



2021 Design Trends to Keep in Mind When Staging a Home

AN EBOOK BY  **The CE Shop**



Intro

You never get a second chance to make a first impression, which is why thoughtful, professional, and on-trend staging has become a critical part of the home selling process. Poor lighting, sparse furnishings, and clutter can all distract from the property, while a little polishing can paint the home in its very best light. Plus, a perfectly-staged home could potentially fetch you a higher price and a faster sale.

While staging should essentially convert the home to a blank canvas, incorporating a few modern, stylish elements adds intrigue and freshness. Plus, as we kick off a brand new year, there are plenty of new trends to try.

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When it comes to Staging with 2021 Design in Mind Consider These Top Trends

- ❑ Splashes of Color
- ❑ Natural Influence
- ❑ Designated Spaces
- ❑ Easy-Clean Materials
- ❑ Fully-Furnished Outdoor Spaces





Splashes of Color

While the white-on-white aesthetic has proved popular over the past few years, as most Americans have spent much more time at home lately, this color scheme has started to feel a bit impractical or even sterile. Keeping most finishes an inoffensive gray or white is a staging staple, but incorporating just a few touches of color can add visual interest and warmth while evoking positive emotions. Suggest your client try a furniture piece in the ultra-calming shade “Aegean Teal”, or throw pillows in the bright and sunshiny “Illuminating” shade, Benjamin Moore and Pantone’s Colors of the Year, respectively.



“Color is all around us and even in our vocabulary. We say we feel ‘blue’. It’s part of our core, but for many years color has been excluded from our homes ... Now I see a real love for it and people wanting it in their home. It’s all about finding the colors you respond to and that make you feel good.”

- Elaine Ryan,
Interior Designer & Color Expert

Natural Influence

With more time spent indoors, touches of the natural world are in demand. Nature provides us with a unique sense of calm and clarity that can even help to brighten your potential buyer's mood. This trend isn't limited to just houseplants, either. Play around with light, texture, and material for a perfectly-staged, nature-inspired oasis.

Try Incorporating These Natural Touches

- ❑ Unobstructed natural light
- ❑ Houseplants
- ❑ Fresh flowers
- ❑ Furniture and decor made out of wood or stone
- ❑ Natural textiles like linen or cotton
- ❑ Fruit or vegetable displays
- ❑ Nature-inspired art pieces





“Establishing ‘The Place Where I Do Work’ has been incredibly important in making work and home coexist.”

- Noz Nozawa, Interior Designer

Designated Spaces

Today, we're doing more from home than ever before. With much of the population still working, learning, and spending free time at home, a degree of separation is on-trend and in-demand. Whether arranging a spare bedroom as a home office or pulling a small desk into a child's room, illustrating just how your listing can promote balance in our current reality could make the sale.



Easy & Clean Materials

As health remains top of mind, surfaces and materials that prove quick and easy to clean will be big this year. You'll want to ensure any rented furniture is low-maintenance when it comes to sanitization, especially if hosting in-person open houses. Anything overly porous, fragile, or shaggy could pose a problem.

Try Incorporating These Easy & Clean Fabrics & Materials

- ☐ Wool
- ☐ Cotton
- ☐ Leather
- ☐ Vinyl
- ☐ Wood
- ☐ Glass
- ☐ Acrylic
- ☐ Laminate
- ☐ Quartz
- ☐ Granite

Fully Furnished Outdoor Spaces

If your listing is lucky enough to boast a porch, patio, or outdoor space of any kind, you'll want to ensure it's fully outfitted for the coming year. Many homeseekers are making the move to find more space, variety, and amenities. Whether you're creating a comfortable seating area, tablescaping an outdoor dining space, or setting up some lawn games, be sure to showcase the home's full potential, both indoor and out.

“My basic philosophy for outdoor decorating is to make your yard a continuation of your indoor space. Whether you are in New York City, a smaller city area, or a spacious suburban or country location, your yard can become an extension of your home.”

- Jarret Yoshida, Interior Designer



Stage for Success

While you do want a staged home to look fairly neutral and timeless, a few on-trend touches could set your property apart. This is especially true as we navigate a market unlike any other, where buyers are out in record numbers, often paying higher prices and looking for something new. Whichever trend you choose to tackle, spruce up your listings to evoke an emotional response and stage your way to the sale this year.



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