NATIONAL ASSOCIATION OF REALTORS®

CONSUMER GUIDE: STAGING YOUR HOUSE FOR A SALE

In real estate, "home staging" refers to presenting your property in a way that highlights its strengths and helps buyers envision themselves living there. Staging isn't about following the latest interior design trends or remodeling—it's centered on decluttering and styling a home so that it can be seen in its best light. No matter the price point, real estate professionals emphasize the importance of preparing a home before putting it on the market: 83% of buyers' agents said staging a home makes it easier for their buyer to visualize the property as their future home, according to the 2025 Profile of Home Staging report by the National Association of REALTORS®.

Does home staging really work? Yes, home staging can make a measurable difference in attracting buyers and possibly even in the sales price. More than a quarter of real estate professionals reported that staging their sellers' homes netted between 1% and 10% more in the dollar value offered, according to NAR's report, and about half of seller's agents reported a decrease in the time it took to sell staged homes.

What is the home staging process? Your agent may recommend a professional stager—or may offer staging services. Here are three common forms of home staging:

- **In-person staging:** The stager visits your home and may rearrange furniture and accessories to improve the home's layout and flow. The stager may ask you to pack away personal items and remove excess furniture. In some cases, they may bring in furniture, artwork and decorative items.
- **Home staging consultations:** The stager visits the home and provides a to-do list of recommendations for owners to complete themselves.
- **Virtual staging:** This method uses software to digitally enhance a property, such as by adding furniture, decor or even home renovations into the photos of empty or outdated rooms. Note: Photo enhancements that materially alter the property should be disclosed to ensure buyers are getting a true picture of the home.

Are there any DIY home staging tips? Yes, you can do a lot to improve your home's appeal:

- Snap pics of your home and then look at what stands out. Is that what you want buyers to see?
- Pack away personal items such as photos, toiletries, medicines, firearms and valuables.
- Use fluffy, new towels in bathrooms and fresh bedding in bedrooms.
- Paint where needed, such as with neutral colors like beige, gray or soft white.
- Remove bulky furniture to make rooms feel larger, easier to navigate and more inviting.
- Add small pops of color and decor, such as throw pillows, blankets or centerpieces.
- Enhance the entry with a front door mat, manicured landscape and small potted plants.
- Start packing boxes and use a storage unit: Closets should be half full, not filled to the max.

What are the common home staging mistakes to avoid?

- Overcrowding rooms with furniture. Watch the scale and size.
- Neglecting cleanliness. Staged homes should look spotless and clutter free.
- Displaying political or religious decor or anything that reveals personal information.
- Ignoring high-traffic areas, such as entryways.
- Using overly bold paint or decor that could distract buyers.

Whether you hire a professional stager or tackle it yourself, the goal of home staging is simple: Create a clean, neutral backdrop that enables buyers to see your home as their own.

Additional Resources: 15 Things to Do Before Every Showing; Personalized or Partial Home Staging

Your real estate agent will help you navigate the purchase or sale of your home. An attorney can provide guidance on the laws in the state where you're purchasing. Please note that not all real estate professionals are REALTORS®. Only those who are members of the National Association of REALTORS® may use the term REALTOR®, and they are obligated under NAR's Code of Ethics to work in your best interest. Please visit facts.realtor for more information and resources.