REMAX® Home Staging Guide

A room-by-room guide to preparing your home to sell with confidence.







Why Staging Matters

Selling your home is personal. And presentation matters. Staging isn't about perfection. It's about possibility.

When buyers can picture their life in your home, interest grows and momentum can follow.

Staging

Guided by Buyer Insight

Staging isn't remodeling. It's positioning. It brings your home's best features forward, guided by what today's buyers notice.

A REMAX agent sees your home the way buyers do.
They understand the local market and what buyers want.
They know what draws attention, and what distracts.

Together, you'll focus on what matters most.

- Simple edits
- Smart positioning
- The right first impression

Why It Works

Buyers don't just see a home. They imagine their life in it.

Staging Helps Them
- Understand each room's purpose.
- Focus on features, not belongings.
- Experience the home clearly, online and in person.

Well-staged homes tend to photograph better and capture attention as buyers scroll online.

Digital Staging

Your home's digital debut is its first impression. Make it count.

Virtual Staging

Virtual staging enhances listing photos before they go live. Using accurate room dimensions, furnishings and décor are digitally added to help define layout and scale.

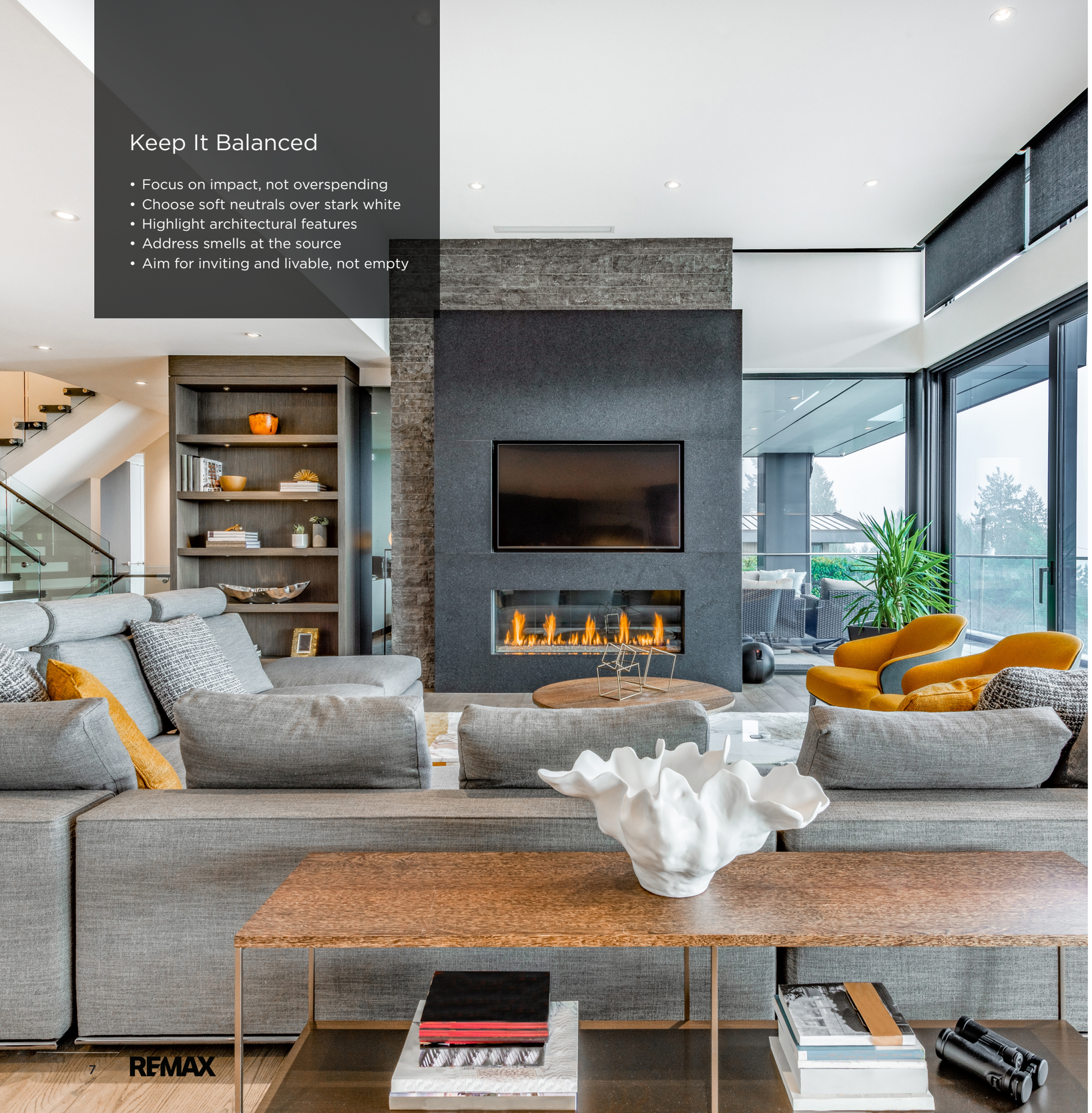
Ideal for vacant or minimally furnished homes or undefined spaces.

Interactive Visualization

On remax.com, many homes now feature the AI Visualizer, allowing buyers to explore and personalize a space directly from the listing page, experimenting with different styles in real time.

One tool presents your home. The other helps buyers personalize it.

That's one of the advantages of listing with a REMAX agent. The right presentation starts with the right representation. Your REMAX agent helps you determine whether traditional staging, virtual staging or a combination best supports your sale.



Keep It Balanced

- Focus on impact, not overspending
- Choose soft neutrals over stark white
- Highlight architectural features
- Address smells at the source
- Aim for inviting and livable, not empty

Staging Starts With Subtraction

Before styling comes editing. Staging isn't adding more. It's removing what distracts.

Start Here

- Deep clean every surface
- Declutter and simplify
- Remove personal photos and memorabilia
- Edit excess furniture and area rugs
- Organize closets to highlight storage
- Open blinds and maximize natural light
- Replace dim bulbs and dated fixtures
- Refresh walls with soft, neutral paint
- Tidy the exterior, first impressions start outside

Pack & Store With Purpose

If you won't need it before moving day, pack it now. Store items off-site when possible to create more space and less visual noise.

Begin With

- Personal photos, albums and awards
- Extra kitchenware and small appliances
- Collectibles and specialty décor
- Out-of-season clothing and décor
- Books, media and games

Less clutter. More clarity. Better buyer connection.







Room by Room

Kitchen

Keep it clean. Keep it simple.

- Clear countertops and limit décor
- Remove magnets and personal items from the refrigerator
- Store rarely used appliances and gadgets
- Refresh lighting if needed
- Deep clean surfaces and eliminate smells

Bright. Functional. Inviting.

Family Room

This space should feel open and comfortable, a place to gather.

- Remove unnecessary pieces to open walking paths
- Contain toys, media and everyday items
- Organize remotes and electronics neatly
- Add lamps to create layered lighting
- Remove overly personal or niche décor

Comfort matters. Clarity helps it show.

Room by Room

Great Room

Highlight natural focal points such as a fireplace, hardwood floors or a view. Let the layout feel intentional and balanced.

- Define a clear focal point
- Arrange seating for natural conversation
- Update or remove dated window treatments
- Refresh worn pieces with neutral textiles
- Keep décor minimal and cohesive
- Hang artwork at eye level

Let the features lead.

Dining Room

This space should feel defined but not crowded.

- Remove extra table leaves to create more space
- Limit seating to what comfortably fits the room
- Simplify display cabinets and collectibles
- Update lighting if needed
- Add a simple centerpiece, such as fresh flowers

Clean lines help buyers imagine gathering here.







Room by Room

Bedrooms

Create a calm retreat.

- Position the bed with intention, often facing the doorway
- Remove bulky or unnecessary furniture
- Store personal items and visible clutter
- Use coordinated bedding in soft, calming tones
- Organize closets and reduce contents by about half

Buyers should feel at ease the moment they enter.

Bathrooms

Fresh. Bright. Clean.

- Deep clean all surfaces
- Refresh caulking around tubs and showers
- Replace worn toilet seats or dated fixtures
- Store personal items and conceal the garbage bin
- Display fresh, neutral towels
- Clear countertops completely
- Limit rugs to one
- Replace worn shower curtains

Details matter here.

Other Spaces

Every space contributes to the overall impression.

Home Office

Keep it clean and focused.

- Store paperwork and sensitive documents
- Tidy cords and electronics
- Remove excess furniture and visible clutter

The room should feel productive, not overwhelming.

Front Entry

Set a calm first impression.

- Keep the area completely clutter-free
- Provide simple storage for shoes and coats
- Add one welcoming detail, such as a bowl of lemons

Clear. Open. Inviting.









Other Spaces

Outdoor

Welcome begins at the curb.

- Power wash or repaint as needed
- Trim landscaping and maintain the lawn
- Refresh garden beds with mulch
- Add potted plants near the entry
- Repair visible hazards
- Clear toys and equipment from view
- Clean and stage outdoor furniture

A well-kept exterior sets expectations for what's inside.

Garage, Laundry Room & Basement

These spaces matter more than you think.

- Keep laundry off display
- Clean appliances and utility areas
- Organize tools and storage neatly
- Ensure the garage comfortably fits a vehicle

Order signals care.

Staging Challenges

Real life doesn't pause when you're selling a home. But a few thoughtful adjustments can make showings smoother for everyone.

Kids

Moving can feel big, especially for children. Involve them early and keep the process positive.

- Encourage daily tidying in shared spaces
- Store toys neatly in baskets or bins
- Clear floors and simplify surfaces
- Remove excess posters and personal décor
- Refresh walls if needed

Keep the warmth. Reduce the visual noise.

Pets

Pets are part of the family. Still, not every buyer is comfortable around animals, so presentation matters.

- Deep clean carpets and upholstery
- Store food bowls, toys and litter boxes out of sight
- Take pets with you during showings when possible
- Keep any remaining pet items contained to one low-traffic area

Fresh, clean spaces help buyers focus on the home.

Final Touches Before a Showing

Preparation is done. Now, it’s presentation.

Before Buyers Arrive

- ✔ Turn on every light. Open blinds and drapes.
- ✔ Set a comfortable temperature.
- ✔ Clear surfaces. Secure personal items.
- ✔ Power down screens. Quiet the room.
- ✔ Add one welcoming touch, like soft instrumental music.
- ✔ Remove pets and pet items.

Then step out. Let the home speak.

Staged

Prepared to show. Ready to sell.

A REMAX agent understands how to stage your home in today’s market. They know what draws attention and what to refine. Together, you’ll position your home with seller confidence.

Ready to begin? Connect with your REMAX agent today.

Explore the complete set of REMAX guides.



REMAX Homebuyer's Guide



REMAX Home Seller's Guide

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