

TIPS

DESIGNING
STRATEGICALLY

Strategic Interior Design
Solutions for Realtors

DESIGNING YOUR VISION

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WELCOME

In today's market, presentation matters more than ever. The way a property looks, feels, and functions directly impacts buyer perception, pricing confidence, and time on market.

The Design Strategically Kit was created to help realtors to confidently guide sellers through the most important design decisions before listing a home.

This system provides practical, buyer-focused strategies designed to:

- Increase perceived value
- Improve listing presentation
- Create stronger emotional connection
- Help homes stand out in a competitive market

STRATEGIC DESIGN

Strategic Design is essential.

Strategic interior design is not about making a home look expensive or trendy. It is the intentional use of design, layout, lighting, and presentation to enhance buyer's appeal, increase perceived value, and create an emotional connection that encourages buyers to say,

“This feels like home.”

Follow these Tips to Strategically Design your Seller's Interiors

TIP #1

START WITH SIMPLICITY

In reality, strategic updates often create the greatest impact. Simple improvements like the following can dramatically change a space:

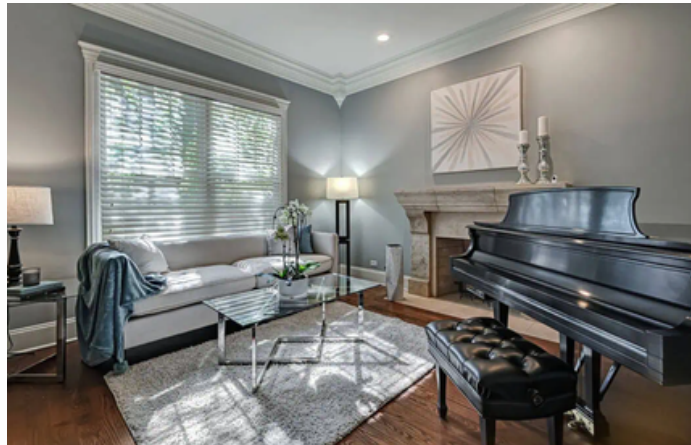
- Update with fresh neutral paint colors
- Updated lighting (especially in the foyer, bathrooms, and kitchen)
- Rearranged furniture layouts to improve room flow and functionality
- Declutter and depersonalize
- Update cabinetry with modern hardware and accessories



TIP #2

FOCUS ON ROOMS THAT MATTER

Not every room carries equal weight when buyers evaluate a home. Prioritize the spaces that influence.



- The kitchen is often considered the heart of the home. Buyers notice the cabinet condition, hardware, plumbing fixtures, and lighting. A simple cosmetic refresh often makes a kitchen feel significantly more updated.
- Living spaces should feel open, inviting, and functional. Oversized furniture, poor layouts, and heavy décor can make rooms feel smaller and less appealing.
- Bathrooms should feel bright, clean, and fresh. Small details such as updated mirrors, lighting, fresh towels, and clean grout can significantly improve presentation.

TIP #3.

DON'T FORGET THE LIGHTING

Lighting has an enormous impact on how buyers perceive a home.



- Replacing outdated fixtures
- Maximize natural light
- Open blinds and curtains
- Remove heavy window treatments
- Add mirrors to reflect light

These are the most affordable yet impactful upgrades sellers can make.

TIP #4

REMOVE / AVOID

Remove:

- Excess décor
- Personal collections
- Heavy window treatments

Avoid:

- Over-renovating
- Trend-heavy updates

TIP #5

CREATE WARM FUNCTIONAL SPACES



- Highlight special features like a fireplace or large window
- Create a reading nook.

Stage rooms with a clear purpose. Highlight special features, like a fireplace, built-ins, or a large windows, to make the home feel welcoming and functional.

TIP #6

FURNITURE PLACEMENT

Do Not furnish the walls.

There's a common belief that rooms will feel larger if all the furniture is pushed against the walls.



- Float the furniture
- Create cozy conversational groups.
- Allow the traffic to flow in and out of a room.
- Accent special features like a fireplace or large window.

ABOUT ME



With a degree in Interior Design and over 10 years of experience, I create one-of-a-kind spaces for my clients.

My approach is hands on allowing me to pay attention to every detail to bring your vision to life.



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