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# Home Staging Guide

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Preparing Your Home to Make the Best First Impression

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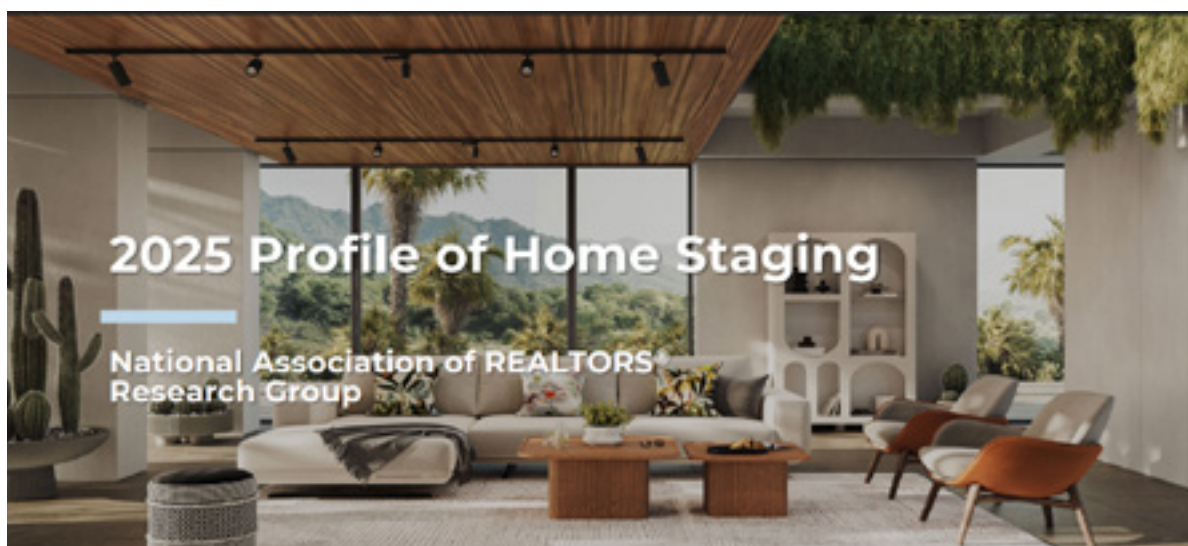
# Preparing Your Home to Make the Best First Impression

When you decide to sell your home, you're no longer decorating for your own taste — you're preparing a product for the marketplace.

That's what staging is about.

Home staging is the process of arranging and preparing a home so buyers can easily imagine themselves living there. When done correctly, staging highlights the strengths of a property, minimizes distractions, and helps buyers emotionally connect with the space.

And the data is clear: staging works.



According to the National Association of Realtors, 83% of buyer's agents say staging helps buyers visualize a home as their future property, and nearly half of sellers' agents say staging reduces time on the market. Many agents also report offers increasing between 1% and 10% when homes are staged properly.

In other words, staging is not about decorating — it's about maximizing buyer perception and protecting your equity.

The goal is to help buyers immediately connect with the home and clearly understand its value.

The following principles are the same strategies professional stagers and designers use to prepare homes before they go on the market.



## What Buyers Experience in a Well-Staged Home

A well-staged home should feel:

- Clean
- Bright
- Spacious
- Calm
- Well-maintained
- Move-in ready

Most buyers don't experience a home logically first — they experience it emotionally.

Within moments of entering, buyers begin forming opinions based on lighting, layout, cleanliness, and how the space feels overall. Good staging helps buyers feel comfortable in the home, notice its best features, and emotionally connect with the space.

When buyers feel at ease, they tend to stay longer during showings and view the property more favorably.



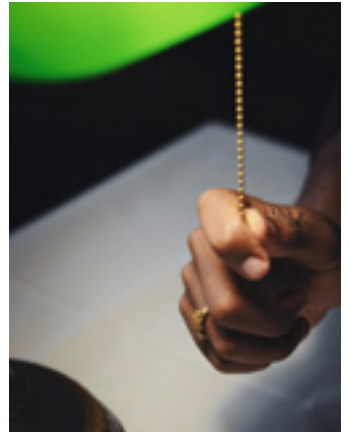
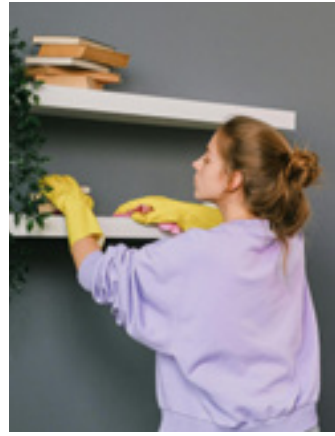
# Professional Staging Principles

Professional staging is less about decorating and more about creating spaces that feel intentional, balanced, and easy for buyers to understand.

Some of the most effective staging techniques include:

- Create a focal point in each room, such as a fireplace, large window, statement lighting, or styled bed.
- Arrange furniture to create natural flow and open walkways.
- Simplify rooms so fewer items compete for attention.
- Use layered lighting and open window coverings to brighten spaces.
- Highlight architectural details like molding, fireplaces, and windows.
- Remove highly personal décor and unnecessary visual clutter.
- Clear counters and simplify surfaces throughout the home.
- Hide daily-use items such as trash cans, pet bowls, and toiletries.
- Use neutral bedding, towels, and accessories to create a calm, move-in-ready feel.
- Add small touches of warmth, such as greenery, books, trays, or simple décor groupings.
- Stage awkward spaces with clear purpose so buyers understand how the area can function.





## Staging Tricks That Cost Almost Nothing

Some of the most effective staging improvements cost very little but significantly improve buyer perception.

Professional stagers often focus on small details that help a home feel cleaner, brighter, and easier to emotionally connect with.

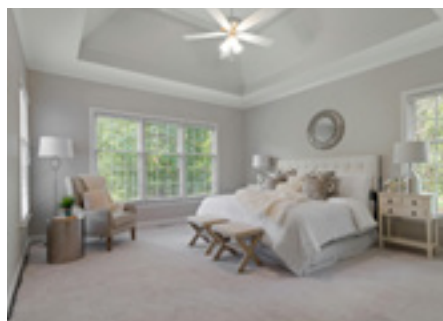
Examples include:

- Open blinds and curtains to maximize natural light.
- Replace dim bulbs with bright, consistent lighting.
- Remove excess furniture so rooms feel larger.
- Add greenery to major living spaces.
- Style surfaces with simple, uncluttered groupings.
- Straighten pillows, bedding, and towels before showings.
- Create a welcoming entry experience.
- Remove visible cleaning tools, trash cans, and laundry baskets.
- Direct attention toward the home's best features with thoughtful furniture placement and décor.

## A Note About Vacant Homes and Virtual Staging

When a home is empty, buyers sometimes struggle to understand how rooms function or how furniture fits the space.

Light staging with key furniture pieces can help buyers visualize scale and layout. Virtual staging may also be used in listing photos to help buyers understand how the space could look when furnished.



# 10-Minute Pre-Showing Reset

Before leaving for a showing:

- Hide bathroom items
- Clear kitchen counters
- Open blinds and curtains
- Turn on lights
- Straighten pillows and bedding
- Put away pet items
- Take out trash
- Make sure the home smells fresh and clean



## Additional Seller Preparation Activities

Decluttering  
Selecting the Correct Paint Color  
Curb Appeal is your First Impression  
Preparing for the Photo Shoot



## If You're Selling in the Charlotte Area

If you're preparing to sell your home in the Charlotte area, I'd be happy to help you navigate the process. Preparing, pricing, and positioning a home correctly from the beginning can make a meaningful difference in both buyer response and final results.

If you'd like a professional opinion on what improvements matter most, what buyers are responding to in your area, or what your home may be worth in today's market, I'm always happy to have that conversation.

## If You're Selling Outside My Market

If you're planning to sell in another city, I'm also happy to help connect you with a trusted real estate professional in your area.

I work with experienced agents across the country and can introduce you to someone who understands your local market and can guide you through staging, pricing, and preparing your home for sale.

Just reach out and I'll be glad to make the introduction.

## Final Thoughts

Staging is not about decorating — it is about presenting your home in the best possible light so buyers can clearly see its potential. When a home feels bright, balanced, and emotionally inviting, buyers stay longer, remember it more clearly, and are more likely to make strong offers.

# Thinking about selling?

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Let's create a strategy that protects your equity,  
simplifies your process, and gets your home sold with confidence.

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