HOME STAGING CHECKLIST



JENN COLLINS GROUP

Selling your home? First impressions matter!

Staging is one of the most effective ways to help buyers envision themselves living in the space, creating an emotional connection that often leads to faster sales and higher offers.

A well-staged home highlights its best features, maximizes space, and appeals to a broad audience, ultimately allowing sellers to get top dollar for their property.



Follow these expert staging techniques to make your home irresistible to buyers.

- ☑ **Depersonalize Your Home**
  Remove family photos, awards, religious and college items, and any books that could be controversial.
- ☑ **Declutter**
  Reduce items by at least 30%, especially on kitchen counters, nightstands, and shelves.
- ☑ **Use White Towels**
  Fresh, white towels make bathrooms look clean and luxurious.
- ☑ **Choose Neutral Bedding**
  Opt for neutral-colored bed linens, duvets, and coverlets.
- ☑ **Add Throw Pillows**
  Choose neutral pillows with varying textures for added depth and warmth.
- ☑ **Proper Art Positioning**
  The center of artwork should be 60 inches from the ground.
- ☑ **Add Plants**
  Include greenery in almost every room—even artificial plants add life.
- ☑ **Rule of Three**
  Arrange decorative items in groups of three for a balanced look.
- ☑ **Color Scheme**
  Use the 60-30-10 rule—60% primary color, 30% secondary color, 10% accent color.
- ☑ **Think Big**
  Use larger statement pieces rather than many small items when staging.

☑ **Deep Clean**
Ensure every surface is spotless, including baseboards and ceiling fans.

☑ **Wash Windows**
Sparkling windows make a big difference in natural light and curb appeal.

☑ **Tidy Up the Yard**
Remove dead plants, add fresh greenery, and mulch the garden beds.

☑ **Fresh Paint**
Touch up or repaint walls with a neutral white or soft tone.

☑ **Check Lighting**
Replace all burned-out bulbs and ensure consistent lighting throughout the home.

☑ **Maintain Privacy**
Remove any family names or children's names displayed on walls.

☑ **Remove Mats**
Take out bathroom, kitchen, and laundry mats, along with bathroom scales.

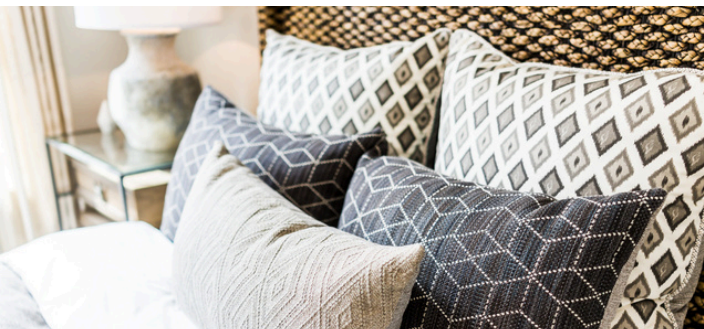
☑ **Add Mirrors**
They reflect light and make spaces feel bigger.

☑ **Create a Pleasant Scent**
Vanilla is a universally accepted neutral fragrance, but consider a scent based on the season.

☑ **Ensure Spaciousness**
Arrange furniture so there's enough space to move freely in each room.

☑ **When in Doubt, Take it Out**
Less is more when staging a home

- [x] **Hide Signs of Pets and Kids**
  Remove pet beds, litter boxes, toys, and child-specific decor.
- [x] **Remove Trash Cans**
  Hide bathroom trash cans under the sink and store kitchen trash can out of sight.
- [x] **Define Every Room's Purpose**
  Make sure each space has a clear and intentional function.
- [x] **Remove Outdated or Dingy Window Treatments**
  Replace or eliminate heavy or non-functional curtains.
- [x] **Use Proper-Sized Rugs**
  Larger area rugs should anchor the furniture; avoid small rugs.
- [x] **Update Hardware**
  Swap out outdated cabinet knobs and drawer pulls for a modern touch.
- [x] **Pressure Wash Exterior**
  Clean driveways, walkways, and patios for better curb appeal.
- [x] **Style Open Shelving**
  Arrange a few well-curated items on open shelves to create a clean and modern look.
- [x] **Adjust Window Treatments**
  Open blinds and curtains to let in as much natural light as possible.





Helping you live your life in a home you love

SCAN ME

HAVE YOU CHECKED YOUR HOME'S VALUE RECENTLY?



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