



HOME STAGING 101

The Beginner's Guide to the Fundamentals of Home Staging.





INTRODUCTION

Home staging is one of the most powerful tools available when preparing a home for sale—but it's often misunderstood. In the St. Louis market, where buyers are comparing everything from historic homes to new construction across neighborhoods like Clayton, Ladue, Frontenac, and Chesterfield, presentation plays a critical role in how a home is perceived and valued.

What you will learn in this guide:

This guide will walk you through the fundamentals of home staging, what it actually involves, and how to approach it strategically.

WHAT HOME STAGING REALLY MEANS...

What is involved in staging?

Home staging is not decorating —it's a strategic presentation.

It involves:

- Editing and simplifying a space
- Defining how each room functions
- Enhancing light, layout, and flow
- Creating a neutral, elevated aesthetic that appeals to buyers

The goal is simple:

Make it easy for buyers to say yes.



CORE PRINCIPLES

1

CLARITY

Every room should have a clear purpose.

Pro Tip:

If a buyer has to guess what a room is used for, you've already lost momentum.

2

NEUTRALITY

Buyers need to picture *their* life in this home --not yours.

Pro Tip:

Remove personal photos, bold color choices, and niche decor styles.

3

FLOW

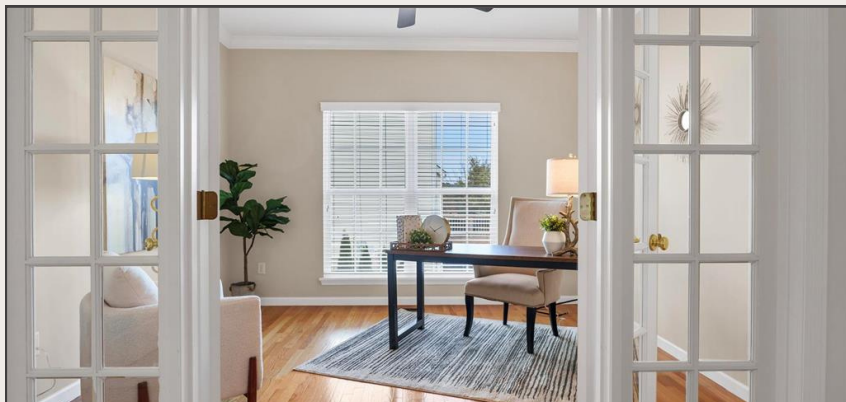
The home should feel easy to move through both physically and visually.

Pro Tip:

Rearrange furniture to open pathways and highlight space, not fill it.



DO'S + DON'T'S



Where to Focus First

If you're not staging the entire home, do prioritize:

- Living Room
- Kitchen
- Primary Bedroom
- Entryway

These spaces create the strongest emotional response.

Common Mistakes to Avoid

- Overcrowding rooms with furniture
- Leaving spaces empty without purpose
- Ignoring lighting (too dark = less appealing)
- Keeping outdated or overly personal decor



St. Louis Insight

Because many St. Louis homes vary in age and updates, staging is especially effective at:

- Bridging older architecture with modern expectations
- Softening outdated finishes
- Creating consistency throughout the home

Key Takeaway

Staging is about **intentional simplicity**—not perfection. When done well, it allows buyers to focus on the home itself and imagine what's possible.

