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WHERE DO WE GO FROM HERE?

283 business tips to guide you Page 15

Web woes in a pandemic Page 5

The REALTOR® vote Page 10



Karen Post
featured on pg 21



NATIONAL
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5 Home Staging Trends to Watch

How has the pandemic influenced home stagers? Bloggers from REALTOR® Magazine's Styled, Staged & Sold team of staging professionals offer up ideas for prepping properties.

Send cozier vibes. "Cozy is the new 'luxury.' We're using more place settings on tables, setting up a coffee station with a tray, mugs, and napkins, displaying magazines and books on coffee tables, and draping fur throw blankets over beds—all of this conveys a more homey feel. Outside, we'll have a fire pit surrounded by chairs or a hammock on the lawn." —*Krisztina Bell, No Vacancy Inc. and Virtually Staging Properties Inc.*

Give prominence to the home office. "We're seeing the home office as an area to stage. We either stage a room that was clearly built as an office or we create a space for use as an office. The rise of people working from home means showing a space that can be used for that purpose. We've invested in more desks and office items to support the growing request." —*Jennie Norris, International Association of Home Staging Professionals*

Spotlight outdoor living. "The 'bonus room' may now be your livable outdoor space. Home staging will not stop at the back door. From pretty porches that offer an optimal first impression to an outdoor haven that expands the home's living space—staging in 2021 will embrace the entire property." —*Julea Joseph, Reinventing Space*

Bring on the natural light. "The pandemic has created a higher level of anxiety. Studies suggest that natural light from great windows or enclosed outdoor spaces can boost people's mood and, over the long term, improve mental health." —*Karen Post, Home Frosting*

Offer contactless services. "We've offering our staging clients a safe and cost-effective way to enhance their property's appeal and engage buyers with new virtual staging consultations and 'staging box' services. After our experts take a virtual tour of the seller's home., we provide 'staging box' options with front-door delivery. The box includes things like sofa pillows, rugs, wall art, lighting, bedding, and tabletop accessories, with detailed placement instructions and other guidance as needed." —*Patti Stern, PJ & Company Staging and Interior Decorating*

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