

The Art of Staging

Help buyers see themselves living in your home

Staging is one of the most misunderstood tools in real estate. It's not about decorating — it's about psychology. Staged homes consistently sell faster and for more money because they help buyers emotionally connect with a space. Here's what that looks like in practice.

01 WHY STAGING WORKS

- Buyers make emotional decisions first and rational decisions second. Staging creates the emotional pull that motivates an offer.
- Professionally staged homes typically sell for 5 to 10% more than un-staged comparable homes in the same market.
- Online listings drive showing traffic, and staged homes photograph significantly better. Better photos mean more showings. More showings mean more competition.

02 THE ROOMS THAT MATTER MOST

- Living room: where buyers imagine unwinding and entertaining. Keep it open, bright, and inviting with a defined seating area.
- Kitchen: clear everything off the countertops except one or two intentional pieces — a coffee maker, a small plant, a fruit bowl. Buyers want to see workspace.
- Primary bedroom: should feel like a retreat. Neutral bedding, minimal furniture, and good lighting are all you need.
- Bathrooms: fresh folded towels, nothing on the counter, a small plant or candle. Spa-like is the mood buyers respond to.

03 FURNITURE PLACEMENT

- Pull furniture away from the walls. Floating furniture arrangements feel more natural and make rooms appear larger.
- Create conversation areas in living rooms — two chairs angled toward a sofa, a coffee table anchoring the grouping.
- Less is more. If a room feels cramped, remove a piece. Empty space reads as a luxury in the GTA market.
- Use rugs to define spaces in open-concept layouts. They give buyers a visual sense of where each “room” begins and ends.

04 COLOUR AND LIGHT

- Neutral walls are not boring — they’re a blank canvas buyers can project onto. Whites, warm greiges, and soft taupes are the GTA buyer’s favourites.
- Accent with texture and warmth: linen throw pillows, a woven blanket, wood tones in accessories.
- Mirrors placed across from windows amplify natural light and make smaller rooms feel significantly larger.
- Replace harsh cool-white bulbs with warm-white LEDs (2700 to 3000K). The difference in how a home feels is dramatic.



Ready to sell? Let's talk strategy.

A clear, no-pressure conversation about your home and the market.

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