



To Style or Stage?

Homeowners live a super busy life. They realize that when undertaking a home renovation, interior design project, or preparing their home to sell... enlisting professional help not only makes the undertaking easier, but more cost effective. If you're considering a home project, understanding your objective will determine whether an interior designer or a stager is your better resource.

A stager is hired to de-personalize a home while still making it look welcoming. If you are getting ready to sell, this is who you want. Potential buyers need to be able to see themselves, not you, in the space. A well staged home can sell more quickly and for more money.

An interior designer's objective is to understand your personal style and bring your personality into your home, just the opposite of staging. It's an intricate process that takes time and is done in partnership with you. Whether it's a single room or an entire home, a successful interior design project begins with the designer understanding what you love and how you live.

Styling is the final phase of an interior design project. Think about styling as the final touches that a skilled designer brings. They meld your treasures with appropriate collectibles, creating that "wow" factor that visitors will notice and admire, while you still feel comfortable and at ease in the room. Do you love and collect books? Have you traveled the world and want to showcase the treasures you've brought home? Or is family front and center in your life and you have the photos and memorabilia that reflect that? These items combined with the designer's carefully curated pieces will create the finished space, your space.



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