

# TOP *Dollar* GUIDE

## FOR STAGING AND SELLING YOUR HOME

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# STAGING AND SELLING FOR TOP *Dollar* OVERVIEW

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Selling your home is a process and this guide is intended to walk you through the most important elements of success in that process:

- Three Keys to Selling Your Home
- Top 12 Reasons to Use a Professional Stager
- Getting Buyers to “Feel Home” in Your Home



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# THREE *Keys* TO SELLING YOUR HOME

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Don't worry about the idea of selling your home in a slow "buyer's market" or busy "seller's market" because when these three steps are done right, success is right around the corner regardless! Why? Because most home sellers today are neglecting one or more of these crucial steps, impeding the realization of a successful sale and leaving money on the table.

If you are serious about selling your home for top dollar, here are **3 KEY STEPS** you must take into consideration to make your home stand out from the competition:

1. **Making Your Home Marketable** – Professional Home Staging
2. **Marketing Your Home to the Public** – Online marketing photos, brochures, open houses, etc...
3. **Pricing the House Right** – Reviewing comparable homes in your area, getting a good agent, finessing your price

## **FIRST KEY** – HOME STAGING – DISASSOCIATE AND PREPARE YOUR HOME

Your first showing happens online! Yes - before buyers even step through the door, they are already forming an opinion based on what they see in photos. With a few strategic updates and clever staging, you can make your home look stunning without breaking the bank, grabbing buyer's attention with great photos! So what is **Home Staging**?

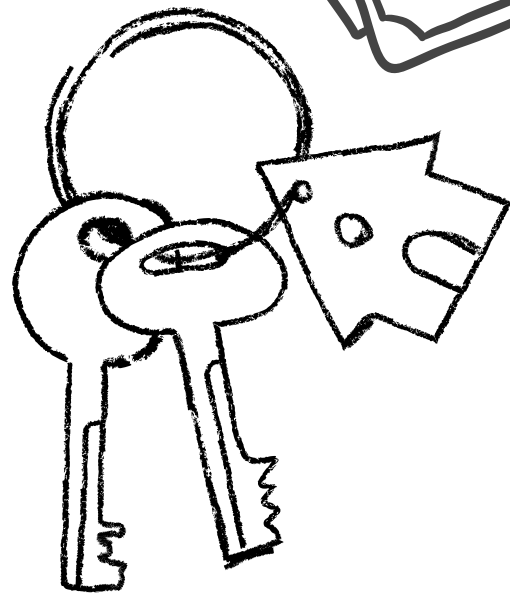


“First impressions don’t tell the whole story, but they often decide whether the story gets read at all.

**Home Staging creates first impressions that sell”**

“Home Staging is a process of preparing a home to make it more appealing to potential buyers. The goal is to help the home sell faster and for a higher price by highlighting its best features and allowing buyers envision themselves living there. Buyers form an opinion within seconds of seeing a property - often before they even step inside. Home Staging maximizes first impressions by strategically enhancing a home’s visual and emotional appeal. When buyers feel impressed, comfortable, and inspired within the first seconds, they’re far more likely to make an offer. ”

Kristina Yeager, Owner of Dècco Haus, LLC



According to a recent poll of over 3,500 professionally staged homes, the average staging investment that is between 1-3% of the home’s asking price will generate a return of 8-10% in the sale price of the home! That means when a seller with a \$300,000 home invests \$3,000 in preparing it to sell, they will typically see a \$24,000 return!

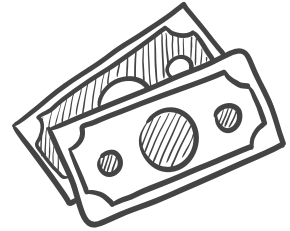
Most home sellers are aware of the need to spruce up their home so that it sells, but often don’t know where to begin. Professional home staging eliminates the stress of having to come up with the plan on your own. One of the services that Dècco Haus offers is a comprehensive home assessment followed by a detailed home staging report that outlines the entire plan to prepare your home for sale!

No budget to hire a professional home stager? Here are some tips on how to do it yourself.





# STAGING ON A BUDGET



## **The Most Important Staging Tip: Paint!**

Wondering what the single most important staging update is? Paint! A fresh coat of paint can completely transform your home, making it look clean, inviting, and ready for buyers. Not only does it freshen up your space, but it's also one of the most affordable updates that guarantees a return on your investment when you sell.

## **Why Paint Matters - First Impressions Count**

Since your home's first showing is online, and buyers are making snap judgments based on those photos. A fresh, neutral paint color can make your home stand out in those listings and give buyers the confidence that they won't need to make immediate changes after moving in. Neutral, move-in-ready colors eliminate one of the biggest buyer objections: "I don't like the paint, and I need to change it."

## **Lighting Changes Everything**

Colors can look completely different depending on the lighting throughout the day. That's why I always recommend testing paint with peel-and-stick samples before making a final decision. You can easily move these samples around different rooms to see how the color reacts to natural light, overhead lighting, and evening settings.

## **Get It Right the First Time**

Remember, painting is one of the simplest yet most impactful updates you can make before selling your home. Choosing the right shade can mean the difference between a quick, high-dollar sale and lingering on the market.

## **Top Paint Colors for Selling Your Home**

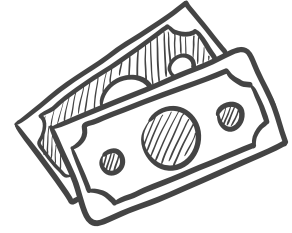
Gone are the days of cold, stark grays and yellows - greige (a mix of gray and beige) has taken over as the go-to color for creating a welcoming atmosphere.

*For best timeless paint colors when selling  
your home,  
please contact Kristina at Decco Haus -  
kristina@deccohaus.com*



# STAGING ON A BUDGET

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Here is a quick preparation checklist for perfect showings:

## INTERIOR

- Walk through home and pick up any extraneous items i.e. toys, clothes, pet supplies and bowls, electronics
- Turn ON every light in the home and make sure to turn on lamps and heating/cooling at a comfortable temperature
- Open all blinds and window coverings for maximum light (unless there are privacy or view issues)
- Spray and wipe bathroom and kitchen counters
- Vacuum high traffic areas (if time allows)
- Fluff couch pillows, place throw strategically, organize coffee table
- Set out dress towels in bathroom, white or neutral colors
- Turn on interior lights in china cabinet or shelves
- Settle touches: turn on music on low, light a candle at the entry way
- Clean toilet bowl and install bowl freshener. Close toilet lid.
- Fluff beds and pillows in all bedrooms
- Try to have fresh flowers on hand during home selling months and place them through out home (particularly in bathrooms and bedrooms)
- All ceiling fans should be on low
- Make towels look clean and tidy
- Remove any pet dishes, litter boxes completely
- Empty all garbage cans (especially in the kitchen)





## SECOND KEY – MARKETING CAMPAIGN – HAVE AN AMAZING ONLINE PHOTO PRESENTATION



- Your first showing happens online! 95% of homebuyers are looking at photos of the homes ONLINE
- 84% of buyers reported the photos to be the most useful information
- The number ONE action taken after viewing a home online was to drive by or visit the home!

NAR Profile of Buyers

Your home's online photo presentation is competing against many other homes for the buyer's attention, so make sure the listing presentation shines by following these simple strategies:

- **Use a Professional Photographer** - Make sure the agent you hire uses and pays for a professional photographer to capture your gorgeously staged rooms.
- **Use Over 20 Photos** – Did you know that the more photos in a listing actually helps that listing sell faster and for more money? Make sure your agent includes many professional photos of your home in the online listing, so buyers fall in love before they even step in the door.

**1 photo = 5 views and 1.37 leads**

**21 or more photos = over 77 views and 11+ leads**

Clearly the listings that added 20+ photos generated nearly 10 times the number of leads and over 15 times the number of views

Point2.com

- **Place the Best Photos First** – Typically an agent places the exterior photo of the home first in the listing but if the home has the best yard in the neighborhood...you may want your agent to put that photo first. In other words, use the best photo first since buyers scroll quickly and you want them to stop and click to see the rest of the home.



- **List Only When Ready** – When an agent lists your home, buyers who have signed up for “e-mail alerts” for your area will get an e-mail of the online listing presentation. Make sure that all the staged room photos and details are in place before the listing is launched, so that buyers are instantly attracted to the home!



Make sure the listing photos are of professionally staged rooms! There is nothing worse than multiple photos of half-ready spaces!

Remember to think like a home buyer and go online to review your listing and photos. Does it have visual appeal and does it stand out among similarly priced homes in your area?

### THIRD KEY - PRICE THE HOME RIGHT THE FIRST TIME

Your real estate agent is an expert on the marketplace and at reading and understanding comparable homes nearby. Statistically, a home that “sits” on the market loses its new listing buzz and ends up selling for a lower price down the road. In fact, according to a National Association of Realtors survey, the longer a home stays on the market, the further below list price it drops. Homes that sold in the first 4 weeks averaged 1% **more** than the list price; 4 to 12 weeks averaged 5% less; 13 to 24 weeks averaged 6.4% **less** than the list price; and 24 weeks averaged **more** than 10% less than list price.

Research the homes for sale in your area at a website like Zillow.com and talk with your agent about introducing your home at a price that will encourage potential buyer traffic. Also, try answering these questions:

- What have you noticed about the pictures of the homes that sold in your area?
- What is the highest-priced home? What is the lowest-priced home?
- What is the price you won't sell less than?
- Have you documented maintenance overtime?





# MEET YOUR *Stager*

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## KRISTINA YEAGER

OWNER | CERTIFIED HOME STAGER



I am a Real Estate Staging Association (RESA) member, certified in Staging and Redesign through Home Staging Resource (HSR). When I'm not staging homes, I work in the sustainability industry, where I've spent years contributing to energy efficiency and environmentally conscious solutions. Outside of work, I'm with my family enjoying outdoors, tackling my next DIY project and keeping active at my CrossFit gym. I hope for an opportunity to work with you!



# MY "Feel Home" STAGING APPROACH

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Most buyers make decisions based on how a home feels, not just its specs. A well-staged, inviting space helps them imagine their life there - hosting dinners, relaxing, raising a family. I use home staging as a tool to make an impression on the homebuyer so that they can 'Feel Home'. Unless we get a buyer to start visualizing themselves in the home, we cannot get the offer going. When buyers feel connected with the home, an emotional offer is created. I help with that connection by going through these 8 steps in each room:

**F** **First Impressions** - We will walk through your home room by room, taking note of our first impressions, what grabs us, what glares at us, and what gives us a feeling of home.

**H** **Home Buyer's Appeal** - In order for a buyer to "feel home," they shouldn't be reminded of this being your home. We'll depersonalize the space while retaining the warmth and fun of photos.

**E** **Eliminating Clutter** - The packing starts now in order to create a more clean, open and spacious feel.

**O** **Obligations - Cleaning/Repairs** - The dirty work speaks for itself but is often overlooked because you've lived here for so long. Let's remove any potential inspection issues and the buyer's mental "repair list."

**E** **Emphasizing** the positive while downplaying the negative - Finding the beautiful focal points, we will emphasize what we love about the room and hide or distract from any of the potential negative aspects of the rooms.

**M** **Modernizing** - This involves updating your style and building simple accessories out of what you already have to create clean lines and form. I will recommend critical purchases not only as valuable investments in the staging process but to modernize and refresh your current items.

**L** **Lighten Up** - Focusing on lighting and color, we will focus on making each room warm and inviting space buyers can respond to. Paint and light fixtures are key elements to buyers.

**E** **Emotional Connection Points - Creating the "Wow Factor"** - This is the fun part and is a huge focus of our positioning strategy. I'll show you how to build in these subtleties in order to make the buyers subconsciously desire to live here and "feel home."



# TOP 12 *Reasons* TO USE A PROFESSIONAL STAGER

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## HIGHER SALE PRICE

Staged homes sell for higher prices than non-staged homes, with potential price increases up to 10% more than non-staged (National Association of Realtors 2025 Profile of Home Staging Report).

2

## FASTER SALES

Staged homes sell faster. A professionally staged home will spend less time on the market, reducing carrying costs and stress for both the agent and the seller.

3

## INCREASED BUYER APPEAL AND VISUALIZATION

In a 2024 National Association of Realtors (NAR) Survey, over 83% of buyers find it “easier to visualize the property as their future home” when it’s professionally staged.

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## BETTER ONLINE PRESENCE

The majority of homebuyers begin their search online. Professionally staged homes look better in photos and get 20-40% more online views, which leads to more showings and inquiries.





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### COMPETITIVE EDGE

Professional staging differentiates a property from competing listings, helping it stand out in a crowded market.

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### WIDER POOL OF BUYERS

Staging can help a home appeal to a broader range of potential buyers by neutralizing decor and minimizing personal touches.

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### IT HIGHLIGHTS THE HOME'S STRENGTHS (AND MINIMIZES FLAWS)

Staging is strategic. It draws attention to architectural features like fireplace, large windows, or natural light, while subtly downplaying less desirable elements that could cause hesitations. A well-staged home appears larger, brighter, and more updated - even if no renovations were done.

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### PROFESSIONAL OBJECTIVITY AND EXPERTISE

If you can't see objectively, you can't "package" effectively. Have a certified staging professional get your home into its most advantageous condition for showing.

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### YOU CAN RELAX AND HAVE PEACE OF MIND

You will have the satisfaction of knowing you have done everything possible to affect a quick sale of your most valuable commodity and for top dollar. Don't leave money on the table!





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## CONSIDERED A “CRITICAL NECESSITY” TO SELLING A PROPERTY

According to a Zillow survey of thousands of real estate experts, “home staging” was listed as the TOP TWO necessary items to sell successfully. Not even 10% of buyers have the ability to see past your “things”.

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## STAGING DOESN'T COST A DIME

Typically for every \$1 spent on home staging, homeowners average a \$20-\$24 return on investment (2025 RESA North America Staging Statistics)

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## CHEAPER THAN A PRICE REDUCTION

Professional staging is always much less expensive than your first price reduction.

Home Staging is not just an option,  
it's a strategic investment.

SCHEDULE YOUR HOME STAGING CONSULTATION

CONTACT US AT [DECCOHAUS.COM](https://deccohaus.com)

*today*