

Columns

Easy home staging in any season

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FEVERPITCHED/DREAMSTIME.COM When staging a home, remember that neutral wall colours allow for greater flexibility with accents.

The words “home staging” may strike fear into the hearts of many sellers; however, staging is one of the most practical selling strategies at your disposal. Whether you hire a professional or do it alone, investing in a little staging can mean better offers and a faster sale.

Since a lot of the home-buying process is based on emotion, seasonality plays a large role in the homes we choose. For example, in the dog days of summer, our idea of the perfect home is a place that’s cool and refreshing; in autumn, it’s cozy and warm.

If you’re on a budget and listing your property as summer becomes fall, don’t panic; you won’t have to double your efforts (or expenses) to stage for both seasons. All it takes is a touch of creativity and a few simple guidelines to follow.

Start by depersonalizing your space. The house needs to be a blank canvas in which buyers can imagine their lives unfolding.

Next, neutralize the colours in your home. These days, neutrals can range from soft greys and pebble blues to warm suedes and weathered whites. The more neutral your walls, the greater flexibility you’ll have to adjust your staging and accents.

If you decide to add a bold accent colour to your décor, think about options such as curtains, pillows, wall art, and throws. Whichever hue you choose, balance a few items in the same colour around the room to pull it all together.

After you’ve accented with a summery shade – be it beachy blue, exotic orange, or citrusy green – making adjustments once fall rolls around is easy. Simply add a few richer, darker versions of the same colour to the space – navy blue, burnt orange, or mossy green – and your rooms will become reminiscent of autumn leaves.

Remember to make the whole house echo the charms of the season to create a full experience for your buyers. For example, in the kitchen, a bowl of lemons for summer can be replaced by oranges and cinnamon sticks for fall. In the washrooms, decorative citrus hand soaps can be swapped out for spiced fragrances. On the couches, summer linen accent pillows can be changed over to cozy knits and heavier weaves.

And, of course, don’t forget the great outdoors. As August winds down, enhance a patio set with a few vibrant pillows, and dress the table with summery outdoor place-settings (yes, the plastic variety will do). Then, when fall temperatures drift in, stack some wood by the fire pit and toss an afghan over a chair to suggest peaceful nights under the autumn stars.

Contrary to what popular TV might suggest, the purpose of staging isn’t about elaborate makeovers – it’s simply about showing your home in its best light. And, just as light changes with the seasons, so too should your finishing touches when you stage your home.

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