



STAGING  
GUIDE:

# HOW FENG SHUI

## CAN HELP YOU SELL YOUR HOME

Produced by Better Homes and Gardens® Real Estate  
in partnership with the Asian Real Estate Association of America (AREAA)

with Expert Tips from Holistic Interior Architect, Anjie Cho



**A**CCORDING TO A RECENT SURVEY conducted by Better Homes and Gardens® Real Estate, the principles of feng shui are extremely important to Chinese-Americans. In fact, 76 percent of those surveyed said they are familiar with feng shui and 56 percent use the principles in their daily life.

As we know, one house does not fit all. But there are some easy ways to stage homes to incorporate the basic principles and attract feng shui-minded buyers. **In this guide, you will learn the best, easiest ways to stage your home for this buying set. You will learn staging concepts for:**

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## QUICK STATS\*:

Chinese-Americans surveyed would pay an average of **16% more** for a home that follows feng shui principles over one that does not

**96%** of Chinese-Americans consider at least one of the major components of feng shui important when looking for a home

**90%** said that feng shui principles can result in an increased resale value of a home

**81%** of those surveyed said feng shui principles were in some way a factor in their most recent home buying decision

**53%** of Chinese-American millennials live in a home that incorporates feng shui; a group that is growing and increasingly concerned with feng shui when considering a new home purchase



# THE IMPORTANCE OF THE ENTRYWAY

IN FENG SHUI, the key to happiness, serenity and success is all about energy flow. The term “qi” refers to this energy and its ability to flow freely through space. Even before the moment one walks through the door of a home, that energy can be felt and interpreted by potential buyers. A tidy entryway or foyer is one important step in the multi-step process of bringing your home up to feng shui standards.

## OUTSIDE THE DOOR

### Doorbell/Buzzer/Home Address

First, make sure your door’s bell, buzzer (if you live in an apartment building), or knocker is clean, straight and operational. Those who practice feng shui believe that if your home is not clearly labeled and your buzzers don’t work, the right kind of energy may literally have trouble finding you.



“An illuminated, clean entrance ensures your home will generate a strong first impression.”

—Anjie Cho

## Door and Doormat

The door to your home should be in working order and very clean.

- Take the time to clean the outside and inside of your home’s door, as well as the doorknob and doormat
- A welcome mat is essential to showcase your desire to bring good energy inside

## INSIDE THE DOOR

### Repair Lighting

Right when potential buyers step through your door, they will be making a decision—conscious or subconscious—about whether they can see themselves living there. The entry or foyer should be clean, organized and well lit to welcome them.

- Purchase new bulbs for the lights in your entry area, preferably in a warm white color
- If you don’t have a light for that area, purchase

one and place it for your showings. Lights that point upwards help lift the qi

### Add Water

In feng shui, the water element signifies wealth and abundance, a great way to lure in buyers looking to achieve success in their new home.

- Place a water element in your entryway, such as a fountain, but make sure its movement is directed inwards to signify wealth coming into your home, not leaving it

### De-Personalize

It’s common to fill your entry space with personal items and photos of yourself and family members. While this is a great way to make you feel at home, it doesn’t welcome others into your space and can detract feng shui practitioners.

- When getting ready to sell, start packing up your personal items and make sure they aren’t the first things buyers see when they walk through the door



# THE KITCHEN



## De-Clutter and Re-Color

Energy cannot move freely through the home if clutter is blocking its flow. This is especially applicable in the kitchen.

- 64% of Chinese-Americans said that it is essential that a kitchen is organized and free of clutter
- 32% said it's essential that colors in the kitchen complement each other

Make sure to keep all objects off countertops and tables. If your counter is full of small electronic items such as toasters, blenders or food processors, stash them away for showings. The only things that should be on your countertops are live plants or one or two meaningful decorative items.

## Cabinets and Appliances

Because feng shui relies on the balance of the five elements—wood, metal, water, fire and earth—appliances that emit any of these elements should be carefully positioned throughout the home. Ideally, the sink (water) and stove (fire) will sit opposite, and not next to, each other in the kitchen.

Many homes feature cabinets that do not reach all the way to the ceiling. If yours do, you're already ahead of the game as dead space above kitchen cabinets is not ideal in feng shui.

- If your cabinets have space above them, try filling it with live plants (if light permits), or a few carefully selected, meaningful items



# THE BATHROOM

## Placement

The feng shui “bagua” map, which lays out how energy moves through the home, dictates that the center of the house should be the most grounded, and feature mostly earth elements. The bathroom, with its strong water presence, should therefore be located on the outskirts, if at all possible.

- **28%** of Chinese-Americans said it is essential that the bathroom is located away from the center of the home
- **24%** of Chinese-Americans would like to see the toilet in a separate space from the rest of the bathroom

While the placement of the bathroom in the home and the toilet within the bathroom are unchangeable, awareness of these preferences can help you focus on easy solutions to enhance the home’s overall feng shui appeal as you stage.

For example, there are ways to make space in the bathroom feel slightly separated through lighting or furniture partitions. Dark floor mats can also help create this delineation.

“In the bathroom, where calm or peace is desired opt for a light ‘sky’ blue. Pale blue can actually lower pulse rate and body temperature, evoking feelings of relaxation. There’s a reason that so many spas include blue in their color palettes.”

—AC



## Balance Water with Wood, Earth & Metal

Water is the pervasive element in the bathroom. In order to balance the overpowering water that naturally comes from the sink, shower and toilet, use live plants, and earthy colored floor mats, wherever possible.

- **23%** of Chinese-Americans would like to see a full-length mirror in the bathroom
- **18%** say live flowers or plants are essential
- **12%** would like to see a darker rug around the base of the toilet

Bedroom,  
Lower East Side  
Apartment,  
Anjie Cho

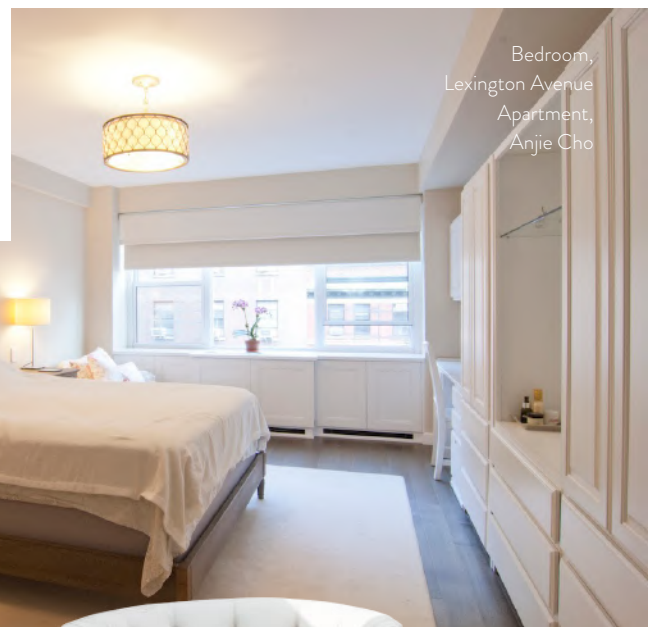


## Corners and Angles

Feng shui loyalists are very mindful of ceiling heights and angles, especially in the bedroom. If possible, try to avoid putting the master bedroom in an area where there are inconsistent ceiling heights, slopes or exposed beams.

- **25%** of Chinese-Americans say it's essential that the ceiling in the bedroom has a consistent height

Avoid sharp edges on bedroom furniture corners. If possible, find furniture with rounded or softened edges. Plants can also help soften edges—particularly those with rounded, not sharp, leaves.



Bedroom,  
Lexington Avenue  
Apartment,  
Anjie Cho

# THE BEDROOM

## The Best Place for the Bed and Bedroom

Just like the bathroom, placement in the bedroom and within the context of the home is very important in feng shui.

A quick repositioning of the bed could mean the difference between a buyer loving or hating your sleeping space.

- **Never** face the bed directly in front of the door so that your feet are facing right out the door when lying in the bed; this is the “Death Position,” and will be instantly and negatively recognized by feng shui followers
- **Always** give space to the bed—allow it to be entered from both sides; only the headboard should be pushed up against a wall
- **Never** clutter the space underneath the bed. If you must use it for storage, only store soft items such as bed sheets, pillows and blankets
- **Always** use a headboard, but never a footboard (except when your feet must face the door—in which case a footboard will help separate the space and block your energy from leaving the room)



“You can transform your home into a sacred space by taking notice of the sometimes ignored spaces in your home: dark corners, backs of closets, etc. These disregarded spaces tend to collect dead qi.”

—AC



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