

The Dos and Don'ts of Holiday Home Staging

Beaver County– Are you looking to sell your home during the holiday season? While staging has been [proven to boost sales prices](#), it's important for sellers to remember a few things when staging around the holidays.

“The purpose of staging is to help potential buyers envision themselves in the home,” said Beaver County Association of REALTORS® President Sara Lowman. “Though it may be tempting to keep up your festive holiday décor or personal family fixtures, it's best to stage on the neutral side.”

As always, home sellers should avoid staging with anything too personal or too specific to their own tastes. During the holiday season, it's a good idea to put away family ornaments and photos, religious or overly holiday-specific items and decorations that are personalized, flashy, excessive and large.

“Depersonalizing your home really helps buyers picture living there, allowing them to imagine their own decorations and personal items filling the space,” Lowman added.

“However, this doesn't mean you can't lean into the holiday season at all when staging your home,” she assures. “In fact, staging seasonally can help homes on the market feel up-to-date and extra welcoming. During this time of year, I recommend leaning away from the holiday-specific décor and focusing more on creating a warm, cozy, seasonal atmosphere.”

Try swapping holiday decorations for fall and winter décor. This may include cozy pillows and throw blankets, pinecones, simple wreaths, doormats and rugs, neutral garlands, baskets, decorative bowls and other items fitting for the season. Warm lighting also adds a comforting and welcoming ambiance that's perfect for the colder months.

A seasonal scent can also go a long way, but be careful to avoid anything overpowering. When showing your home, opt for subtle scents like vanilla, amber and apple for the fall and balsam, peppermint and snow/fresh linen for the winter.

“Staging can truly help your home sell for the best possible price,” Lowman said. “If you're selling your home, ask your Realtor® for staging tips and professional stager recommendations.”