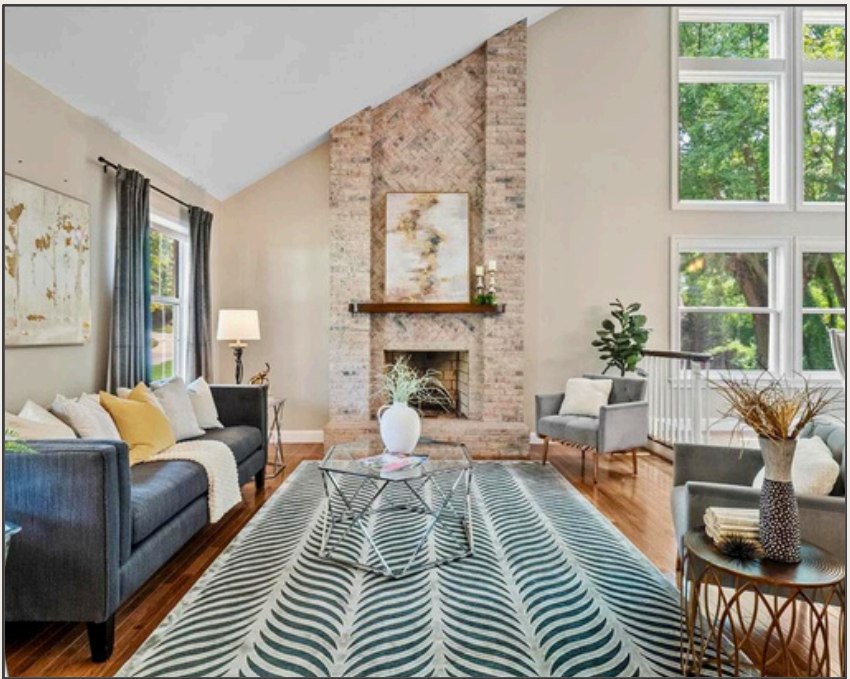




# BUYER APPEAL

Our recommendations for styling your home to appeal specifically to future buyers.





# INTRODUCTION

Buyer appeal is not about personal taste—it's about creating a space that resonates with the widest range of potential buyers. In neighborhoods like Clayton, Ladue, Frontenac, and Chesterfield, buyers often walk through multiple homes in a short period. The homes that stand out are the ones that feel cohesive, inviting, and easy to say “yes” to.

What you will learn in this guide:

This guide will take you through the buyer appeal in today's market. Breaking down what people are looking for and how to achieve it.



# WHAT BUYER APPEAL REALLY MEANS

Buyer appeal is the ability of a home to:

1

FEEL IMMEDIATELY WELCOMING

2

READ AS CLEAN, UPDATED,  
AND WELL-MAINTAINED

3

ALLOW BUYERS TO IMAGINE  
THEMSELVES LIVING THERE



It's less about adding more,  
and more about refining what's  
already there.



# KEY ELEMENTS THAT CREATE BUYER APPEAL

## Cohesion Throughout the Home

Every room should feel connected.

- Use a consistent color palette
- Repeat materials and tones
- Avoid abrupt style changes between rooms

### Pro Tip:

Homes that feel cohesive appear more expensive—even without major upgrades.



## Simplicity + Intentional Styling

Over-styled homes feel distracting.  
Under-styled homes feel unfinished.  
Aim for:

- Clean surfaces
- Minimal, purposeful decor
- A few well-placed accessories



## Clean + Updated Feel

Buyers are highly sensitive to condition.

Focus on:

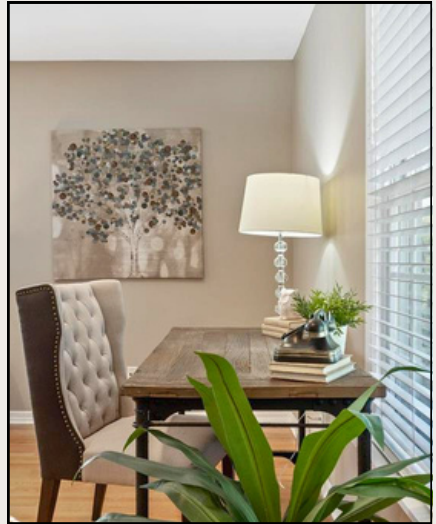
- Fresh paint
- Clean grout and surfaces
- Updated lighting and hardware
- Even small updates can shift perception significantly.
- Eliminate any odors

## Emotional Connection

Buyers are asking themselves:  
“Can I see myself living here?”

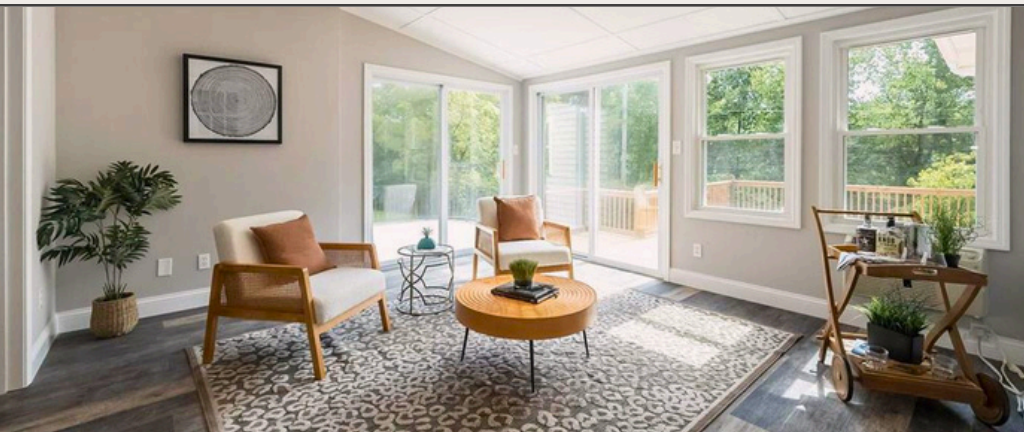
Create that by:

- Soft textiles (pillows, throws)
- Neutral, calming tones
- Warm, welcoming spaces



## Common Mistakes that Reduce Buyer Appeal

- Overcrowded rooms
- Competing styles
- Too much personality
- Poor lighting
- Ignoring small details (hardware, fixtures)



## Key Takeaway

Buyer appeal is about clarity, cohesion, and connection. When those are present, buyers respond more quickly—and more confidently.