



STAGING A HOME
IT'S ALL ABOUT
LOCATION

Staging a home | it's all about location

When it comes to real estate, it's all about location. But when it comes to staging a home to sell for the highest possible price, the importance of location applies to more than just the street address. The placement of your furniture and accessories can make or break a room and potentially even a sale.

Why it matters

The look and feel of a space is created by the way the various items in that room are positioned. If you put them in the wrong place you can instantly diminish the overall appearance of the area, regardless of whether the items individually are stylish and on-trend. Good placement, however, will have the opposite effect, to the point where even less attractive furniture located correctly around the room can produce amazing results. The crucial element in solving the placement puzzle is balance.

Go with the flow

The furniture and accessories should make the room flow, be in proportion to the space and harmoniously connect with each other and the purpose of the area.

Here are five things to keep in mind:

1. Learn to read a room. Learning to read a room - assessing its physical elements like size, shape and architectural features - will help you know how to best arrange the items within it to be functional and look fabulous as well.
2. Go with the flow. Flow is also important. The way you move through a room is determined and directed by the placement of the furniture in it.
3. Use the space well. You want the furniture to help a person use the space in the best way possible to fit the purpose of the room, not hinder them by feeling like it's always in the way.
4. Keep doorways clear. Never place large furniture near a door or in a walkway where it will block the natural path through the room. You should be able to easily walk through a room without tripping over objects or constantly changing your path to go around furniture.
5. Most-used items matter. The flow of a room can also relate to the way the most-used items in a room - such as the TV, lounge and coffee table - are placed in relation to each other to encourage natural interactions.

Good flow creates positive impressions and allows for flexibility in your spaces. Thankfully, most rooms can be fitted into one of five different shape categories - rectangle, long and narrow, square, L-shaped and angular. If you identify the shape of the room, you can apply the techniques that have been proven time and again to work best for that shape.