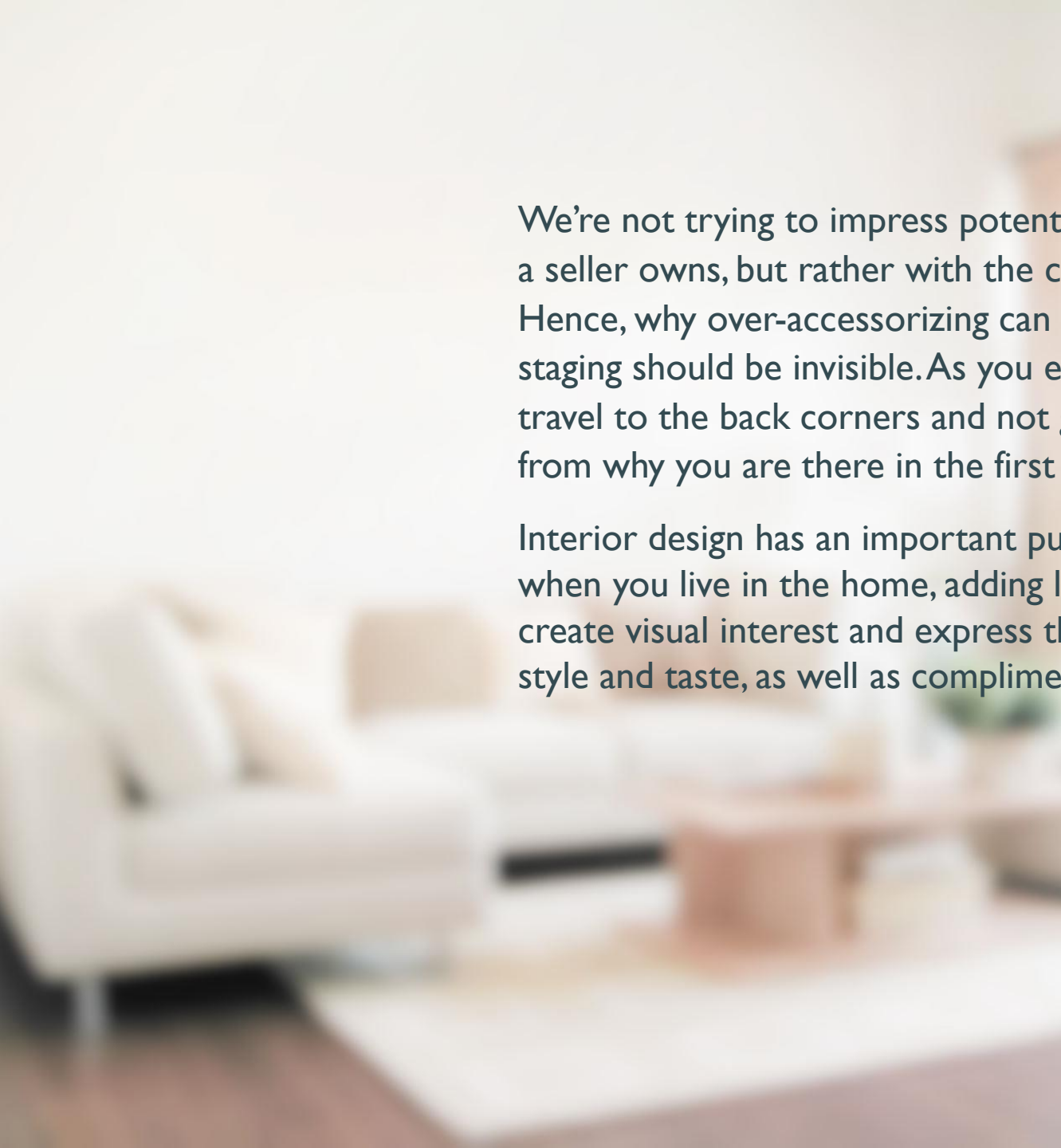


“PERFECTION IS ACHIEVED, NOT WHEN THERE IS NOTHING MORE TO ADD, BUT WHEN THERE IS NOTHING LEFT TO TAKE AWAY.”

– ANTOINE DE SAINT-EXUPERY

I LOVE THIS QUOTE FOR MANY REASONS.
ESPECIALLY BECAUSE IT SO NICELY DISTINGUISHES
BETWEEN STAGING AND INTERIOR DESIGN...
NOT TO MENTION, IT DEFINES MY STYLE PERFECTLY!





We're not trying to impress potential home buyers with the “stuff” a seller owns, but rather with the character of the home itself. Hence, why over-accessorizing can be distracting. Proper home staging should be invisible. As you enter a room, your eye should travel to the back corners and not get interrupted or distracted from why you are there in the first place.

Interior design has an important purpose as well. It is saved for when you live in the home, adding layers of texture and pattern that create visual interest and express the homeowner's personality, style and taste, as well as compliment the character of the home.

REMEMBER THE PURPOSE:

Less is More in Home Staging



HOME STAGING: LESS IS MORE

- Home staging also includes texture and pattern, but in a “less is more” manner . Simplistic living is a design trend for 2022, by the way. Less furniture, fewer accessories and clean tailored lines merely suggest a function for a room all the while showcasing its beauty as a whole. I like to call it “Generic Comfy”.
- Often the home seller is relieved after clearing a fireplace mantle of all their “personality”.The collection of so many things loses its importance and becomes mere clutter and noise, hiding the beauty of a favorite item.A crystal vase, for example.



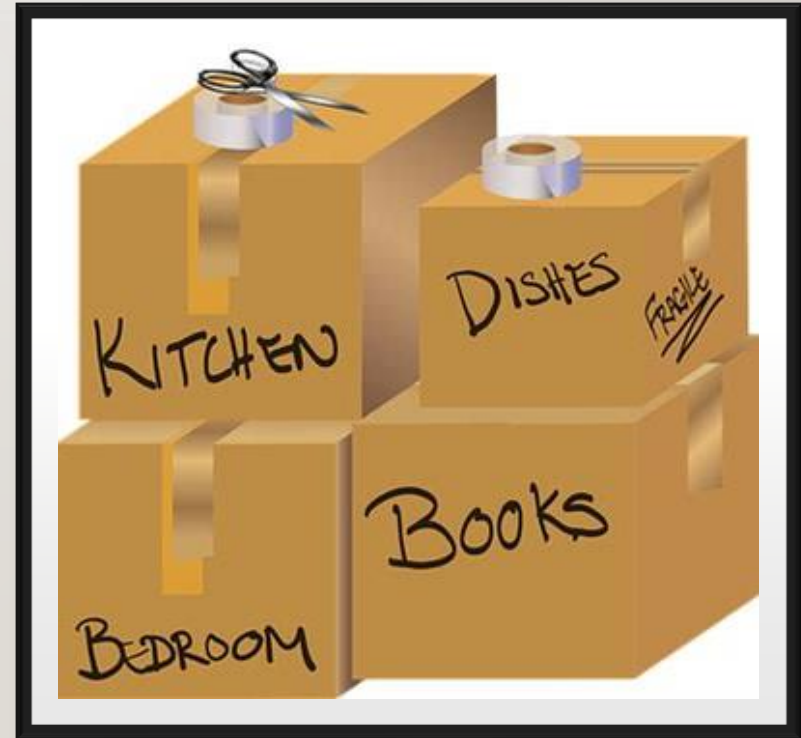


DECORATING TO LIVE IN vs. TO SELL

- Often when I stage someone's home to sell, I get invited to come design their new home. During the staging process I will explain why we are removing or adding something to an area and it's a challenge to "undo" what was taught for decorating a new home. The technique for approaching one vs the other is almost a polar opposite exercise. Interior design is meant to create what makes you happy, not to impress potential buyers.
- As a stager, I hear quite often, "Oh I bet your house is just amazing!!!" I simply chuckle and remind them sometimes home stagers end up like the "shoemaker's children." Our clients' homes look amazing, but our own homes look like they could use some staging.

HOME STAGING: LIVING WELL WITH LESS, FAMILY HEIRLOOMS THAT IS

- Sometimes, permission to let it go is what's needed. Permission to free them from the burden of saving it all, as if old furniture or décor would preserve their memory of a loved one who has passed or child who has moved out on their own.
- Stage Prep starts by looking at each piece of furniture, with a resolve to keep only what is absolutely necessary to showcase the character of the home. We then pack up those remaining items that are loved and hold those cherished memories, all the while donating the rest for someone new to find. What remains might not be “perfection,” but it's definitely an improvement and will better help achieve the ultimate goal.



YOUR STAGING MISSION SHOULD YOU CHOOSE TO ACCEPT IT ...



- Here's a challenge for you that's perfect for this time of year. Pick a single room in your home, perhaps the one that bugs you the most. You know that room. The one that makes you feel constricted or anxious as soon as you walk into it!
- See what you can remove to make it that much better. Then share your results with us on our Facebook page! ([Facebook.com/HomeStagingBoise](https://www.facebook.com/HomeStagingBoise))
- What shifted for you, now that you've shifted the contents of a room?