

Home Staging Tips That Actually Work in Redding

How to prepare your home to attract more buyers, sell faster, and get the best possible price in Shasta County.

You've decided to sell your home. Maybe you've already gotten a valuation and know what you're aiming for. But here's the question that keeps many sellers up at night: how do I get buyers to fall in love with my home the way I did?

The answer is staging—but not the overwhelming, magazine-perfect staging you see on HGTV. I'm talking about practical, achievable steps that make a real difference in how buyers perceive your home. I'm Nathan Cross, a Realtor in Redding, and I've helped dozens of sellers prepare their homes for market. Let me share what actually moves the needle.

Why Staging Matters (The Real Numbers)

Let's talk about what staging actually does for your bottom line:

- **Staged homes sell 73% faster** than non-staged homes (Source: Real Estate Staging Association)
- **85% of staged homes sell for 5-23% more** than their non-staged counterparts (Source: Real Estate Staging Association)
- **First impressions form in 7-10 seconds**—that's how long buyers take to decide if they're interested

In Redding's market, where buyers often relocate from more expensive areas, they're comparing your home not just to other local listings, but to what they remember from their previous market. A well-staged home signals quality and care—exactly what out-of-area buyers are looking for.

The Foundation: Declutter and Depersonalize

Before you think about fresh flowers or accent pillows, you need to address the fundamentals. And the most fundamental step? Getting rid of stuff.

Decluttering Is Not the Same as Cleaning

Many sellers confuse these two. A clean home can still feel cramped and overwhelming if there's too much furniture, too many knick-knacks, and too much "stuff" competing for attention. Here's the goal: buyers should be able to imagine their life in your home. Your stuff gets in the way of that vision.

I recommend the "half rule" as a starting point:

- Remove half of what's on your bookshelves
- Clear half of your kitchen counters
- Take out half the furniture in any room that feels crowded
- Empty half of your closet (yes, buyers will look)

Where does it all go? Consider renting a storage unit for the duration of your sale. You're moving anyway—this is just getting a head start on packing.

Depersonalizing: Making It "Theirs"

Your family photos are meaningful to you, but they remind buyers that this is someone else's home. The same goes for religious items, political signs, sports memorabilia, and collections that reflect your specific interests.

This doesn't mean your home should feel sterile. But aim for "boutique hotel" rather than "family home." Neutral artwork, simple decor, and a few carefully chosen accessories create warmth without personality.

Room-by-Room Staging Guide

The Living Room

This is often the first interior space buyers see, so it sets the tone for the entire showing. Your goals here:

- **Create conversation groupings:** Arrange furniture to encourage conversation, not to face the TV
- **Maximize light:** Open curtains, add lamps, replace dim bulbs with brighter ones
- **Show scale:** If your room is small, use smaller furniture to make it feel larger
- **Add life:** Fresh flowers or a healthy plant signals that the home is cared for
- **Create a focal point:** A fireplace, view window, or architectural feature should draw the eye

The Kitchen

Kitchens sell homes—it's real estate gospel. And in Redding, where many buyers are coming from markets where kitchens are smaller, your space can be a major selling point if presented well.

- **Clear the counters:** Leave out only 2-3 items—a coffee maker, a bowl of fruit, maybe a cookbook on a stand
- **Hide the appliances:** Toasters, blenders, and Instant Pots go in cabinets during showings

- **Organize cabinets and pantry:** Buyers open everything. Neat, organized spaces suggest the home is well-maintained
- **Deep clean appliances:** Inside the oven, behind the refrigerator, under the range hood
- **Update hardware:** New cabinet pulls are an inexpensive upgrade with visual impact

The Primary Bedroom

Buyers want to envision their sanctuary. Help them see it:

- **Invest in bedding:** A crisp white duvet with quality pillows signals luxury without specific taste
- **Create symmetry:** Matching nightstands and lamps create a polished, hotel-like feel
- **Minimize furniture:** The bed, nightstands, and maybe a dresser. That's it.
- **Clear the closet:** Overstuffed closets make buyers worry about storage. Aim for 30% empty
- **Remove TVs if possible:** Or at least mount them cleanly with hidden cords

Bathrooms

Bathrooms should feel spa-like—clean, bright, and fresh:

- **Replace worn towels:** New white towels, rolled or folded hotel-style
- **Clear personal products:** All toiletries should be out of sight during showings

- **Re-caulk if needed:** Dingy or moldy caulk is a red flag for buyers
- **Update fixtures:** New faucets, towel bars, and light fixtures are affordable upgrades
- **Add a plant or fresh flowers:** Life in a bathroom feels unexpected and luxurious

Secondary Bedrooms

If you have a guest room, stage it as a guest room with a comfortable bed. If you have an office, stage it as an office—this is especially valuable now that remote work is so common. The key is showing function, not just space.

For kids' rooms, keep them neat and age-appropriate. You don't need to hide that kids live there, but you do need to show that the space works well for a family.

Curb Appeal: The First Impression

Many buyers do a "drive-by" before scheduling a showing. If your home doesn't look inviting from the street, they may never step inside. In Redding's climate, curb appeal considerations include:

- **Landscaping:** Trim bushes, edge lawns, add fresh mulch. Drought-tolerant plants are a plus.
- **Exterior cleaning:** Power wash the driveway, walkways, and siding

- **Front door:** A fresh coat of paint in a welcoming color makes a statement
 - **House numbers:** Update if faded or dated. Buyers need to find you easily.
 - **Outdoor furniture:** A welcoming porch with a couple of chairs invites buyers to linger
 - **Lighting:** Ensure exterior lights work. Many buyers drive by at dusk.
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The Deep Clean: Beyond Surface Tidy

I cannot stress this enough: your home needs to be cleaner than it's ever been. This means:

- Washing all windows inside and out
- Cleaning light fixtures and ceiling fans
- Shampooing carpets or having them professionally cleaned
- Cleaning grout in bathrooms and kitchen
- Wiping down all baseboards and door frames
- Having HVAC ducts cleaned (buyers notice dusty vents)
- Eliminating any pet or smoke odors

Consider hiring professional cleaners for a deep clean before listing, then maintaining it yourself for showings. It's money well spent.

Quick Fixes With Big Impact

Not every improvement requires major investment. These small updates punch above their weight:



Update Light Fixtures

Replace dated ceiling fans and fixtures with modern alternatives. \$50-200 per fixture can transform a room.



Fresh Paint

Neutral colors in high-traffic areas make spaces feel fresh and move-in ready. Focus on walls with scuffs or bold colors.



Replace Outlet Covers

Yellowed or painted-over outlets look neglected. New covers cost cents and take seconds to install.



Update Cabinet Hardware

New pulls and knobs in kitchen and bathrooms modernize without major renovation. \$3-10 per piece adds up to big impact.

Staging for Redding's Specific Market

Our local market has some unique considerations worth keeping in mind:

Highlight Outdoor Living

Redding buyers value outdoor space. If you have a deck, patio, or backyard, stage it as an extension of your living area. Clean patio furniture, a fire pit setup, or even a simple bistro table shows the potential for outdoor entertaining.

Address Fire Safety

After recent years, fire safety is top of mind for Shasta County buyers. Creating defensible space around your home, cleaning gutters, and having a well-maintained landscape signals that you take fire risk seriously.

Showcase Storage

Many relocating buyers are downsizing from larger homes. Show off your garage organization, closet systems, and any bonus storage. These practical features can be deciding factors.

Play Up Views

If you have mountain views, river views, or even nice tree views, make sure those windows are crystal clean and furniture is arranged to highlight the vista.

Frequently Asked Questions

How much does home staging cost?

DIY staging can cost as little as \$200-500 for cleaning supplies, minor repairs, and a few new accessories. Professional staging in Redding typically ranges from \$1,500-4,000 for a full home, depending on size and whether furniture rental is needed. The ROI is usually 5-10x the cost in higher sale price.

Is professional staging worth it in Redding's market?

For vacant homes or properties that have been sitting on the market, professional staging often pays for itself many times over. For occupied homes that are already well-maintained and decluttered, DIY staging with my guidance is usually sufficient. I'll give you an honest assessment of what your specific home needs.

What's the most important room to stage?

The living room and kitchen get the most attention from buyers and have the biggest impact on first impressions. If you can only focus on a few areas, prioritize the main living space, kitchen, and primary bedroom. But don't neglect curb appeal—buyers often drive by before scheduling a showing.

Should I stage my home if I'm still living in it?

Absolutely. Most homes are sold while occupied. The key is strategic decluttering, depersonalizing (removing personal photos and unique decor), and keeping it show-ready at all times. It's a lifestyle adjustment, but it typically results in a faster sale.

Keeping It Show-Ready

Once your home is staged, you need to maintain it for showings. This is where many sellers struggle—it's hard to live in a show home. Here are my tips:

- **Create a "showing kit":** A basket or bag where you can quickly stash daily items (mail, remotes, phone chargers) when a showing is scheduled
- **Establish routines:** Make beds immediately, do dishes after every meal, wipe down surfaces nightly
- **Have an exit plan:** Know where you'll go (and where pets will go) when showings are scheduled
- **Keep a checklist by the door:** A quick list of things to check before leaving for a showing

It's temporary. And it's worth it.

What My Sellers Say

"Nathan was very professional, responsive and a pleasure to work with. We would utilize his real estate services again in the future if an opportunity arises. I highly recommend him."

– Zillow Review