

## Staging Your Home for Sale This Holiday Season

Beaver, PA – Are you listing your home for sale this winter or holiday season? Staging plays a key role in giving prospective buyers the best first impression possible.

“Staging a home at this time of year can be exciting, but there are some general seasonal guidelines you’ll want to follow,” said Beaver County Association of REALTORS® President Barbara Cardinale. “While you may like your home to look one way for the holidays, that way may not match prospective buyers’ tastes, causing them to consider other homes for sale instead.”

“As always, the overarching rule for staging is to avoid anything too unique or specific to your personal tastes,” Cardinale advised. “It’s also good advice to keep décor minimal.”

Sellers looking to stage at this time of year should opt for subtle decorations that highlight the home’s best features and create an inviting atmosphere. For example, soft, warm lights, throw blankets and pillows, candles and other winter-related items.

Some seasonal décor can help buyers envision themselves celebrating the holidays within the home, but avoid placing too many holiday decorations. A simple wreath, garland, holiday doormat, decorative bowl, collection of pinecones or other subtle touches can go a long way.

As with staging any time of year, avoid more personal tastes. Put away family ornaments and photos, religious and overly holiday-specific items and decorations that are personalized, bright, flashy, excessive and large. Additionally, while the holidays can be filled with plenty of enticing scents, keep them subtle when showing your home to potential buyers. An overpowering smell can turn them away, especially if it’s one that doesn’t fit their personal tastes.

“The purpose of staging a home for sale is to highlight its best features and allow prospective buyers to envision themselves living there,” Cardinale said. “If you’re selling your home this winter, a REALTOR® can help guide you through the process, including staging and making good first impressions.”

*The Beaver County Association of REALTORS® is the voice for real estate in Beaver County.*