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### Local Evolution of Staging

- × 2003 - 2005: Upsizing Market & Novelty Era

"Real estate is local...so is staging."



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### Local Evolution of Staging

- × 2005 - 2007: Market Crash & HGTV Revolution



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### Local Evolution of Staging

- 2008 - 2011: Market Stabilization & Staging Allocation

"Staging should never waste time, energy, or money."



Time = Money

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### Local Evolution of Staging

- 2012 - 2013: Downsizing Market & Rental Transitions
- Low Inventory + Buyer Urgency = Bidding Wars

Downsizing...No longer "Empty-Nesters."



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### Local Evolution of Staging

- 2014: Downsizing vs. "Re-Sizing" or "Life-Sizing"
- 2015: Millennial Impact



"In Northern Virginia, home decorating and interior design magazines tend to lead real estate trends by two to three years."

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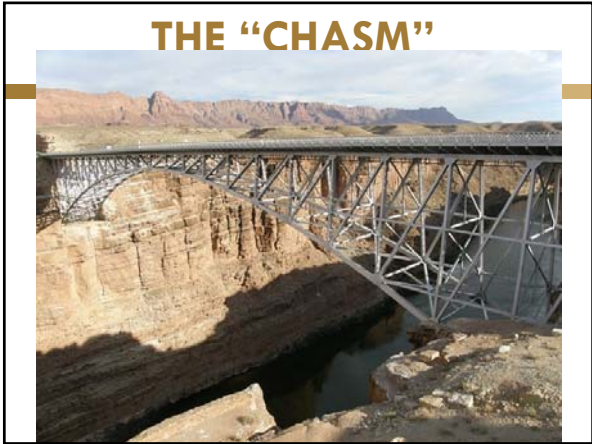
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**Build a Bridge**

*Home Improvement*  
*Spatial Staging*  
*Professional Photography*

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**Market Observations**

- ⌘ Variation in Cycles
- ⌘ Low Inventory
- ⌘ Overly Confident Sellers
- ⌘ Excessively Picky Buyers
- ⌘ "Pockets" of Competition
- ⌘ New Home Construction Impact

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### Home Improvement Trends

→Paint



→Flooring



→Fixtures



→Kitchen



→Bath



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### PAINT: Neutrals Worth Knowing



◆ Sherwin Williams:

- ◆ Accessible Beige #SW-7036
- ◆ Agreeable Gray #SW-7029
- ◆ Modern Gray #SW-7632

◆ Benjamin Moore:

- ◆ Revere Pewter #HC-172
- ◆ Edgecomb Gray #HC-173

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### 2018 Paint Forecast



EXPLORE IN COLORSNAIP™ VISUALIZER

Sherwin Williams: Oceanside #SW-6496

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**2018 Paint Forecast**



Benjamin Moore: Caliente #AF-290

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**Let There Be Light**



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**No More "Hollywood"**



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**Plumbing Fixtures:**



Kitchen



Bathroom



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**Subtle Paint Changes =**



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**Dramatic Results!**



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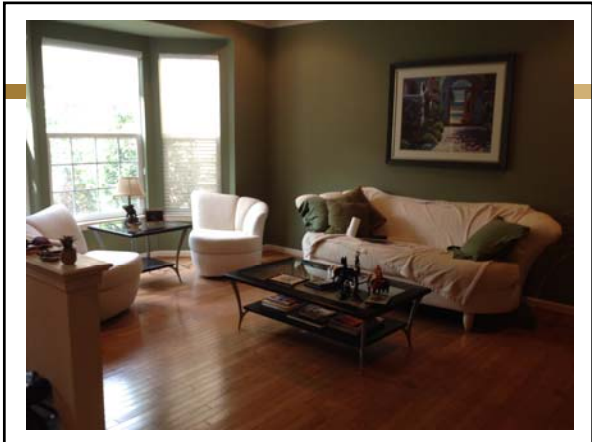
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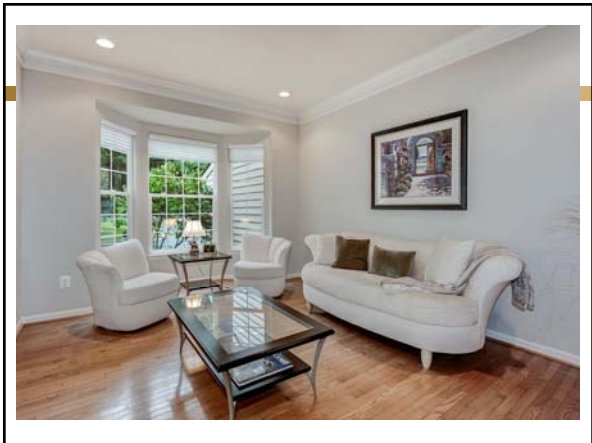
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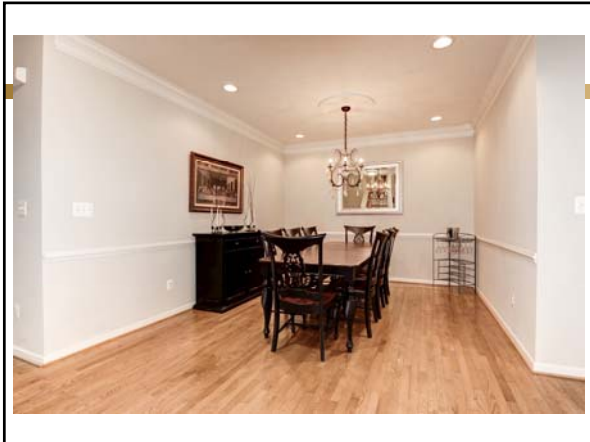
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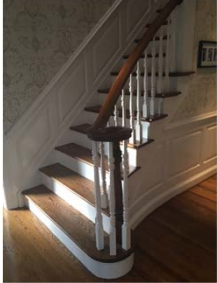
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Elevate the Look of a Staircase



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Kitchens



Remember when... a white kitchen was a tough sell?

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Former Model Home in Ashburn



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Brought Up-To-Date



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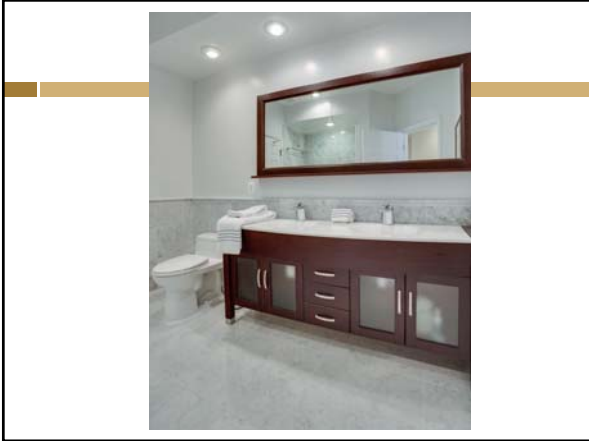
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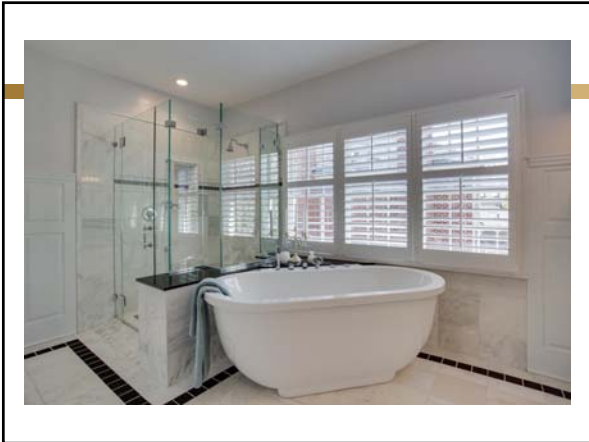
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Sherwin Williams "Black Bean" #SW-6006

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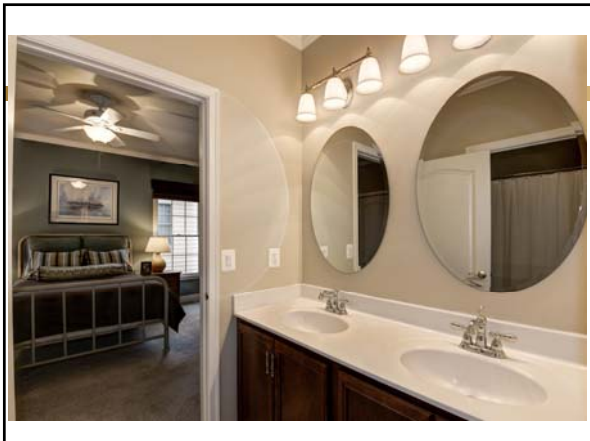
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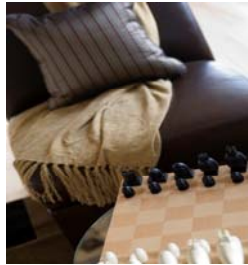
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### Staging Trends

- × Furniture
- × Accessories



*Great Staging Is Strategic & Invisible!*



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### Staging "Ins-&-Outs"

#### What's Out

- Fichus Trees & Greenery
- Valances, Swags & Drapes
- Set Tables
- Area Rugs
- Traditional

#### What's In

- Succulents & Grasses
- Blinds, Shades, Panels & Bare Windows
- Simple Centerpiece
- Bare Hardwoods
- Mid-Century Modern

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### Staging Then...

**BEFORE**



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### Staging Then...

**AFTER:**  
Yesterday's staged room looks "dated" today!



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### Decorating vs. Staging

Decorating

Staging

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>x Custom</li><li>x Personal</li><li>x Conversation</li><li>x Function</li><li>x Add "Thumbprint"</li></ul> | <ul style="list-style-type: none"><li>x Generic</li><li>x Impersonal</li><li>x Show</li><li>x Form</li><li>x Lift "Thumbprint"</li></ul> |
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Staging is **NOT** Accessorizing!

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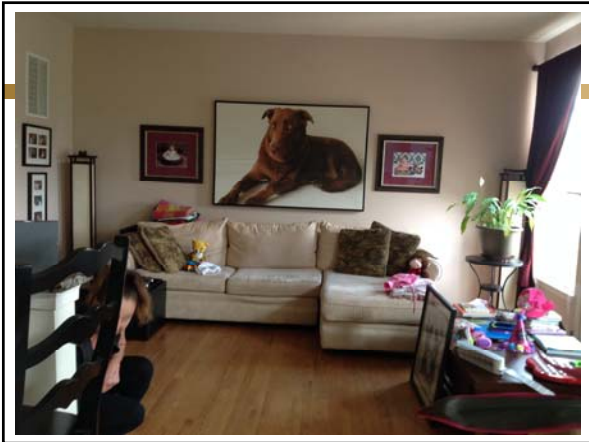
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**NAKED**

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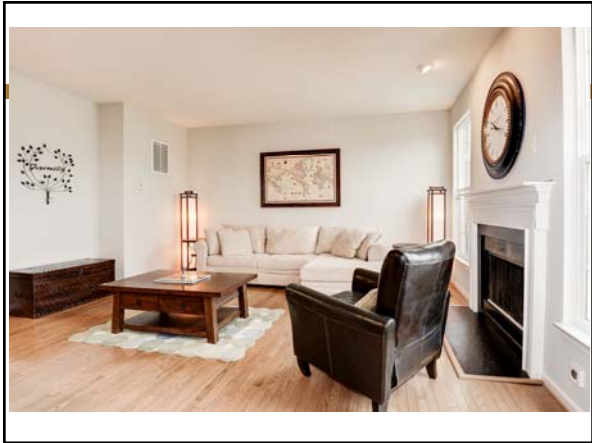
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**ECLECTIC**

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### Eclectic Appeals to Broader Demographic



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### How to Stage Successfully

- × Lift the “Thumbprint”
- × Edit, Rearrange, Adjust, & Finesse
- × Add ONLY when ABSOLUTELY necessary
- × Show-Ready/Photo Ready

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### People First, Staging Second

- × “Read” Your Client (Listen & Look)
- × Educate & Appeal
- × Frame Recommendations as Options
- × Pick & Choose Battles

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Strong "Thumbprint" -> Mass-Marketable



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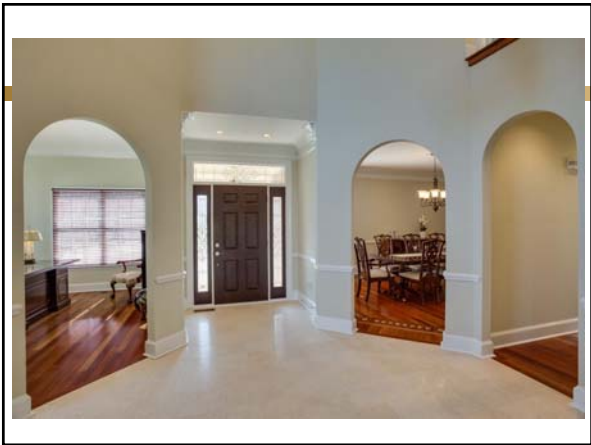
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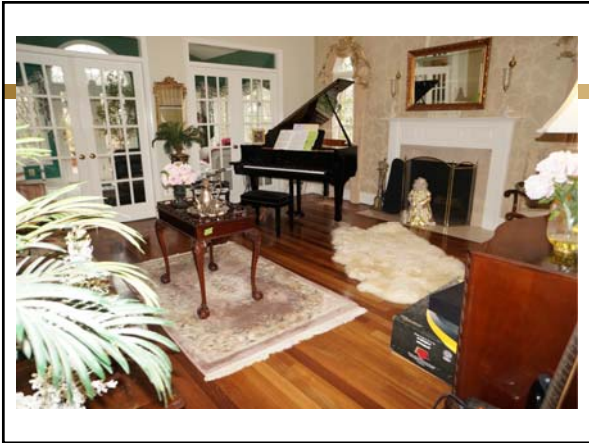
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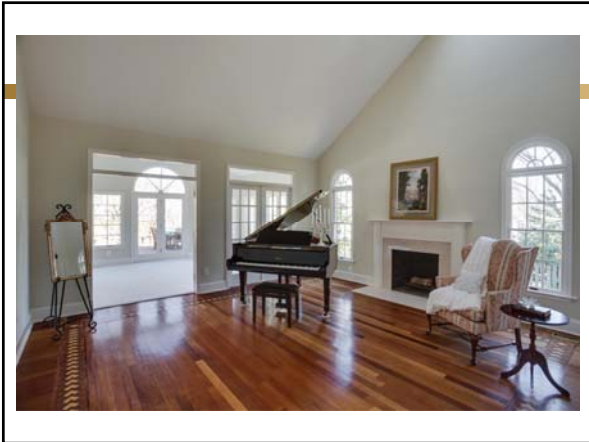
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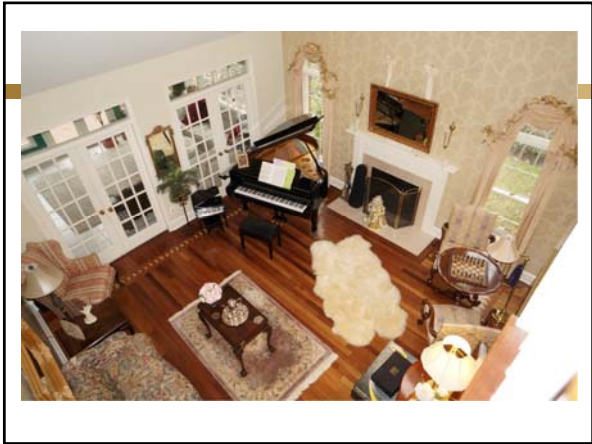
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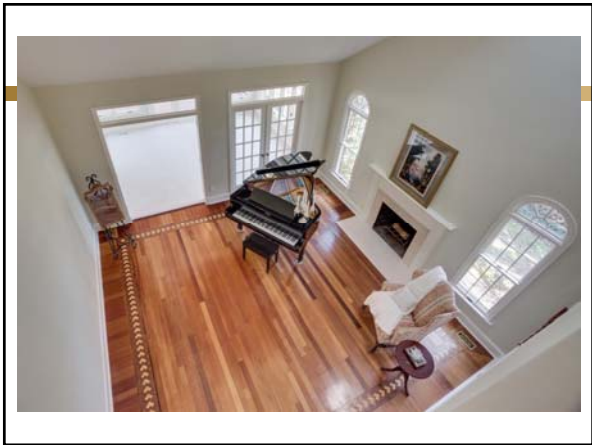
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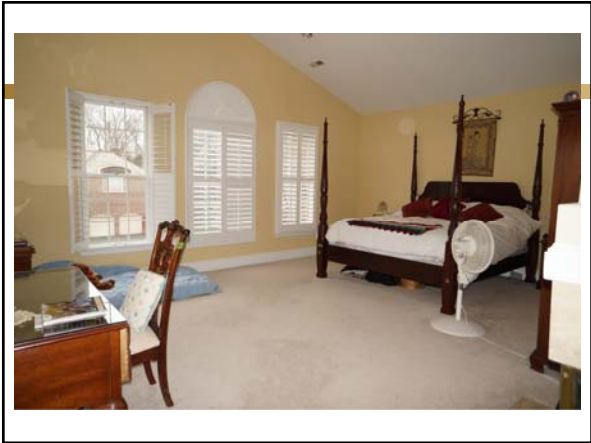
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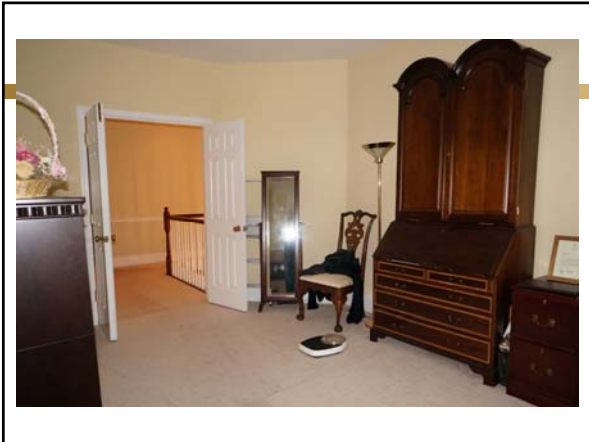
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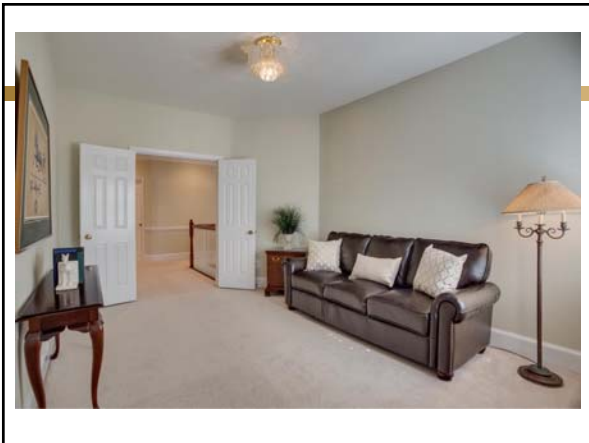
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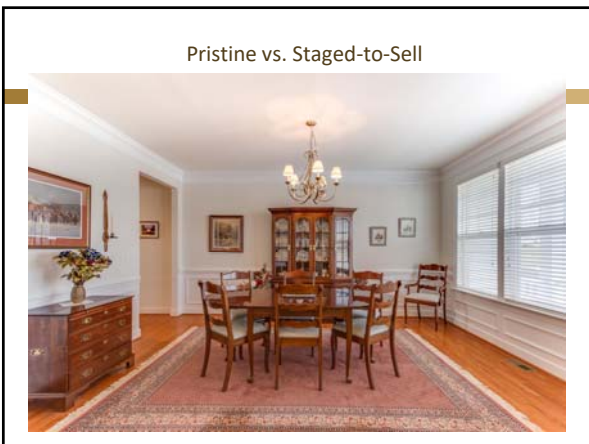
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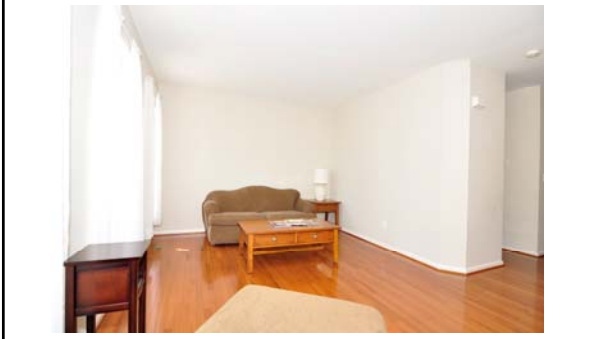
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Staging Gone Too Far...



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Finessed & Fixed!



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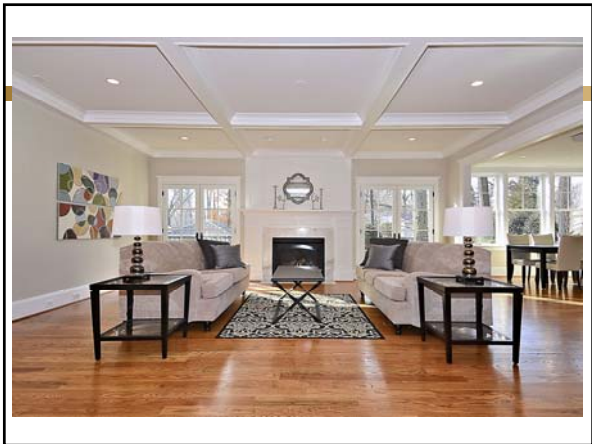
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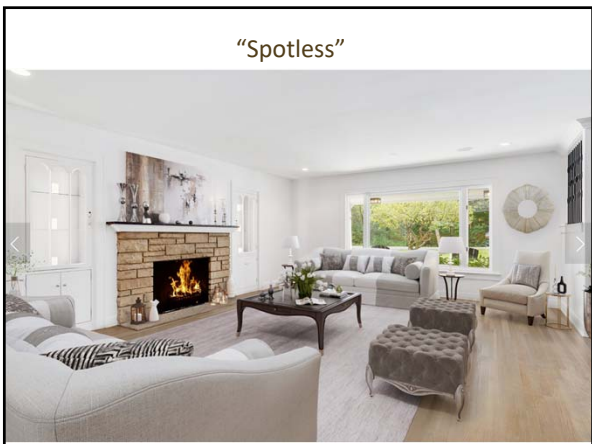
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## Photo Styling

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- × Challenging Rooms
- × Stubborn Sellers *"...Not only results in better pictures, but also provides a tool for compromise."*
- × Elderly or Disabled Sellers
- × Babies, Children, & Pets

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## A Beautiful Home ≠ Fabulous Photos

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Color

"Kaleidoscope" Effect

"Rainbow" Effect

*Online Photos Are Magnets:  
They Either Attract Or Repel!*

Strong  
"Thumbprint"

Patterns & Layers  
=  
Visual Noise

Avoid A  
"Disconnect"

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## Do's & Don'ts of Photo-Styling

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- × DO:
  - ▣ Ipad or Tablet Test
  - ▣ Pre-Shoot Walk Through
- × DON'T:
  - ▣ Rely Solely on Staging Plan
  - ▣ Trust the Seller
  - ▣ Annoy the Photographer



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The "Rabbit House"



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Not Perfect But Presentable



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What was missed here?



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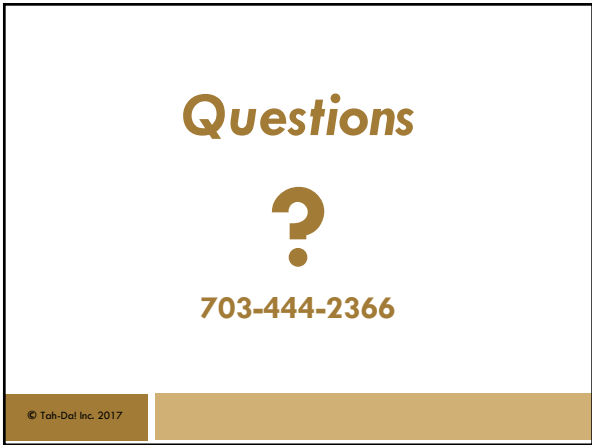
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