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DEVELOPMENT LLC

Innovative Design in Architecture

Home staging is an essential part of the selling process, as it can help you sell your house for the desired price.

The psychology behind home staging is rooted in the idea that people make decisions based on emotions. When a property is staged to create a warm and inviting atmosphere, potential buyers are more likely to feel positive emotions and imagine themselves living there.

Staging leverages the power of visualization to engage prospects and encourage them to commit to the purchase. The visualization effect is a powerful motivator in all areas of life: in athletic competitions, in creative projects, and in reaching life goals, just to name a few examples.

Here are some keys to a successful home staging:

1. A “blank canvas” presentation. Home staging professionals don’t want to present a “perfect home” to prospects.
2. No clutter. A cluttered home can be overwhelming and distracting to potential buyers.
3. Tidiness throughout the home. In addition to removing clutter, it’s important to keep the entire home tidy.
4. No family photos, religious symbols, or other personal items. While these items may be important to you, they can be distracting to potential buyers.

Remember, home staging is all about creating a positive emotional connection between the buyer and the property.