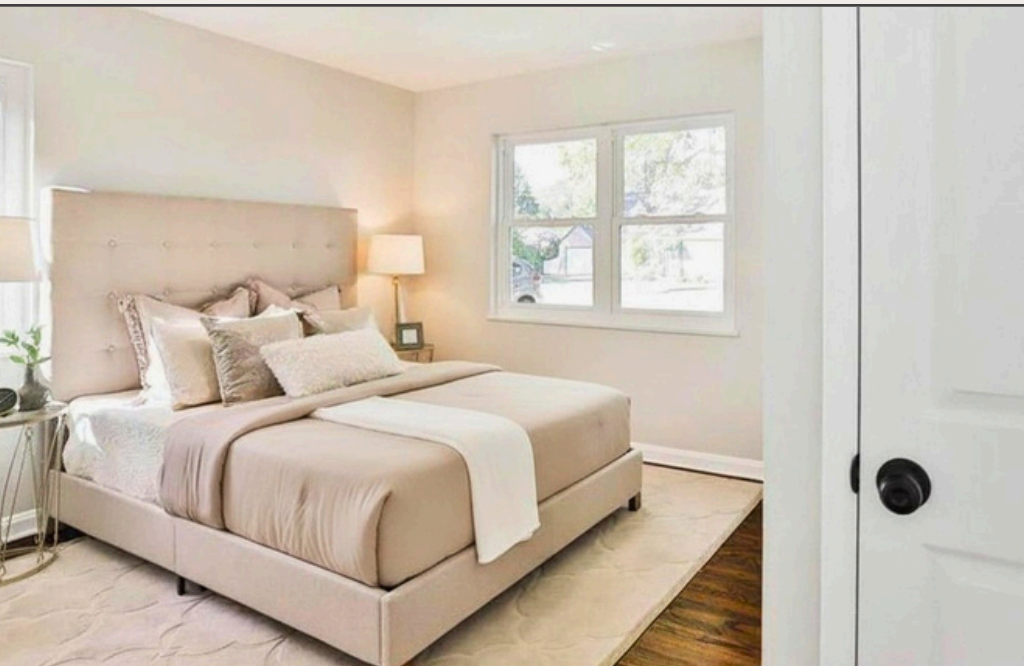


# STAGING TRENDS IN THE ST. LOUIS MARKET



A list of the top 6 tips to staging your home to maximize market appeal.





# INTRODUCTION

Staging has evolved significantly over the past few years. What worked five years ago no longer performs the same way today. Buyers are more design-aware, more visually influenced, and more selective.

Understanding current staging trends helps ensure your home feels relevant—not outdated.



# REFINED + INTENTIONAL

Gone are the days of over-accessorized spaces. Today's staging focuses on fewer pieces, , higher quality, intentional placement.



Trend Shift:

- From “decorating”  
→ to “curating”

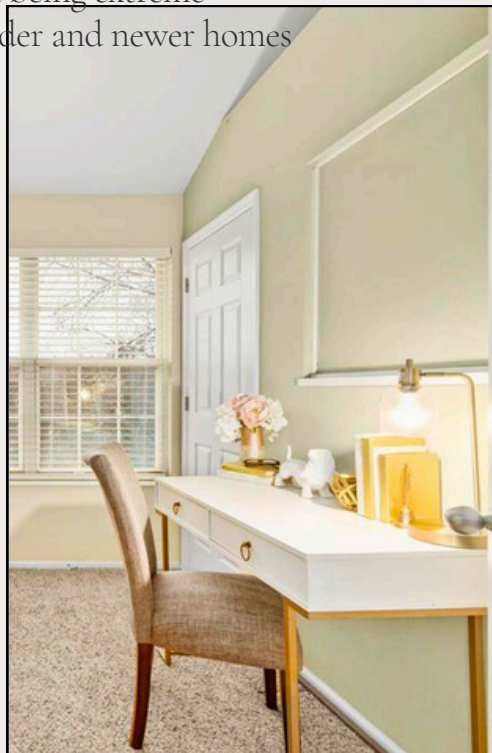


# TRANSITIONAL DESIGN DOMINATES

transitional design is leading the market.

It works because it:

- Appeals to multiple demographics
- Feels updated without being extreme
- Complements both older and newer homes



# LIFESTYLE FOCUSED SPACES

Buyers are responding to spaces that suggest how they'll live.

Examples:

- Defined home office areas



s  
gathering



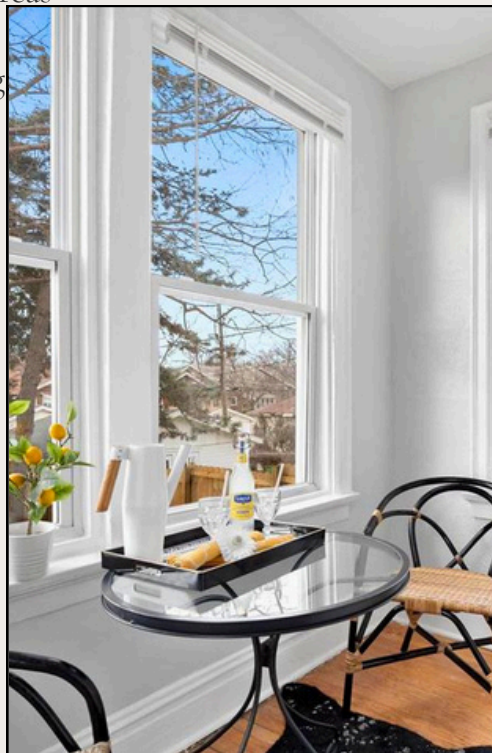
# ELEVATED SIMPLICITY

Buyers are responding to spaces that suggest how they'll live.

Examples:

- Defined home office areas
- Styled outdoor spaces

dining or gr



# PHOTO-DRIVEN DESIGN

Homes are being designed for the camera as much as the buyer.

Why this matters:

- Most buyers decide online first
- Photos drive showings



Spaces are Styled to:

- Photograph clearly
- Feel bright and open
- Highlight key features



## Key Takeaway

Staging today is about creating a space that feels current, intentional, and visually compelling both online and in person.