

# Staged to Sell in the Current Market



*Staged to Sell in the Current Market*  
*By Interior Stylist Shelly Cerrelli*

*Photo Credit : JF Fabrics*

**Y**ou may have heard: the housing market is shifting. Recent years have seen housing prices rising and listings being snapped up before the For Sale sign has a chance to sink into the ground. It's been hot, to put it mildly, making home staging an optional step in the selling process. But recent interest rate hikes have prompted buyers to step back, creating a cooling effect. For buyers, that means a little less competition and lower prices. For sellers it means stepping up your game to ensure your home stands out for all the right reasons. Home staging is back, baby!

**Here are some of my personal styling tips to set your sale up for success.**

**Mi casa es su casa?** You've resolved to sell your home. Congratulations! So, stop thinking of it as your home. Who is most likely to buy your property? That is who you need to market it to, including your staging strategy. If the popular buyer in your neighbourhood for your property type, is a single professional, a young family, or an empty nester, ensure you're staging the space that specific demographic. Remember, staging is more than just making a home look "nice." It's about showcasing a lifestyle, inviting buyers to picture themselves living there, and then enticing them to make an offer. Depersonalize the home from yourself, and personalize it for whoever is likely to purchase it.

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**T**he location of your home plays a critical role in how you stage it for resale. This principle is similar to staging for a specific demographic, but instead of drawing inspiration from the buyers, you're looking to your surroundings to bring out the home's best features. For example, a country home may feel out of place with an urban interior vibe. Instead, embrace the countryside setting. But don't stray too far from your prospective buyer just yet – a suburban location is more likely to attract growing families, so a nursery or a kids' playroom may be an attractive feature to potential buyers shopping your local market.

**Neutral choices: most loved, or least hated?** Broad appeal is the ultimate goal of the staging process. While we've covered some specific scenarios when it comes to the type of buyer you're focussing on and the specific location of your listing, ensure your styling choices will appeal to the broadest pool of purchasers possible. I can speak from personal experience that people have a range of aesthetic preferences, whether conscious or subconscious. By staying neutral with your colour and furniture choices, you'll reduce the risk of alienating a buyer for nothing more than a cosmetic misstep. If you're repainting, choose light, neutral colours to enhance your home's sense of light and create more "air," even if only in visual terms. If you're looking to add a "pop" of colour or texture, do it with accessories.

They say a staged property is a sold property. While it may not always be black and white, staging a home certainly helps it stand out from the crowd.

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