed linens/duvets/coverlets should be neutral in color and texture.
5. Throw pillows - Neutral with varying textures.
6. Ensure pictures and artwork are not hung too high.
7. Center of artwork should be 60 inches from ground.
8. **Add plants, even if artificial.** Try to have a plant in almost every room.
9. **Rule of three:** use only three items in a grouping.
10. **60-30-10:** 60% is primary color, 30% is secondary color, and the 10% will be accent color.
11. Use LARGE items, not small items to stage your home.
12. Deep clean the property.
13. Wash windows.
14. **Tidy up the yard.** Take all dead plants out and replace with thriving plants. Mulch your yard.
15. Repaint or touch up paint. White paint is recommended.
16. Ensure all lightbulbs are functioning.
17. Remove family name or children's names displayed on walls. Privacy is important.
18. Remove bathroom, laundry and kitchen mats. Bathroom scales too.
19. Add mirrors.
20. Add a pleasant odor (vanilla is a neutral odor accepted by most).
21. Every room should have enough space to move easily through it.
22. When in doubt, take it out.
23. Remove signs of pets and kids.
23. Every room should have a specific function.
24. Remove all dingy window treatments or ones that are not functioning.
25. Add larger area rugs where all the furniture fits on the rug or at least each piece of furniture touches the rug. Small area rugs are not recommended.

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# THE POWER OF STAGING

IT'S MORE THAN PRETTY —  
IT'S STRATEGIC.

Staging isn't just about making your home look beautiful. It's about helping buyers emotionally connect, feel confident, and see the true potential of your space.

The results speak for themselves.



## HIGHER OFFERS

Staged homes often sell for more because buyers perceive greater value.



## FASTER SALES

Homes that present well tend to spend less time on the market.



## STRONGER FIRST IMPRESSIONS

Most buyers decide how they feel about a home within seconds.



## EMOTIONAL CONNECTION

Buyers purchase based on emotion first and logic second.



## MAXIMIZED POTENTIAL

Staging highlights your home's strengths and minimizes distractions.

## LIVING ROOM



BEFORE



AFTER

## PRIMARY BEDROOM



BEFORE



AFTER

## KITCHEN



BEFORE



AFTER

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# DESIGNER SECRETS THAT MAKE HOMES FEEL *More Expensive*

## SMALL DETAILS. BIG IMPACT.

Luxury homes don't always have larger budgets. Often, they simply feel intentional, bright, and beautifully curated. Here are a few secrets professional stagers use to create that elevated look.

- 1 Follow the Rule of Three**  
Decor arranged in groups of three creates balance and visual interest.
- 2 Layer Texture**  
Combine pillows, throws, baskets, wood tones, and greenery to add warmth and dimension.
- 3 Bring Nature Indoors**  
Fresh flowers, olive branches, and plants make spaces feel alive and inviting.
- 4 Let in Natural Light**  
Open blinds and curtains and replace burned-out bulbs to brighten every room.
- 5 Use Larger Accessories**  
A few oversized pieces make a stronger impression than many small items.
- 6 Add Mirrors**  
Mirrors help reflect light and make spaces feel larger.
- 7 Edit Ruthlessly**  
When in doubt, take it out. Buyers should



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# TOP BUYER TURNOFFS

## BUYERS NOTICE EVERYTHING

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First impressions happen within seconds.

A clean, welcoming home allows buyers to imagine themselves living there.

### INTERIOR

- ✗ Cluttered countertops
- ✗ Excess furniture
- ✗ Dark rooms
- ✗ Strong odors
- ✗ Overcrowded closets
- ✗ Personal photos everywhere
- ✗ Small area rugs
- ✗ Dirty windows
- ✗ Worn paint and scuffed walls
- ✗ Outdated light fixtures

### EXTERIOR

- ✗ Dead landscaping
- ✗ Dirty entryways
- ✗ Cracked pots and faded décor
- ✗ Overgrown bushes
- ✗ Uninviting front doors



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Your Life.  
Your Style.  
Perfectly Matched.

SCAN TO CONNECT



## The Shisler Team



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