



HOME STAGING GUIDE

A room-by-room guide to help you stage your home for sale.



JON PEREIRA

778.345.8897

WWW.JONPEREIRAREALTY.COM



REGARDS FROM JON

Born and raised in Surrey, I'm proud to serve the community I've called home my entire life. With a deep understanding of the local market and a genuine connection to the people who live here, I strive to create a real estate experience that is both seamless and memorable.

I treat your money like it's my own. negotiating relentlessly, marketing intentionally, and delivering a seamless, elevated real estate experience tailored to your lifestyle.

Sincerely,



RE/MAX PERFORMANCE REALTY SURREY'S #1 REAL ESTATE AGENCY*

Proudly serving the Surrey and Greater Vancouver area since 1984, RE/MAX Performance Realty has built a reputation for delivering outstanding results, market expertise, and client-focused service.

As one of the region's top-performing brokerages, we're backed by the power of the RE/MAX brand — the most recognized name in real estate worldwide.

Being part of this brokerage allows me to offer my clients unmatched resources, market reach, and professional support, while still providing the personalized, one-on-one service that makes your experience memorable.

*RE/MAX Performance Realty was voted Surrey's #1 Real Estate Agency by readers of the Surrey Now-Leader for 2025.



VOTED THE MOST TRUSTED REAL ESTATE AGENTS*



JON PEREIRA |  **RE/MAX**

WHAT IS HOME STAGING?

Home staging is the process of preparing a property for sale with the goal of appealing to the widest pool of buyers. It focuses on showcasing a home's strengths, improving how spaces feel and flow, and helping buyers emotionally connect to the property — both online and in person.

Sellers can stage their own homes, partner with their real estate agent for styling advice, or choose to work with a professional home stager. A growing trend in staging is virtual staging, where property photos are digitally enhanced to show furniture layouts and design potential in empty or under-furnished rooms.

It's important to understand that staging is not remodeling — it doesn't require major renovations. Instead, it involves cleaning, organizing, rearranging, and intentional styling to highlight features like natural light, views, fireplaces, flooring, or functional layouts.

The Benefits of Home Staging

Faster Sale. Stronger Offers.

When buyers can picture themselves living in a home, they connect more deeply and act more confidently. A staged home feels move-in ready, helping it stand out and often inspiring more competitive and timely offers. Removing personal items such as family photos or collectibles also allows buyers to see the property as their future home, not someone else's past one.

Make Buyers Stop, Click — and Swipe.

Most buyers begin their search online. High-quality photos of staged properties capture more attention, generate longer views, and leave stronger first impressions. A visually compelling home is more likely to draw in the right buyers, increase showings, and create momentum behind a listing.

Basic Staging Essentials

1. Deep clean the home — consider professional cleaning for the best results
2. Declutter every space — organized homes always appear larger
3. Depersonalize walls and surfaces — remove framed photos, awards, and memorabilia
4. Scale back oversized or excess furniture, décor, and area rugs
5. Keep closets tidy and minimal to showcase true storage potential
6. Open blinds and curtains to maximize natural light
7. Replace burned-out, dim, or flickering bulbs
8. Upgrade dated light fixtures if possible
9. Refresh walls with soft neutrals — choose 2-3 complementary shades, avoid stark white
10. Stage the exterior too — curb appeal sets the tone before buyers step inside



Common Staging Mistakes to Avoid

- Don't overspend — impactful staging is about intention, not budget
- Avoid painting everything white — opt for warm, soft neutrals instead
- Don't hide architectural details or key features
- Skip overpowering air fresheners or heavily scented candles to mask odors
- Don't remove everything — the goal is welcoming and livable, not empty or cold

Decluttering: The First Step

When buyers walk into a home, they immediately start mentally placing their own lives into the space. Decluttering creates room for that imagination.

Start packing away non-essential items you can live without until your move. This not only helps the home show better — it also gives you a head start on the packing process.

Donate, discard, or store anything that no longer serves you.

Pack It. Store It. Start Creating Space.

Consider using durable plastic storage bins or renting temporary storage for items you may not need right away.

If possible, store packed items off-site, or explore a portable storage unit or warehouse storage solution to further streamline the staging process.

Start with Removing or Storing:

- Framed personal photos & albums
- Trophies, awards & certificates
- Extra bakeware & specialty cooking items
- Rarely used gadgets, cookbooks & small appliances
- Collectibles, figurines, and special-occasion dishware
- Seasonal or out-of-season décor
- Out-of-season clothing, coats, boots & shoes
- Books, CDs, DVDs, and games



ROOM BY ROOM KITCHEN

Stage the Kitchen Like a Showroom (Without Feeling Like One)

The kitchen is one of the most influential spaces in the home — the place where buyers linger longest, and often the room that shapes their emotional reaction.

When staged right, it becomes a major advantage. The goal is to make it look bright, clean, functional, and inviting — like a space buyers can already imagine themselves in.



Key Kitchen Staging Steps:

- Clear the fridge — remove magnets, artwork, and personal photos to reduce visual noise
- Keep cabinet tops clean — excess décor above cupboards can make photos feel busy
- Start with empty counters — then re-layer sparingly and with intention
- Add back charm, not clutter — a simple bowl of lemons or a curated condiment bottle can warm up a neutral space
- Brighten shadowed corners — a light vase, sleek small appliance, or other high-quality accent can reflect light and lift the space
- Roll up rugs — bare floors photograph cleaner and make rooms feel more open
- Refresh the lighting — consider a modern overhead fixture and under-cabinet illumination if needed
- Add subtle upgrades — self-adhesive LED strips under cabinetry can enhance ambiance and highlight surfaces
- Eliminate odors where they start — deep clean appliances (oven, stove, microwave, fridge) and sanitize the garbage and bin area so the room smells as good as it looks



ROOM BY ROOM FAMILY ROOM

Stage the Family Room to Spark Emotion and Imagination

The family room is where buyers picture real life happening — conversations, movie nights, family time, and effortless everyday comfort. It should feel open, calm, and naturally inviting, while allowing buyers to imagine their own routines in the space.

If the home includes a fireplace or upgraded media systems, these become visual anchors that elevate the room. Anything outdated or distracting should be removed or refreshed to keep the room feeling intentional, functional, and current.

Staging Tip: Pets

Pets are family, but visible reminders of them can sometimes distract buyers from imagining their life in the home. The goal is to stage thoughtfully while minimizing evidence of pets in key spaces.

Keep Pets in the Background of Your Staging by:

1. Deep-cleaning carpets and upholstery to remove fur and embedded odors
2. Packing away pet bowls, beds, leashes, toys, litter boxes, and other accessories
3. Taking pets with you during showings when possible
4. Confining necessary pet items to one low-traffic room that is not central to the buyer's experience

Essential Family Room Staging Steps

- Edit the room, keep the comfort — remove oversized or unnecessary furniture to open up the layout
- Clear floor clutter — pack away toys and excess items to make the space feel more spacious and relaxing
- Organize media and entertainment — neatly store games, DVDs, remotes, controllers, and cords inside cabinets or lightly styled along shelving
- Evaluate the lighting — add 1-2 lamps if shadows need softening or corners need brightening
- Upgrade weak bulbs — replace dim, mismatched, or flickering lights with brighter, clean-toned illumination
- Remove overly casual or deeply personal items that make the room feel tailored to the current owners instead of future ones



ROOM BY ROOM LIVING ROOM

If the living room is the first space buyers step into, it needs to make an impact — bright, open, and effortlessly inviting.

Features like a fireplace, quality flooring, or strong sightlines to a view immediately elevate the room and should be highlighted, not hidden.

Buyers connect faster when architecture and ambiance take center stage, so aim to balance media setups so the television does not dominate the space.

Living Room Staging Essentials

- Open up the layout — remove extra or oversized furniture to instantly create a more spacious feel
- Arrange what remains to support a natural, easy flow through the room
- Create intentional seating moments — group furniture in a way that encourages conversation and connection
- Lighten the windows — replace or remove coverings that feel dated, heavy, or out-of-style
- Refresh worn pieces — swap out or elevate furniture that looks tired, or update it using neutral slipcovers if replacement isn't necessary
- Add warmth through purpose, not volume — a few trendy accessories and well-chosen accent pillows can soften a space without cluttering it
- Elevate the walls — hang artwork at eye level and choose high-quality pieces for a thoughtful, timeless look
- (Black-and-white photography is a great tool to add sophistication while staying neutral and modern.)





ROOM BY ROOM DINING ROOM

The dining room should invite buyers to imagine shared meals, celebrations, and connection — without competing for attention.

Large display furniture filled with collectibles, extended table setups, or unnecessary décor can unintentionally pull focus away from the room's true potential.

Dining Room Staging Essentials

- Simplify the space — remove large or distracting items such as filled hutches, display cabinets, or collectibles
- Shorten the table, lengthen the room — take out extra leaves so the table feels proportional and the room feels larger
- Limit the seating — keep 4 chairs unless the space clearly supports more, allowing it to feel open instead of crowded
- Edit floor layers — remove rugs under the table if they make the room feel smaller or visually busy
- Modernize the lighting — an updated fixture can refresh the entire room's look instantly
- Add a single statement piece, not several — fresh flowers or a clean, tasteful centerpiece brings life without clutter
- Lean into intention — a set table can elevate the room when done thoughtfully, but only if it enhances rather than overwhelms



ROOM BY ROOM BEDROOM

A bedroom should instantly read as a peaceful escape — clean, balanced, and thoughtfully edited.

The goal is to create a space that feels like a sanctuary from the outside world, one that invites a deep breath the moment you walk in.



Bedroom Staging Essentials

- Set the sightline — when possible, position the bed to face or acknowledge the entry so the layout feels intuitive and welcoming
- Edit the room — remove oversized or non-bedroom items like gym equipment, pet beds, medical devices, or bulky furniture that pulls focus
- Depersonalize with purpose — clear away photos, memorabilia, and highly personal objects so buyers can imagine the space as theirs
- Style the bed — use fresh, coordinated linens in a solid tone or subtle, timeless pattern to create visual calm in listing photos
- Maximize closet appeal — reduce contents by at least half to showcase real storage potential, keeping what remains neat and organized
- Create symmetry — staging in intentional pairs brings balance and sophistication
- (Examples: matching nightstands, lamps, artwork, or décor accents that frame the bed without overwhelming it.)



ROOM BY ROOM BATHROOM

Bathrooms don't need heavy styling — they need to feel fresh, bright, and meticulously maintained.

Buyers notice cleanliness, condition, and confidence instantly in this space, so small improvements here go a long way.

Bathroom Staging Essentials

- Deep clean every surface — shine wins in bathrooms
- Refresh the details — re-caulk around the tub, shower, and toilet if the edges look worn
- Replace aging hardware — a new, clean toilet seat or updated toilet lid can subtly elevate the space
- Clear the counters — tuck away toiletries, personal products, and even the garbage bin
- Keep towels photo-ready — display fresh, neatly folded neutral-toned towels
- Reduce humidity — run the fan before showings and during prep to keep mirrors clear and the air crisp
- Add gentle life — a small vase with fresh flowers on the vanity adds warmth without clutter
- Remove visual distractions — avoid tank covers and outdated lid accessories
- Use minimal floor layers — one simple bath mat or small rug only
- Renew soft finishes — update the shower curtain or glass panel so it reads as clean and current



ROOM BY ROOM OTHER SPACES

Home Office

The home office should feel productive and stress-free, not storage-heavy.

- Clear piles of papers, especially anything confidential
- Hide loose cords and remove unnecessary tech clutter
- Remove bulky or non-office items such as workout gear or excess furniture
- Keep shelving minimal, organized, and visually light

Front Entryway

The entry should feel like a smooth transition into a well-kept home.

- Keep the space fully open and clutter-free
- Ensure there's a clean, intentional spot for shoes and coats if applicable
- Add one elevated décor moment — such as fresh flowers or a simple curated accent piece
- Remove seasonal overflow, keep the invitation.

Outdoors & Curb Appeal

A home's exterior sets the tone before buyers step inside.

- Power wash or refresh exterior surfaces where needed
- Keep landscaping trimmed and the lawn maintained at all times
- Add fresh mulch to garden beds for an instant polish
- Use warm accents like hanging baskets or potted plants near the door
- Ensure outdoor furniture looks clean, current, and ready to enjoy
- Remove all visible hazards, toys, or driveway clutter

Garage, Laundry Room & Basement

These may not be the main event, but they still matter — especially for space perception.

- Clear hanging or piled laundry
- Make sure washer and dryer are spotless and odor-free
- Store tools and equipment neatly, out of sightlines when possible
- Maintain enough room in the garage to comfortably park a vehicle

A clean garage feels larger. A larger garage feels more valuable.

DON'T FORGET TO REMOVE OR RESTRICT:

- Driveway or yard clutter
- Lawn hazards or safety issues
- Excess décor layers that shrink a space visually
- Personal documents or files
- Bulky room-identity disruptors



Staging Challenge: Kids

Staging a home with children doesn't mean removing personality — it means reducing visual overwhelm and adding gentle structure so spaces feel calmer, larger, and easier to imagine living in.

Moving can be a big change for kids, and involving them in small daily routines can actually make the process easier and more empowering for them.

How to Stage with Kids in Mind

- Create ownership — give kids simple daily responsibilities like putting away toys and games in key areas
- Prioritize what buyers see most — keep rooms like the living room, family room, kitchen, and entryway clear
- Clear the floor — use baskets and bins to organize toys for fast, tidy resets
- Soften the visual volume — limit plush toys, posters, and highly personal wall items that make rooms feel visually “busy”
- Refresh walls with care — light neutral paint tones can erase signs of wear while keeping the room warm and balanced

Vacant Home: Prep It, Then Present It

Selling a vacant home can be incredibly convenient — it allows you to refresh walls, update flooring, and complete projects without disrupting daily life.

But to a buyer walking through the door, empty rooms can sometimes feel forgotten, untouched, or lacking energy.

Staging changes that narrative instantly. It adds context and intention, helping buyers visualize how rooms live, flow, and function.

When staging a vacant home, aim for light structure, thoughtful placement, and role clarity — a home that looks maintained, intentional, and ready for its next chapter.

Virtual Staging: Show the Vision, Skip the Work

Virtual staging enhances listing photos using accurate room measurements to digitally design each space with perfectly scaled furniture, modern paint tones, and trend-forward décor — no physical furniture, rentals, or in-person visits required.

Why It Works

- Buyers instantly understand a room's purpose
- Spaces feel styled, current, and full of potential
- Helps listings stand out and drive more engagement online

A vacant home becomes easier to connect with when buyers can see the possibilities first.



Home Viewing Checklist: Max Impact, Min Distraction

Whether buyers view your home in person or online, these small staging details help create a stronger connection and confident first impression.

- Open patio umbrella to make outdoor spaces feel active and ready to enjoy
- Empty or hide garbage bins throughout the home
- Open blinds and curtains, and turn on all interior and exterior lights
- Store medications out of sight
- Secure valuables, including jewelry and important personal or financial documents
- Add one calming décor moment — a small vase of fresh flowers in the entry or dining area
- Play soft background music — classical works best for broad appeal
- Turn off computers, monitors, and other visible screens
- Remove signs of pets — pack away bowls, toys, leashes, litter boxes, and take pets with you
- Leave doors and closets open during prep to highlight storage and space
- Sanitize high-touch surfaces like door handles, countertops, and light switches before and after showings
- Keep utility areas clean, visible, and odor-free

A showing-ready home should feel present, clean, and easy to imagine living in.

Your Home, Ready for Its Next Chapter

Home staging is one of the smartest, most strategic steps you can take when preparing to sell. It doesn't require a remodel or a big budget — just thoughtful editing, intentional styling, and attention to detail.

Done right, staging helps your home feel brighter, larger, and easier to love... so buyers are already emotionally invested before the offer conversation even begins.

The goal is simple:
Let buyers feel the lifestyle. Let them imagine the story. Let them fall in love with the space.

When you're ready to take the next step, I am here to help guide you with confidence and clarity. Every home has a best version — staging reveals it.

Thank you for taking the time to explore this guide. Wishing you a smooth, successful selling journey ahead.

I look forward to supporting you every step of the way.



JON PEREIRA

778.345.8897

WWW.JONPEREIRAREALTY.COM