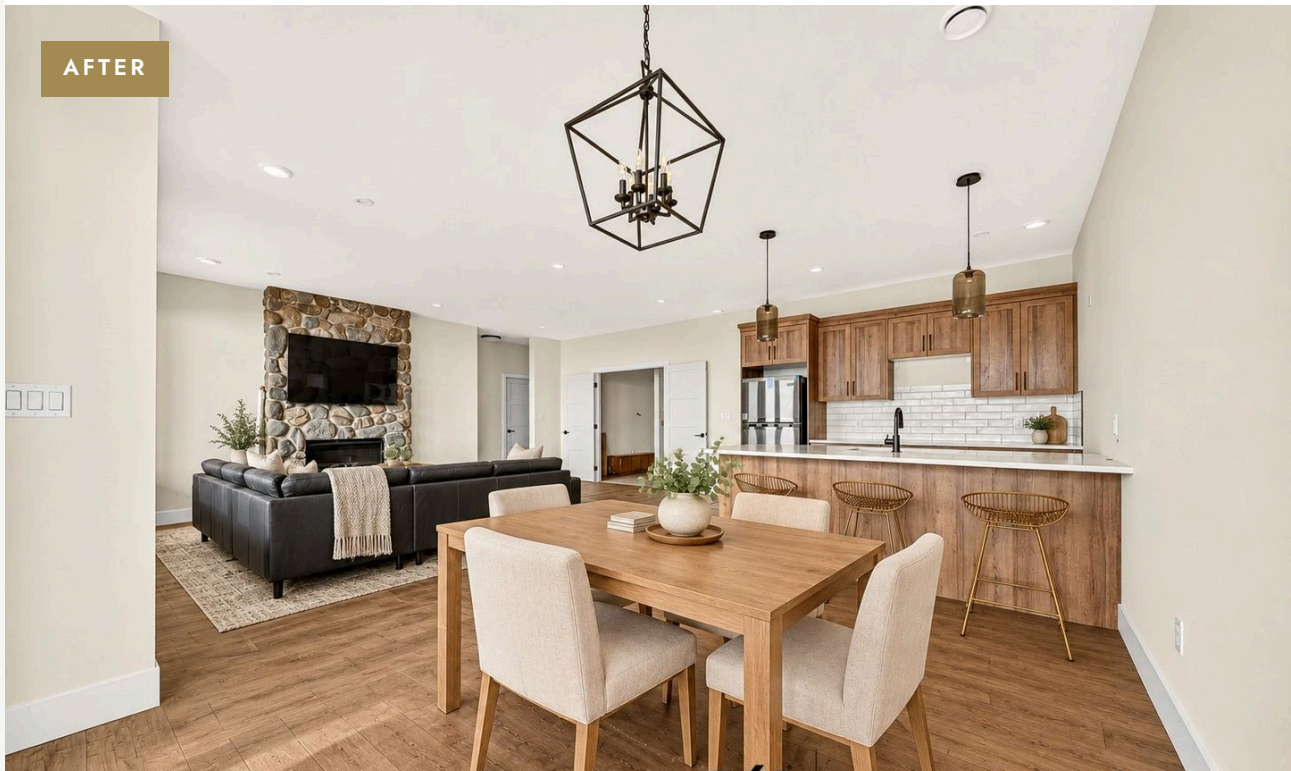
FIRST TRACKS
REAL ESTATE GROUP

AI staging, before and after

The same rooms and the same photos, shown empty and then staged.





PHIL GADD PREC*
FIRST TRACKS REAL ESTATE GROUP
EXP REALTY

FOR SELLERS

Why we stage empty rooms

Most buyers see your home online before they ever step inside. An empty room photographs as a white box. It is hard to judge the size, and harder to picture living in it.

AI staging adds furniture and finishing touches to the professional photos we already take, so buyers can see how each room works.

These examples come from a brand new, unfurnished home we listed at Lake Koocanusa.

HOW WE USE IT

We start with professional photos

Every staged image is built on the listing photography. The room itself does not change.

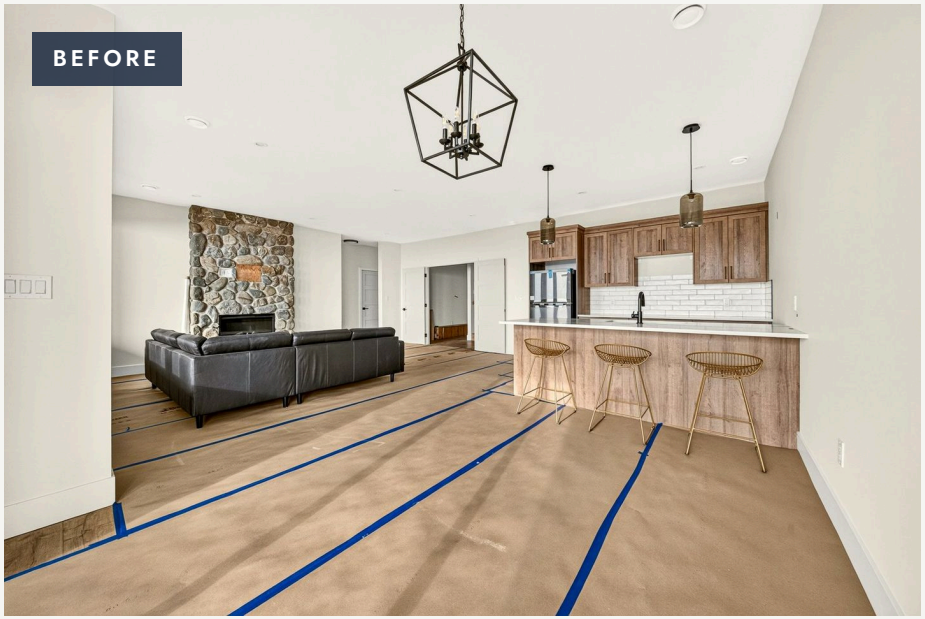
Every staged image is labelled

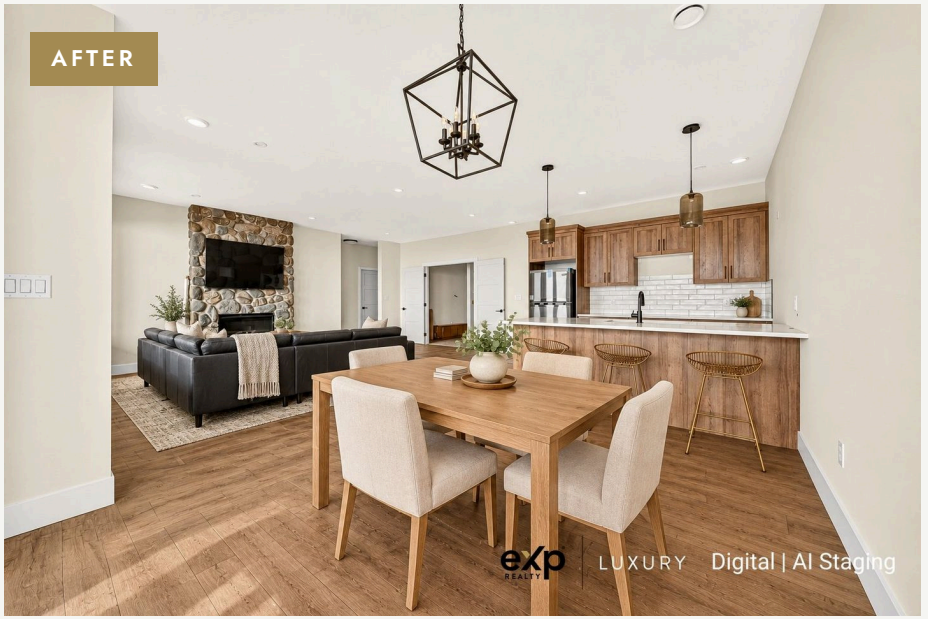
Each one carries a Digital | AI Staging mark. Buyers should never be surprised at a showing.

No furniture, no movers, no delay

There is nothing to rent and nothing to move in, so staging does not hold up getting to market.

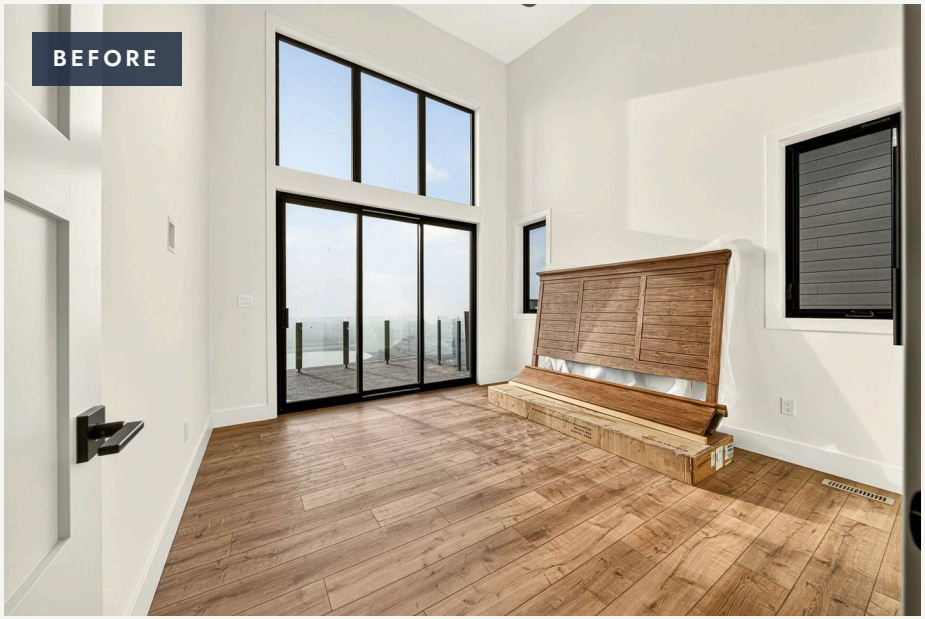
01 Lower level living and dining

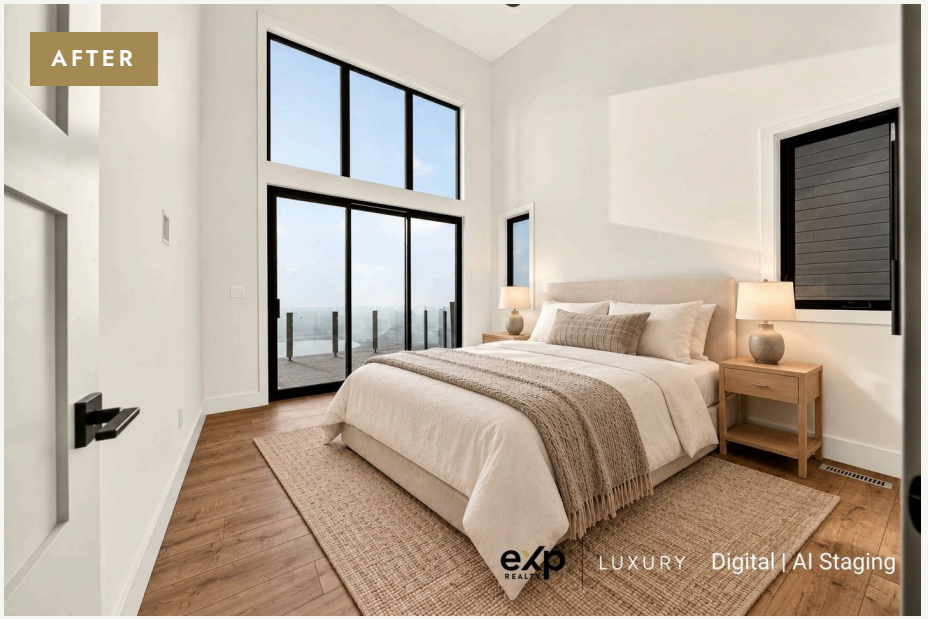




Floor protection and painter's tape were still down on photo day. The staged version clears the floor and shows the room as a place to eat and gather.

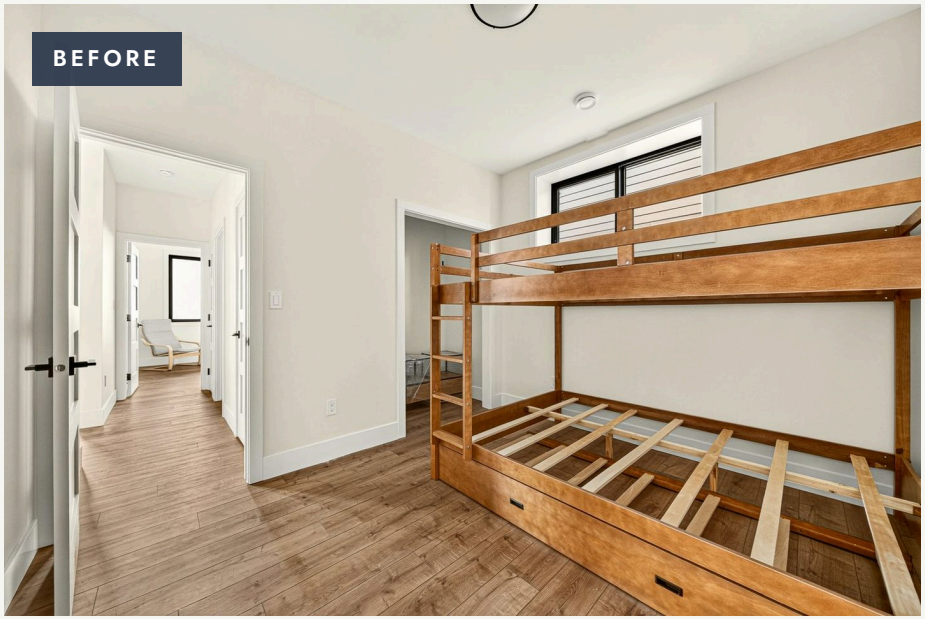
02 Primary bedroom

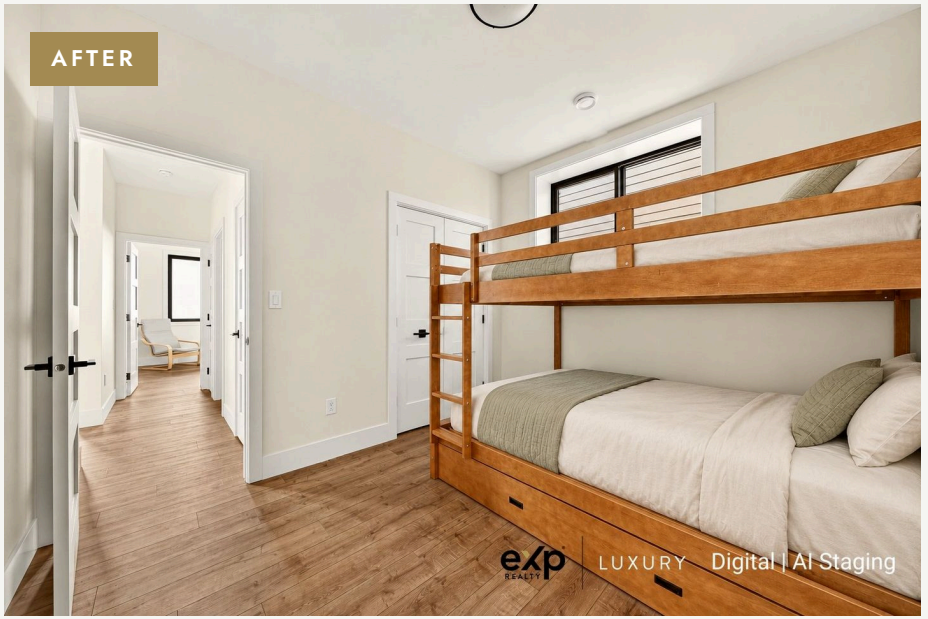




A headboard waiting to be assembled became a finished bedroom. The windows and the lake view stay exactly as they are.

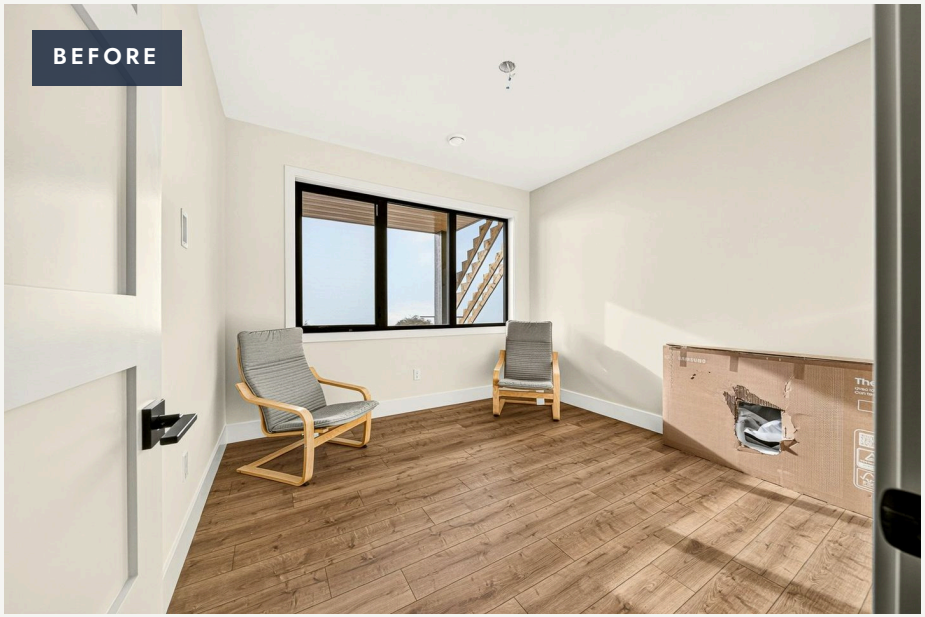
03 Bunk room

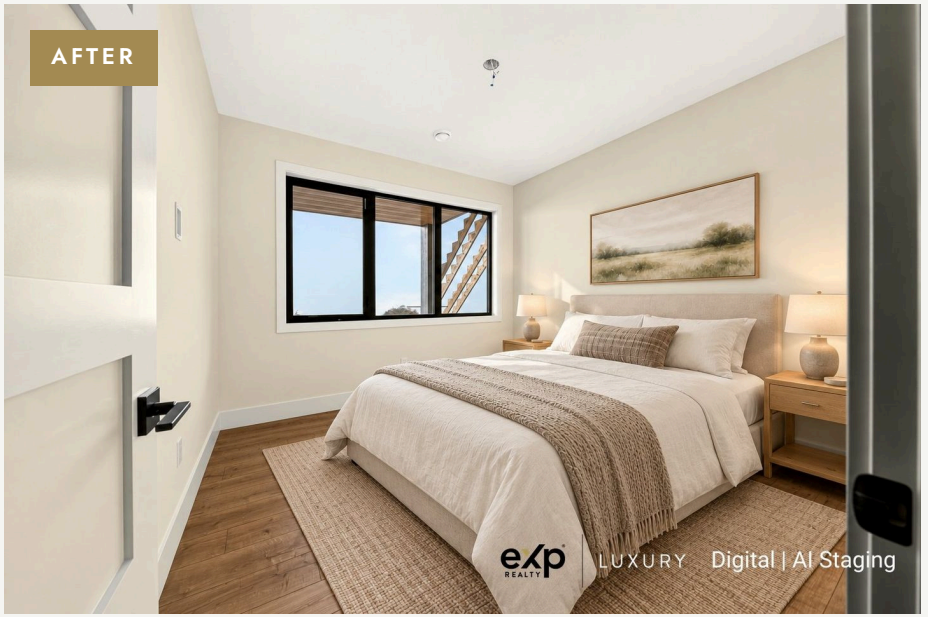




The bunk bed was in place but had no mattresses. Add bedding and it reads as a kids' room right away.

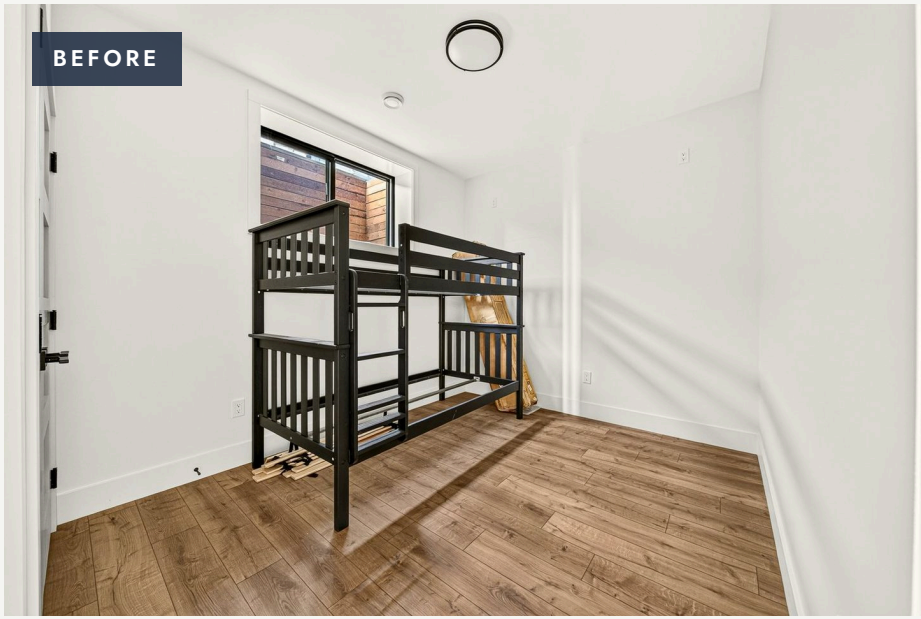
04 Lower level bedroom

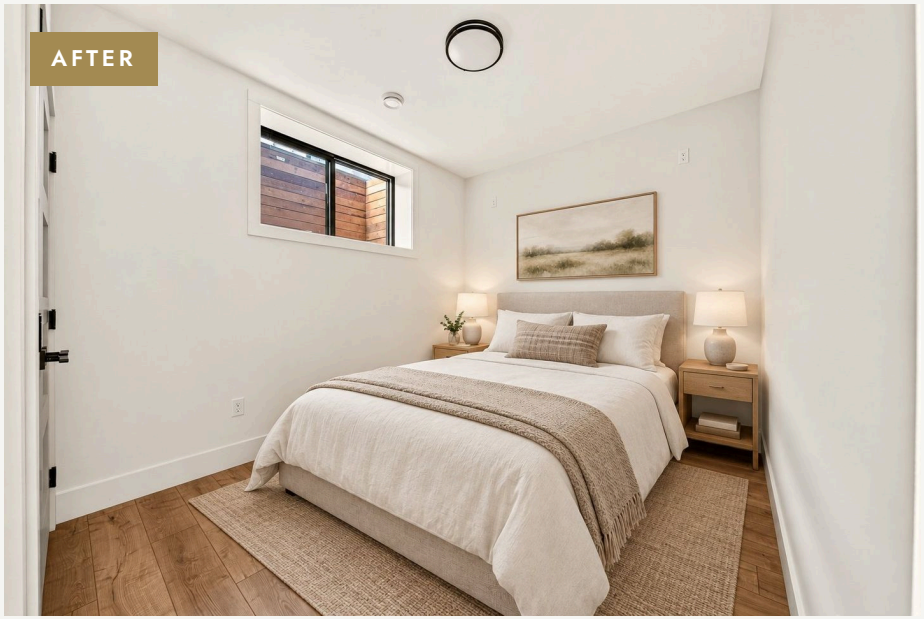




Two chairs and a flat-pack box told buyers very little. Staged, it reads as a bedroom.

05 Guest room





The same room can be shown more than one way. Here a bare bunk frame is swapped for a guest bed.

06 Great room





Not every room needs much. A rug, a throw and a TV over the fireplace warm up a space that was already furnished.

07 Driveway finish

VIRTUAL EDIT, CONCEPT ONLY





The driveway was still gravel on photo day. This shows how an exposed aggregate finish would look.

08 Decks and landscaping

VIRTUAL EDIT, CONCEPT ONLY





Deck furniture and planting added to show how the outdoor space could come together.

NEXT STEP

Thinking of selling?

Happy to walk you through how we would photograph, stage and market your home.

Book a seller consultation: https://tidycal.com/philgadd/seller-consultation

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