

the guide to STAGING FOR SUCCESS

Tina DeBoer
REAL ESTATE

A Dynamic Team | A Dynamite Experience

MORE. REALTY

Hello there!

Selling your home, whether it's your first or third time, can feel overwhelming and challenging. Choosing the right real estate agent is crucial, as this decision significantly impacts one of the most important financial transactions of your life. The right agent can mean the difference between selling at the best possible price in the shortest amount of time or having your home linger on the market.

An effective agent will have a deep understanding of the local market, access to a network of real estate professionals, and a keen eye for staging. Home staging is a vital aspect of selling your home for top dollar. This guide provides a detailed overview of the staging process and offers actionable steps to ensure your home sells for the highest possible price.

No matter where you are in your journey, we're here to support you every step of the way!

Tina



Tina DeBoer

(208) 880-3639
tina@tinadeboer.com

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What does STAGING DO?

Staging is all about showcasing your home in its best light to attract the most buyers—helping you sell faster and for top dollar. It's the art of minimizing distractions while highlighting your home's best features, creating a warm and inviting space where potential buyers can instantly picture themselves living.

Done right, staging can generate more interest, stronger offers, and a quicker sale. You can absolutely stage your own home, but if you'd like a professional touch, we're here to help! Just let your agent know if you're interested in this service.



Why is it IMPORTANT?

Home staging is important because it helps buyers emotionally connect with a space, making it easier for them to envision themselves living there. A well-staged home highlights the best features, minimizes distractions, and creates an inviting atmosphere that stands out in listing photos and showings. Ultimately, home staging is an investment that can lead to a quicker sale and a higher selling price.

Here's why staging matters when selling a home:

1. **First Impressions Count** – Buyers often decide within seconds whether they're interested. Staging ensures your home looks polished and appealing from the start.
2. **Maximizes Space & Functionality** – Proper furniture placement and décor help define spaces, making rooms feel larger and more functional.
3. **Increases Perceived Value** – A well-staged home feels move-in ready, which can justify a higher asking price and attract better offers.
4. **Speeds Up the Sale** – Staged homes tend to sell faster because they stand out from the competition and appeal to a wider range of buyers.
5. **Better Listing Photos** – The majority of buyers start their search online. A staged home photographs better, drawing more interest and showings.

Curb APPEAL

The first impression of your home happens fast—on average, buyers decide within eight seconds whether they're interested. Since curb appeal is the very first thing they see, make it count! A little effort in landscaping and tidying up can go a long way in creating an inviting, well-maintained look that draws buyers in from the start.

- Keep the lawn mowed and trim landscaping regularly.
- Remove weeds, leaves, and debris from flower beds.
- Refresh paint on the front door, window trim, and columns.
- Clean and neatly arrange porch furniture.
- Pressure wash the house, porch, and driveway.
- Store trash cans, hoses, and yard tools out of sight.
- Repair or replace damaged gutters, shutters, and exterior fixtures.
- Fill driveway cracks for a polished look.
- Wash windows and clean light fixtures of cobwebs and bugs.
- Replace missing window screens.
- Make sure pet waste is cleaned up regularly.

Please note: Landscaping is included in the sale. If you plan to remove any plants or features, please discuss it with your agent before the photoshoot.





pro tip

A simple touch, like a fresh pot of flowers, a new welcome mat, or a tasteful sign, can make all the difference in creating a warm first impression. Just keep it minimal—less is more! Not sure what works best? Your agent is happy to help.



Interior APPEAL

These simple updates create a clean, bright, and move-in-ready feel that appeals to the widest range of buyers. A well-maintained, neutral space allows buyers to focus on the home's best features and envision themselves living there—leading to faster and stronger offers.

- Patch and repaint any holes or wall damage for a flawless finish.
- Repaint bold, bright, or dark walls with a neutral color to appeal to more buyers.
- Replace any missing or outdated light fixtures for a polished look.
- Keep floors spotless by vacuuming, sweeping, and mopping regularly.
- Remove personal and family photos to create a neutral, buyer-friendly space.
- Dust all surfaces frequently for a fresh, well-maintained feel.
- Clean blinds and curtains; repair or replace any broken blinds or controls.
- Ensure all windows open, close, and lock properly.
- Ensure curtain rods are securely installed—repair or remove any that are loose or pulling from the wall.
- Replace all light bulbs (interior and exterior) with bright white bulbs for a modern, well-lit space.
- Maximize natural light by keeping curtains and shades open during showings.
- Declutter—less is more! A clean, open space feels bigger and more inviting.

your furry friends

Pet hair can be a concern for buyers, especially those with allergies. To create a fresh and inviting space, vacuum thoroughly before showings and keep pet areas tidy. Litter boxes should be out of sight—ideally stored in the garage or a discreet location. A clean, pet-free feel helps buyers focus on your home's best features.



Main
LIVING SPACES

Your living room sets the tone for a buyer's first impression, so make it count! Highlight the room's best feature—whether it's a stunning fireplace or a breathtaking view—to create a memorable, inviting space.

- Use neutral colors and textures to appeal to a wider range of buyers.
- Arrange furniture to create a natural flow and highlight the room's best features.
- Remove excess furniture to create a more open and spacious feel.
- Add extra lighting if needed to brighten the space.
- Enhance the room with tasteful decor like flowers, throw pillows, or table books.
- Update worn-out pillows and rugs for a fresh, stylish touch.
- Position mirrors strategically to reflect light and make the space feel larger.
- Ensure all surfaces, including coffee tables and shelves, are clean and clutter-free.
- Keep furniture surfaces clear—avoid doilies, excessive runners, or clutter for a clean, polished look that photographs beautifully.
- Hide cords and wires for a clean, clutter-free look.
- Keep the TV off and remove unnecessary electronics to maintain a warm, inviting atmosphere.
- Use a lightly scented room spray to ensure a pleasant, neutral scent.





pro tip

Strong scents can be overwhelming for buyers, so keep fragrances light and neutral, clear out any cooking odors before showings, and empty trash cans to maintain a fresh, inviting atmosphere.



Kitchen & DINING AREA

The kitchen is one of the most important selling points of your home, so make it shine! Keep it spotless, bright, and inviting to leave a lasting impression on buyers.

- Clear countertops of small appliances, paper towels, soap, sponges, spices, mail, and other items.
- Store dishes and cookware in cabinets and tidy your sink.
- Wipe down counters, backsplash, appliances, and dining table and chairs to maintain a spotless appearance.
- Remove personal items like magnets, photos, and kids' artwork for a neutral, buyer-friendly look.
- Empty the trash can before photoshoot and every showing.
- Clean the oven, stove, microwave, refrigerator, and garbage can for a pristine kitchen.
- Add charm to your kitchen by styling counters with a bowl of fresh fruit or flowers. Your agent can assist with staging, either using your items or providing decor if needed.

Bedrooms & BATHROOMS

Bedrooms should feel like a peaceful retreat, offering calm and comfort to potential buyers. Focus on creating a serene atmosphere for rest and relaxation.

- Make the beds daily using fresh, clean bedding and pillows—avoid anything worn or tattered.
- Declutter bookshelves and nightstands, removing personal items like medication, supplements, and toiletries.
- In the primary bedroom, aim for symmetry with matching nightstands, lamps, and décor.
- Clear out half of the items in each closet and ensure the remaining clothes are neatly organized.

Bathrooms must be spotless—buyers expect them to be immaculate. A clean, well-maintained bathroom can make all the difference in securing the sale.

- Deep clean toilets, showers, and bathtubs for a spotless, fresh look.
- Always leave toilet seats and lids down.
- Wipe down countertops, mirrors, and light fixtures to ensure everything shines.
- Store personal items like toothbrushes, soap, Kleenex boxes, and toilet brushes out of sight.
- Keep shower items minimal—just a few essentials like soap and shampoo.







Photoshoot & INSPECTION

GENERAL PHOTOSHOOT GUIDELINES

- Remove or replace any attached items (like light fixtures, mirrors, or shelving) you plan to keep before the photoshoot to avoid confusion with buyers.
- Remove pet items (beds, food bowls) and ensure animals are secure and out of the way during the photoshoot.
- Avoid rugs on hard surfaces for the photoshoot, as they photograph better without them.
- Rugs and toilet seat covers should not be in bathrooms during the photoshoot.
- Keep ceiling fans turned off during the photoshoot.
- The photographer will inform us if the fireplace should be lit for the shoot.
- Remove cars from the driveway during the photoshoot; park on the street if the garage is unavailable, unless it's a large property with designated parking.

PHOTOGRAPHING THE GARAGE

- The garage interior is typically not photographed unless it adds value to the home's marketing.
- Neatly stack boxes and staging items, leaving space for buyers to walk around and view the garage.
- Avoid blocking access to electrical panels, wall switches, or other areas needed for inspections.

HOME INSPECTION

- Ensure crawl spaces, attic, and electrical panels are accessible during the home inspection—items blocking these areas may lead to rescheduling.

Home Showing CHECKLIST

Once staging is complete and the photoshoot is done, it's time for showings! Use this checklist to ensure your home is always ready to make a great impression.

Showing in 10 Minutes

- Tuck away clutter in a basket and store it in your car (including dirty dishes if needed).
- Wipe down all countertops.
- Close toilet lids.
- Empty all garbage bins.
- Ensure towels are neatly hung up.
- Turn on lights and open curtains and blinds.
- Make the beds.
- Secure pets or take them with you.

Showing in 30 Minutes

- Tuck away clutter in a basket and store it in your car.
- Clear and clean all countertops.
- Empty kitchen sink.
- Close toilet lids.
- Empty all garbage bins.
- Ensure towels are neatly hung up.
- Turn on lights and open curtains and blinds.
- Make the beds.
- Vacuum all carpets and mop hard surfaces.
- Put away laundry.
- Make sure your home smells fresh.
- Secure pets or take them with you.

Showing in 1 Hour

- Tuck away clutter in a basket and store it in your car.
- Clear and clean all countertops.
- Empty kitchen sink.
- Wipe down toilets and close the lids.
- Clean all mirrors.
- Empty all garbage bins.
- Ensure towels are neatly hung up.
- Turn on lights and open curtains and blinds.
- Make the beds.
- Vacuum all carpets and mop hard surfaces.
- Put away laundry.
- Make sure your home smells fresh.
- Secure pets or take them with you.

pro tip

During showings, consider playing soft background music and, if it's winter, turning on the fireplace—just make sure it's safe to leave unattended.

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