Beaver County Association of Realtors®

Cozy Home Staging That Sells in the Fall and Winter

Beaver County Association of Realtors® - October 2026 – Are you listing your home for sale this fall or winter? Staging strategies may be different in the colder months, but staging still helps homes sell year-round.

"In the spring and summer, home staging often includes setting out brightly colored flowers and touching up landscaping to boost curb appeal," shares BCAR President Brett Green. "But in the fall and winter, home sellers must think of other ways to entice potential buyers. One way to do this is to focus on making your home feel cozy and welcoming."

Fall/winter sellers can create a more comfortable atmosphere by:

- Adding cozy throw pillows and plush blankets to living spaces
- Laying down decorative rugs and seasonal doormats
- Decorating with warm/rich colors
- Placing seasonal outdoor plants

In these colder months, it's also advantageous to bring in warmth through lighting and scent by:

- Lighting fireplaces
- Lighting candles in subtle, seasonal scents
- Opening curtains to let more natural light in
- Turning up the thermostat a bit before welcoming visitors

"When staging at any time of year, a good rule of thumb I offer to sellers is to keep it simple," Green said. "Stage for the feeling you want homebuyers to experience, not for a specific holiday or occasion. In the fall and winter, aim to create a cozy, warm and welcoming atmosphere, and avoid too many personal and/or holiday-specific decorations."

The National Association of Realtors® reports that staging boosts home sale prices and reduces the time homes spend on the market. Eighty-three percent of buyers' agents say that staging helps their clients envision the property as their future home. Home sellers can ask their Realtor® for more staging tips and recommendations.

The Pennsylvania Association of Realtors® is a trade/professional association that serves more than 38,000 members in the Commonwealth of Pennsylvania.