Home Staging Brochure

Listing-ready rooms and photography flow

A staging guide for making a home easier to understand online and more memorable during viewings, without making the space feel artificial.

What you receive

Included deliverables
• Room-by-room edit list
• Furniture placement for listing photography
• Neutral textile and accessory recommendations
• Kitchen and bath presentation checklist
• Final photo-day preparation plan

Pro tips

• Remove furniture that blocks windows, walkways or the strongest camera angle.

• Use white or warm neutral bedding with two accent cushions maximum.

• Clear kitchen counters except one intentional object group: fruit bowl, vase or coffee tray.

• Add one large artwork instead of several small scattered frames.

• Use matching bulb temperatures so rooms photograph consistently.

Suggested budget range

Photo-day edit	$400 - $1,200	Declutter plan, styling checklist and small decor list
Occupied staging	$1,200 - $4,500	Furniture edits, textiles, accessories and room-by-room styling
Vacant staging	$3,000 - $12,000+	Rental furniture, accessories, delivery and setup

Recommended timeline

Day 1: Room edit and declutter priorities

Days 2-5: Shopping, furniture placement and styling

Final day: Photo-day checklist and surface reset

Featured project idea

A rental listing improved its photos by removing oversized chairs, adding a neutral rug, replacing mismatched lamps and styling the dining table with one simple centerpiece.

Next step: use the website contact form to share photos, rough measurements, timeline and the top three problems you want to solve.