



A SELLER'S GUIDE

How to Stage Your Home to Sell

Buyers fall for a feeling, not a floor plan. Here's how to set up each room so the right buyer can picture their life in your home — and act on it.

Prepared for home sellers across the greater Houston area



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Educational guide — current as of 2026. Staging results vary by home, neighborhood, and condition; figures and tips here are general and not an estimate or guarantee for your property. This is not professional staging, design, or contracting advice. If your home is currently listed with a REALTOR® or broker, please disregard any solicitation — this is shared for education, not to interfere with an existing agreement. Equal Housing Opportunity.

START HERE

Staging helps the right buyer say 'this is the one.'



If you want your home to sell quickly and for top dollar, staging is one of the smartest, lowest-cost moves you can make. Staging simply means setting up each room so it shows at its best — clean, uncluttered, bright, and easy for a buyer to imagine as their own.

Here's why it works: buyers decide emotionally. A well-staged home pulls more clicks online, more foot traffic at showings, and more buyers who walk in already picturing themselves living there. You don't need a costly renovation to get there — most of this is cleaning, decluttering, and a few thoughtful touches.

This guide walks room by room — kitchen, bedrooms, bathrooms, and living spaces — with simple, doable steps for each. Work through what fits your time and budget. Even a handful of these changes can lift how your home shows.

WHAT'S INSIDE

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SECTION 1

Staging your kitchen

The kitchen is the heart of the home, and many buyers make up their minds based on how it looks and feels. You don't need a full remodel — a deep clean and a few cosmetic touches can completely change the impression your kitchen makes.

Make the kitchen shine



Clear and clean every surface

Declutter counters and cabinets, deep-clean throughout, and re-grout where it's worn. Use the right cleaners to make granite and stainless steel really shine.



Store tired appliances

Put away or replace old, worn-down small appliances. Bare, clean counters make a kitchen feel larger and newer.



Depersonalize the space

Remove monogrammed towels, family photos, and personal items so buyers can imagine their own life cooking and gathering here.



Add fresh, welcoming touches

Set fresh flowers on the counter or table, and set the table with simple placemats, napkins, and a centerpiece so the room feels lived-in but tidy.

HOUSTON-AREA NOTE

Skip strong-smelling cooking before a showing — our warm, closed-up homes hold odors. A fresh, neutral-smelling kitchen feels clean and cared-for the moment a buyer walks in.

SECTION 2

Staging your bedrooms

Buyers don't just count bedrooms — they want to know their furniture will fit and the rooms will feel comfortable for adults and kids alike. Keep bedrooms simple, neutral, and restful so a wide range of buyers can see themselves there.

1

Calm the walls and surfaces

Take down collages and personal photos, touch up or repaint the paint, and clear off dressers and nightstands. Pare back the knickknacks so surfaces feel open.

2

Refresh the bedding and light

Make every bed with attractive covers and pillows, swap in fresh bedspreads if yours are worn, and add a lamp to any room that feels dim. Open all curtains and blinds for natural light.

3

Neutralize and right-size

Tone down or remove children's themed decor to keep rooms gender-neutral, and move out any oversized or excess furniture so each room feels roomy.

4

Deal with the floors

Have dirty carpet professionally cleaned — or replaced if it's beyond help. Clean floors signal a home that's been well kept.

A QUICK TEST

Stand in each bedroom doorway and ask: does this feel like a calm, simple place to rest? If something pulls your eye for the wrong reason, that's the thing to fix.

SECTION 3

Staging your bathrooms

Bathrooms don't have to be merely functional — small, inexpensive changes can make even a tiny bathroom feel brighter, fresher, and more like a spa. A clean, spa-like bath leaves buyers with a feeling of quality.

Bring on the spa feeling



Hide the personal items

Tuck toiletries and personal belongings out of sight, and add storage that looks intentional — woven baskets or clean stainless holders.



Make everything sparkle

Clean all fixtures until they shine, scrub the grout on every tile, and re-caulk where it's needed. Small details read as careful upkeep.



Refresh the soft touches

Replace dingy shower curtains, set out fresh towels and clean mats, and add a calming scent so the space feels new.



Add a few spa cues

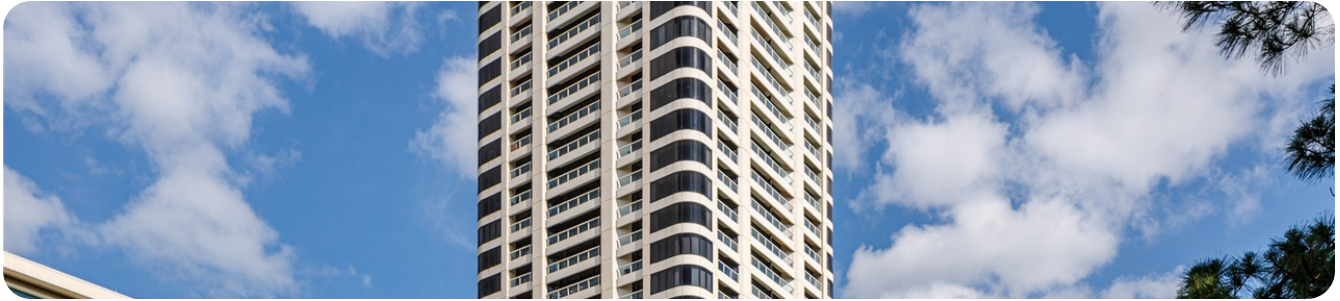
Neatly wrapped soaps, a folded towel, and a simple plant or candle give an inexpensive but high-end finish.

SMALL SPEND, BIG LIFT

Bathrooms reward little dollars more than almost any room. Fresh towels, new caulk, and a sparkling sink cost very little but quietly tell a buyer the whole home is well maintained.

SECTION 4

Staging your living spaces



Declutter and open it up

Clear off every surface and remove bulky or excess furniture. Rearrange what's left into comfortable conversation areas with plenty of open floor, so rooms feel larger.

Light it well

Add soft, bright lighting to any dark corner, and make all your bulbs the same color so the light feels uniform and clean. Open every curtain and blind for natural light.

Dress the walls and floors

Use mirrors and a few modern wall hangings to add depth, and choose rugs that accent — not fight — your furniture. A houseplant or two adds life.

Show the room's purpose

Create small 'activity' moments — a reading nook, a tidy desk corner — so buyers instantly see how a space could work for them. Then dust top to bottom.

WHEN TO BRING IN A PRO

If a room has you stumped, a professional stager can elevate the whole home and raise your odds of a top-dollar sale. It's worth pricing out — and a step I can help you weigh before you spend.

Your room-by-room game plan

Conversation spaces, cozy nooks, and the right pillows can be the ticket to a faster, stronger sale. Here's how to make the effort count.

1

Clean and declutter first.

Before you spend a dollar, deep-clean every room and clear out the excess. This single step does the most to make a home show well.

2

Depersonalize so buyers can dream.

Pack away photos, monograms, and personal decor. Buyers need to picture their life here, not study yours.

3

Let the light in everywhere.

Open blinds, fix dim corners, and match your bulbs. Bright homes feel bigger, cleaner, and more inviting.

4

Stage where buyers decide.

Put your real effort into the kitchen, the living areas, and the baths — the rooms that make or break a first impression.

5

Walk it like a buyer.

Do one slow pass through your home as if you'd never seen it. Whatever catches your eye for the wrong reason is your next fix.

LET'S TALK

Work with Allen



Staging isn't about making your home look like a magazine — it's about helping the right buyer connect with it fast. I'm glad to walk your home with you and point out exactly which touches matter most for your market, with no pressure and no obligation.

Ready to put your home on the market? Let's stage it to sell.

I'll walk through with you room by room, show you the staging changes buyers in our area respond to most, and help you decide where to spend and where to save. I'll also give you a free, current picture of what your home could sell for today. When would be a good time to connect?

Reach out for a free home-value and staging consultation

Call or text: (832) 709-2540 · allen@allenmarkel.com · allenmarkel.com

If a few small touches are all your home needs, I'll tell you so. My goal is to help you net the most from your sale — not to send you on a shopping spree. TREC #0658294.