

Home Staging — Workbook

This workbook turns the Home Staging course into action on a real property. Work through one section per course module, room by room, using the exercises, worksheets, and checklists to build a complete staging plan and budget. Finish the action plan and fill the templates to take any home from cluttered to camera-ready.

The Staging Mindset and the Declutter System

Set your sale goals and execute a measurable declutter and deep clean of the whole home.

Exercise: Define Your Sale Goal and Baseline

Before touching a room, write down what success looks like and where the home stands today. This anchors every later decision and budget choice.

- What are your two target outcomes (a target days-on-market number and a target sale price relative to list)?

- Walk in as if you were a first-time buyer: what are the first three things you notice, good or bad?

- Which one room currently hurts the home the most, and why?

- What is your total staging budget, and what is the absolute maximum you are willing to spend?

Worksheet: Room-by-Room Declutter Triage

List every room, then assign declutter targets and a four-bin plan. Fill one row per room and note specific items for each bin.

Room name

Closet/storage fill target (max 70-80%)

Surfaces to clear (counters, tables, shelves)

Items to PACK NOW (photos, off-season, excess books)

Items to DONATE or SELL

Items to TRASH or RECYCLE

Furniture piece to remove (if room feels tight)

Status (not started / in progress / done)

Checklist: Deep Clean to Showing Standard

- Wash all windows inside and out, including tracks and sills
- Re-caulk any yellowed kitchen and bathroom caulk lines with fresh white silicone
- Clean all switch plates, door handles, and light fixtures
- Clean inside the oven, microwave, and refrigerator
- Dust baseboards, vents, and ceiling fan blades
- Identify and neutralize any pet, smoke, or cooking odors (no strong masking scents)
- Decide: book a professional move-out clean (200-400 dollars) or self-clean

Furniture Arrangement and Spatial Flow

Arrange each room around a focal point with correct clearances and a clear single purpose.

Worksheet: Focal Point and Clearance Planner

For each main room, identify the focal point and confirm you can meet standard clearances. Measure and record actual paths so nothing reads as cramped.

Room name

Focal point (fireplace / window / headboard / created)

Major walkway width (target 30-36 in)

Sofa-to-coffee-table gap (target 14-18 in)

Clearance around bed each side (target 24+ in)

Dining table to wall (target 36 in)

Rug size planned (under front legs of seating)

Furniture to remove for scale (yes/no + what)

Exercise: Assign One Purpose Per Room

Give every ambiguous or awkward space a single obvious function so no room reads as wasted square footage. Decide the staged use and the few props that signal it.

- Which rooms are currently ambiguous (part office, part storage, part gym)?

- For each, what single purpose will you stage (office, nursery, guest room, reading nook)?

- Does every room marketed as a bedroom contain a bed to make the count credible?

- For any open-plan area, how will you use rugs and orientation to define zones?

Checklist: Vacant or Partial Staging Plan

- Decide whether the home is occupied, vacant, or partially furnished
- Prioritize high-impact rooms in order: living room, primary bedroom, kitchen/dining, entry, one bath
- Choose a sourcing method (pro staging package, furniture rental like CORT, marketplace finds, box-bed)

trick)

- [] Confirm at least the living room and primary bedroom will be staged
- [] Set the monthly rental cost and first-month total against the budget
- [] Add accent pieces: lamps, art, rug, plants for each staged room

Curb Appeal, Repairs, and High-ROI Upgrades

Win the first impression at the curb and spend repair dollars only where buyers respond.

Checklist: Curb Appeal Quick Wins

- [] Mow, edge, trim, and remove weeds and dead plants
- [] Pressure-wash driveway, walkway, siding, and porch
- [] Paint the front door a clean, confident color
- [] Add two large planters with seasonal flowers flanking the entry
- [] Replace tired house numbers, mailbox, and porch light
- [] Lay a new doormat and confirm doorbell and lock work
- [] Spread fresh dark mulch in defined, edged beds

Worksheet: Cosmetic Repair Punch List

Log every small visible defect a buyer would anchor on, with the fix and its cost. Keep it cosmetic and high-visibility; flag major systems for the agent instead.

Location

Defect (nail hole, cracked plate, leak, squeak, grout)

Fix / material needed

Estimated cost

In scope for staging? (cosmetic yes / major system flag-to-agent)

Status (to do / done)

Exercise: Allocate the Staging Budget by ROI

Distribute your total budget across the highest-confidence levers. Spend where buyers decide and always reserve money for professional photos.

- How much will you allocate to: deep clean, paint, curb appeal, accessories/rental, repairs, and photography?

- Which two rooms get the largest share, and why (kitchen, bath, living room, primary bedroom)?

- What is your last 150 dollars reserved for, and did you protect the photography line?

- Are you avoiding any large trendy remodel that may not recoup its cost?

Lighting, Palette, and the Photo-Ready Finish

Light each room in layers, lock a cohesive neutral palette, and run the pre-photo walkthrough.

Worksheet: Lighting Layer Audit

For each main room, confirm all three lighting layers exist and that bulb color is consistent. Note what to add and which bulbs to swap.

Room name

Ambient source (ceiling / recessed)

Task source (desk, under-cabinet, bedside)

Accent source (floor or table lamp)

Bulb color temp (2700-3000K living/bed, 3000-3500K kitchen/bath)

Bulbs to replace (burned out / mismatched)

Natural light action (open blinds, clean glass, trim shrubs)

Exercise: Lock Your Whole-Home Palette

Choose a tight, repeatable palette and apply the 60-30-10 rule so the home feels designed and cohesive across every room.

- What is your dominant neutral for walls (for example Agreeable Gray, White Dove, Revere Pewter)?
 - What crisp white will you use for trim (for example Pure White)?
 - What single 10 percent accent color will you repeat in pillows, throws, and greenery?
 - Which three or four rooms will carry that accent to tie the home together?
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Checklist: Pre-Photo Walkthrough

- Turn on every light and open all blinds
- Hide cords, chargers, remotes, and trash cans; remove pet bowls, beds, and litter boxes
- Clear kitchen and bathroom counters to the styled minimum and close all toilet lids
- Make beds with layered pillows and a folded throw; add greenery and fresh towels
- Straighten rugs, fluff pillows, square art, and align furniture to the focal point
- Remove cars from the driveway and roll trash bins out of sight
- Final floor and glass check for smudges, dust, or stray items

Your Action Plan

1. Set your two sale goals (target days-on-market and target price-to-list) and total staging budget.
2. Declutter the whole home using the four-bin method and hit the measurable fill targets.
3. Deep clean to showing standard (or book a 200-400 dollar move-out clean) and neutralize all odors.
4. Arrange each room around its focal point with correct clearances and remove oversized furniture.

5. Assign one obvious purpose to every ambiguous room and ensure each bedroom contains a bed.
6. If vacant, stage at least the living room and primary bedroom via rental or budget sourcing.
7. Execute curb-appeal quick wins: lawn, pressure-wash, door paint, planters, mulch, doormat.
8. Work the cosmetic repair punch list; flag major systems to the agent rather than fixing to sell.
9. Standardize bulbs, build three lighting layers per room, and lock a cohesive neutral palette.
10. Run the pre-photo walkthrough, then have professional listing photos taken before going live.

