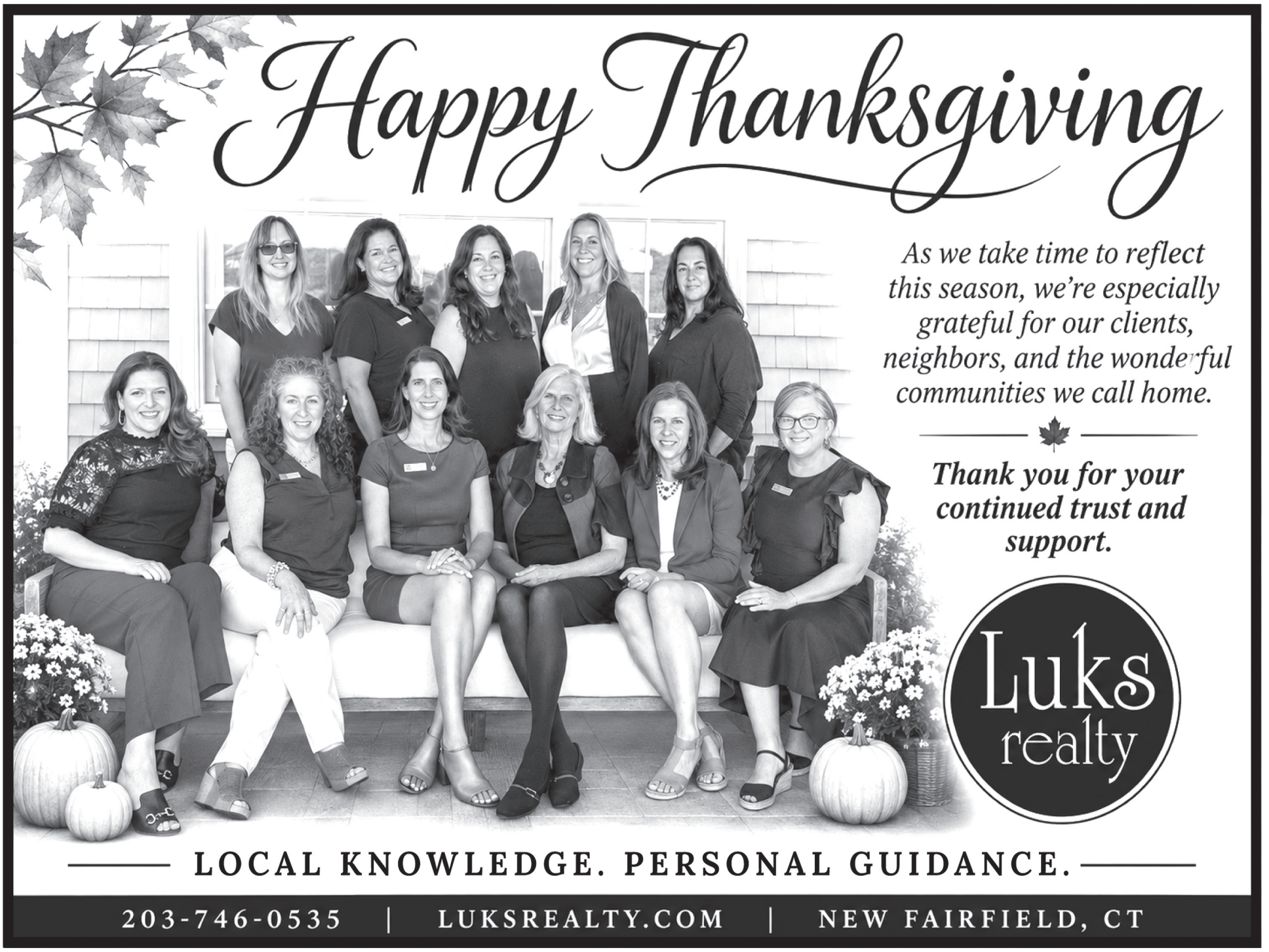


REAL ESTATE

Staging Tips to Help Your Home Sell During the Holiday Season



Decorating and staging your house well during the holidays can help increase its appeal to potential buyers. But how do you display your holiday spirit without overwhelming them? Let's explore how to strike the right balance so your home's beauty shines through.

Christmas tree next to a decorated fireplace

With the help of our seasonal staging tips, potential buyers can easily imagine themselves celebrating their future holidays in your warm, inviting home. And you can maintain a cozy vibe for your family and guests, too.

1. Enhance curb appeal

No matter the season, updated landscaping can help boost your home's first impression. The National Association of REALTORS® includes well-maintained landscape features and lighting among the top recommended curb appeal features.

Here are more ideas to enhance your home's curb appeal in a festive, charming way:

Dress your doorstep for the holidays with an evergreen wreath or planters with poinsettias for pops of color.

Add silver accents that will catch the sunlight, making your place sparkle.

Ensure your home and seasonal décor is as charming during the day as it is in the evening, especially as the days get shorter. Think more Martha Stewart and less Clark Griswold. Avoid too many lights and inflatables that might clutter the aesthetic.

2. Deck the halls (discreetly)

Less can be more. Choose a familiar, natural theme using items like eucalyptus, garland, pinecones, burlap and ribbon for your holiday decorations. Fresh nuts and fruits — apples, berries, oranges and pears — can enhance the seasonal spirit. These elements bring the beauty of nature indoors, creating a cozy and welcoming ambiance without overwhelming the space.

3. Stage the dining room

Highlight the heart of your home by setting a festive tablescape in the dining room. Utilize elegant place settings, tasteful linens, polished crystal and seasonal centerpieces to highlight your entertaining space. By creating an elegant scene, you make it easier for buyers to imagine themselves gathering in your house to make their own memories.

4. Declutter and organize

Buyers want to envision their own belongings in the house, so it's important to declutter and organize your space. Consider staging as an opportunity to purge in anticipation of your move.

Remember to:

Remove family photos or other items that personalize your home.

Clear out unnecessary items, including excess holiday decorations and gifts, to create a clean and open space throughout your home, including the garage and closets.

Put away wrapped gifts. If visible, they can make a home feel too intimate for buyers or, worse, attract thieves who might see them through doors or windows.

5. Choose subtle scents

Strong room scents may be off-putting to sensitive people. Instead, comfort potential buyers with delightful aromas that evoke a warm and inviting atmosphere. Before a showing, simmer a few apple slices with cinnamon, bake a batch of cookies (with a note for buyers to sample) or light a vanilla candle. Again, winter foliage such as bay garlands and pine boughs will add a festive flair and evoke nostalgia.

6. Complement your home's palette

When selecting holiday decorations, choose colors and elements that complement your home's palette. Neutrals are always a safe bet, such as white, silver or earthy tones. Have a neutral home already? You might punch it up with a bit of color, accenting it with red bows or candles to brighten the space.

7. Highlight the best features

Accentuate your home's unique selling points with tasteful holiday accessories. Be mindful not to obstruct beautiful views or overwhelm elegant architectural details. Place a candelabra or candles in cut glass to accent an arch window.

8. Optimize your tree

If you have a Christmas tree, select one that suits your space. A tall tree will make a statement in a two-story great room, while a slim tree works well in smaller living areas. Or consider using a tabletop tree to add a festive feel without taking up too much room. Decorated lovingly with a stylish color scheme, your tree can be an elegant focal point. But do be careful to not let it overwhelm your home. After all, you want buyers to remember your house more than your tree.

The takeaway

Whatever the season, including the holidays, staging your home well can have a significant impact on the selling process. By following these seasonal staging tips and embracing a festive spirit, you may help potential buyers visualize gathering with their loved ones in your space.

Planning a move soon — or in the new year? Remember that RBFCU's preferred real estate partner, Kuper Sotheby's International Realty, is here to help you move beyond your expectations toward an extraordinary real estate experience.