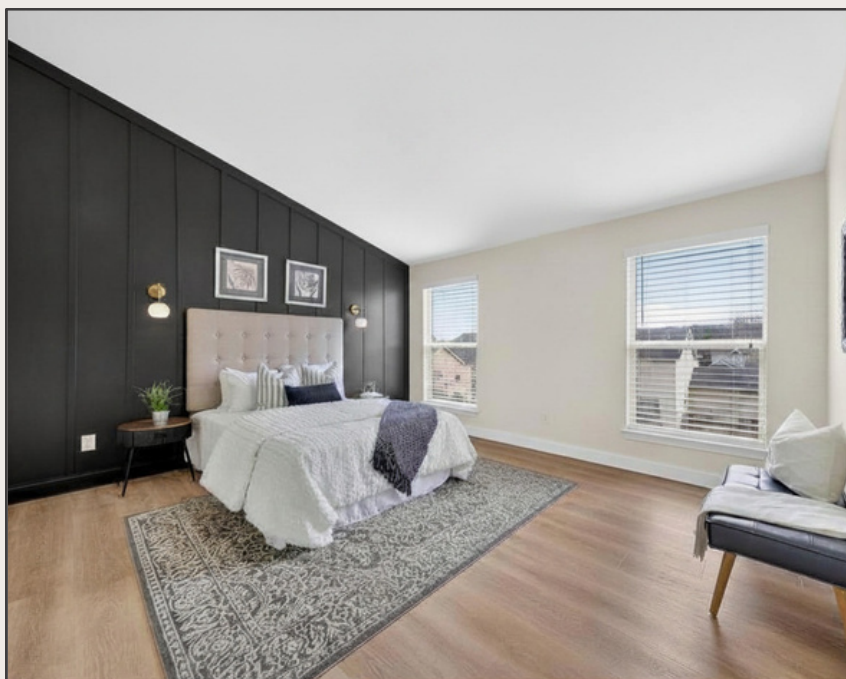


STAGING TRENDS IN THE ST. LOUIS MARKET



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Understanding current staging trends helps ensure your home feels relevant—not outdated.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



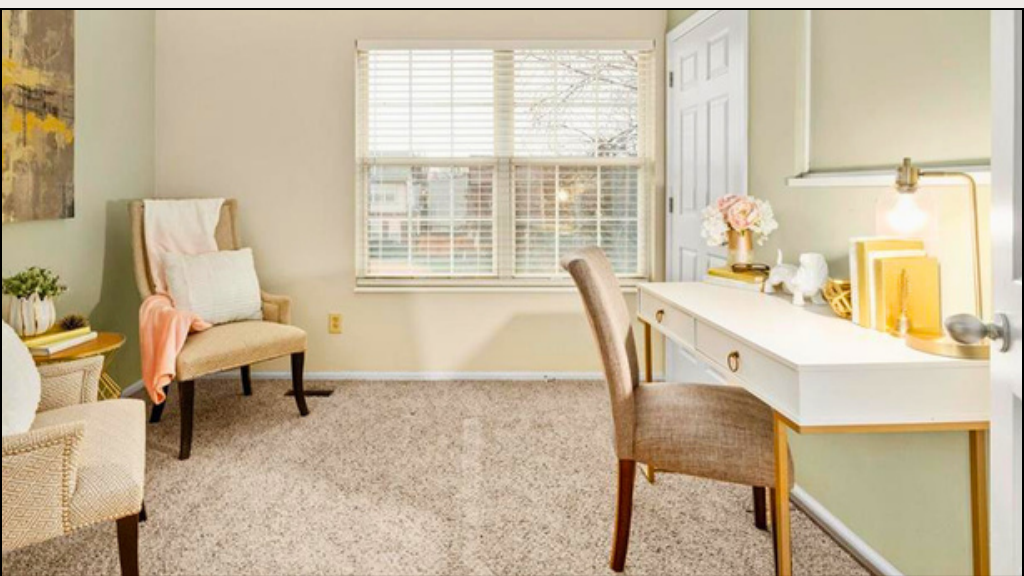
Trend Shift:

- From “decorating”
→ to “curating”



TRANSITIONAL DESIGN DOMINATES

Transitional design leads the market by blending traditional warmth with modern simplicity, creating timeless, move-in-ready spaces that appeal to today's buyers.



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. Thoughtfully defined rooms help them visualize daily routines, entertaining guests, working from home, and enjoying the lifestyle the property offers.



Examples:

- Defined home office areas
- Styled outdoor spaces
- Functional dining or gathering areas



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.