



Lifestyle by Design

ORGANIZE ~ CLEAN ~ REDESIGN
SIMPLIFY YOUR LIFESTYLE

Lifestyle by Design believes that successful staging is the art of using marketing and design techniques to create an environment to which buyers can aspire and feel that “If I buy this house, I can live like this sensation.” At LBD we use the art of rearrangement to create several emotional connection points throughout the home so that when a buyer steps into the house they “*feel at home.*” We want them to think, “This is it - this is the one.’

What does feeling at home look like? For LBD, it’s a combination of eight items we analyze over the course of the staging process in each room in order to create a lasting impression for the homebuyer:

- FIRST IMPRESSIONS:** In our home assessment consultation, we will walk through your home room-by-room and take notes of our first impressions, what grabs us, what glares at us, and what gives us a feeling of home. Buyers will form a first impression immediately upon viewing the photos and home, so we need to make each photo and room count!
- ELIMINATE CLUTTER:** The packing starts now, as we pack away a good percentage of everything in the room in order to create a more clean, open, and spacious feel to the home. In the consultation, we will discuss what can be packed away before the staging day, so that we get the most from our time.
- BRING UP POSITIVE, DOWN PLAY NEGATIVE:** Finding your beautiful focal points, we will emphasize what we love about the room and hide or distract from the negative aspects of the space.
- LIGHTEN UP:** Focusing on lighting and color, we will make each room into a bright, warm, and inviting space to which the buyers can respond.
- HOME BUYER’S APPEAL:** In order for a buyer to “feel at home” it is important for them to be presented with a depersonalized canvas upon which they can visualize their family portrait. We’ll depersonalize the space while retaining the warmth and fun of photos.
- CLEANING & REPAIR:** The dirty work speaks for itself but is often overlooked because you’ve lived here for so long. Let’s get rid of the buyer’s mental repair list by doing it ourselves before our staging time together, so we get the most out of the day.
- MODERNIZE & UPDATE:** This involves updating your style and building simple accessories out of what you already have to create clean lines, scale, rhythm, and form. I call it **PLACEMENT OVER PURCHASE**. In some cases, we’ll recommend purchases as valuable investments in the staging process that will go a long way in getting buyers to “fall in love” with your home.
- EMOTIONAL CONNECTION POINTS:** Creating that “AMAZINGNESS”! This is the fun part and is a huge focus of our rearrangement strategy. We’ll show you how to build in this artfulness in order to make the buyers subconsciously desire to live here and “FEEL AT HOME.”

Every guest that enters your home, should feel like they want to live there.