

Actionable Checklist for Staging Rental Properties by codegnan

1. Depersonalize Your Home

Remove Personal Items:

- ☐ Take down family photos, certificates, and religious/political items.
- ☐ Clear away toys and personal belongings.

2. Envision Tenant's Perspective

- ☐ Stage the home to create a neutral canvas for potential tenants.
- ☐ Eliminate any elements that may suggest a personal touch.

3. Online Listing Prep

- ☐ Prioritize depersonalization for online listing photographs.
- ☐ Ensure the online presentation is inviting and neutral.

4. Use Appropriate Colors

Neutral Palette:

- ☐ Opt for neutral and subdued colors instead of basic white.
- ☐ Choose a monochromatic color scheme for walls and ceilings.

Accent Creatively:

- ☐ Play with colors on accents and decor items to add a creative touch.
- ☐ Avoid distracting wall or ceiling colors that may divert attention.

5. Create a Clear Identity for Each Room

Functional Furnishing:

- ☐ Imagine the room's function and arrange furniture accordingly.
- ☐ Ensure each room has fittings and furniture that highlight its purpose.

Form and Function Balance:

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- ☐ Consider both form and function when creating room identities.
- ☐ Maximize space usage without overcrowding or creating clutter.

6. Keep it Polished, Clean, and Deodorized

Deep Clean Focus:

- ☐ Conduct a thorough deep clean of floors, walls, windows, doors, and ceilings.
- ☐ Pay attention to switches, doorknobs, and minor details.

Odor Elimination:

- ☐ Steam clean carpets, wash curtains and linens to address odors.
- ☐ Use air purifiers and incorporate natural scents, like fresh fruit bowls.

7. Declutter the Space

Basic Furnishing:

- ☐ Stick to basics and avoid unnecessary furniture.
- ☐ Leave ample space for human activity and interaction.

Minimal Decor:

- ☐ Keep decor and accents to a minimum to prevent visual overwhelm.
- ☐ Focus on accent pieces that enhance architectural features.

8. Don't Neglect the Exterior Spaces

Address Visible Issues:

- ☐ Fix chipped paint, broken fences, or damaged shingles.
- ☐ Trim and shape lawns and hedges for better curb appeal.

Enhance Entryway:

- ☐ Repaint the front door and upgrade door hardware.
- ☐ Ensure a clean and inviting entry for a positive first impression.

9. Make the Most of Your Home's Selling Points

Highlight Features:

- ☐ Capitalize on natural light, scenic views, and unique features.

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- ☐ Arrange furniture and decor to draw attention to selling points.

Functional Showcase:

- ☐ Showcase functionality and livability in each space.
- ☐ Emphasize unique architectural features to enhance overall appeal.

10. Lighten up the Rooms

Maximize Natural Light:

- ☐ Open curtains and blinds to allow sunlight into rooms.
- ☐ Ensure window glass is clean to maximize natural light.

Neutral Color Scheme:

- ☐ Choose light and neutral colors for walls and furniture.
- ☐ Declutter the space to create a brighter and more open feel.

11. Make the Scenes Active

Kitchen Setup:

- ☐ Hang pots and pans above the kitchen counter and add a spice rack.
- ☐ Create an active and inviting kitchen space.

Bathroom Luxury:

- ☐ Place folded towels and toiletries in the bathroom.
- ☐ Consider scented candles for a luxurious touch.

Ambient Lighting:

- ☐ Use lighting to create a sense of activity and ambiance.
- ☐ Position lamps strategically for a warm and welcoming atmosphere.