



Experience

The Wall 2 Wall

DIFFERENCE

Elevated Spaces, Lasting Impressions

- Staging Success Stories
- Agent Insights & Tips
- Before & After Transformations
- The Staging Effect in Action

"Every detail of their staging worked magic.
We sold faster, and for more, than we imagined."

— Jordan T.

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"Buyers don't just buy homes; they buy the way a home makes them feel.

— Angela W





ABOUT
US

At Wall 2 Wall Interiors, we transform empty spaces into homes that inspire, connect, and sell. Our dedication to vacant home staging has earned us features in HOUZZ and ELLE DECOR, along with multiple Best Design & Customer Service awards. Most recently, we partnered with Colarelli Custom Homes to stage the home that won the People's Choice Award at the 2024 Parade of Homes — an honor determined by over 28,000 attendees. Thoughtful staging played a paramount role in creating a home that captured hearts and votes.

We don't just arrange furniture; we create flow, spark imagination, and help buyers envision their future. Our designs maximize appeal, shorten market time, and turn listings into homes buyers can't forget.

We don't just stage houses — we craft stories that lead to sold signs.



The First 7 Days: Where Sales Are Won or Lost

Imagine this: You're listing a home. The rooms are empty, the walls echo, and potential buyers are scrolling past your listing online because nothing grabs their attention. The home has potential, but no one can see it. You've just missed your window for a quick, high-value sale.

Now picture a different scenario. The home is professionally staged. The living room has a cozy, inviting layout that whispers, "Relax here." The dining room is set for a charming dinner party. The primary suite radiates comfort and style. Professional photos capture every angle in its best light. Buyers see your listing online and pause. They click. They feel something.

When buyers walk through the door, that spark ignites into a connection. They can picture their family movie nights, holiday dinners, and lazy Sunday mornings. They know this house could be their home. That's the magic of staging—and it can save you thousands.



The Decisive Moment

When your home hits the market, the clock starts ticking. Homes staged and ready to shine tend to sell within the first 7 days. Why? Because those first impressions matter. Staging creates the urgency that drives buyers to act fast and offer high.

If your home sells in the first week, you're likely to get 99.8% of your asking price. On a \$600,000 home, that's \$598,900—just a tiny \$1,200 shy of your goal. Not bad for making the right first impression, right?

But what happens if you wait? If your home isn't staged and sits on the market for 2, 3, or 4 weeks, things change. Interest fades. Buyers hesitate. Their offers drop.



8-28 DAYS = -\$14,000

After the first week, your listing loses its “new and exciting” appeal. By day 8, buyers start to wonder: Why hasn’t it sold yet? Instead of feeling urgency, they feel uncertainty.

Suddenly, offers come in at 97.5% of your asking price. That \$600,000 listing? Now it’s selling for \$585,480. That’s over \$14,000 lost simply because buyers couldn’t connect with the space.

29-42 DAYS = -\$43,000

As the weeks drag on, your listing becomes stale. The market decides your home is overpriced or flawed. Buyers see the days on market ticking up and smell an opportunity to negotiate. Offers drop to 92.69% of asking—about \$556,140.

That’s a \$43,860 loss. All because your home didn’t capture attention and create urgency from the start.



Why Staging Makes All the Difference

Photo-Ready Appeal

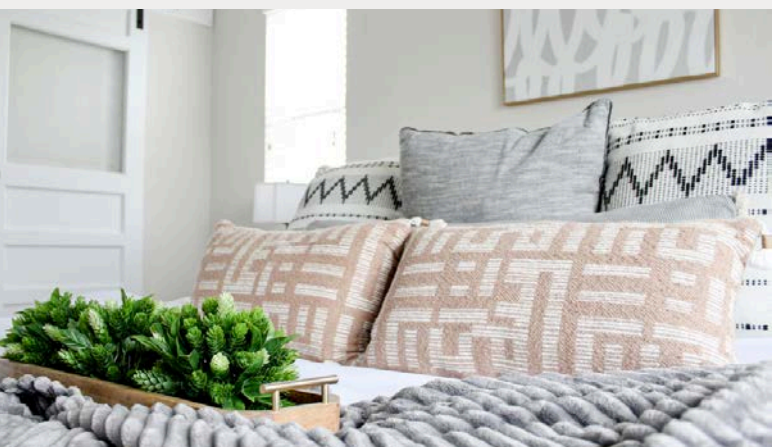
Most buyers start online. Staged homes with professional photos stand out, grab attention, and get more clicks, shares, and showings.

Inviting Spaces

Empty rooms feel cold and uninspired. Staging shows how furniture fits, light flows, and life happens — helping buyers vividly imagine living there.

The Power of Urgency

The first 7 days matter most. Staging creates instant appeal and connection, driving early interest and strong offers before momentum fades.



Home staging goes beyond looks — it protects your investment and maximizes your sale. Faster offers. Higher prices. Fewer cuts. At Wall 2 Wall Interiors, we turn empty spaces into homes that sell fast. Don’t leave money on the table. Let’s create that spark that turns listings into sold signs.

SEE IT. FEEL IT. BELIEVE IT.

From Empty Space to Buyer Embrace

Staging is the bridge between a house and a home. An empty room offers space, but it doesn't spark imagination. Buyers see walls, floors, and windows — not possibilities. Staging transforms that emptiness into a story. A cozy, neutral bed doesn't just fill a bedroom; it invites buyers to picture restful nights and peaceful mornings. Thoughtful design choices create warmth, comfort, and connection.

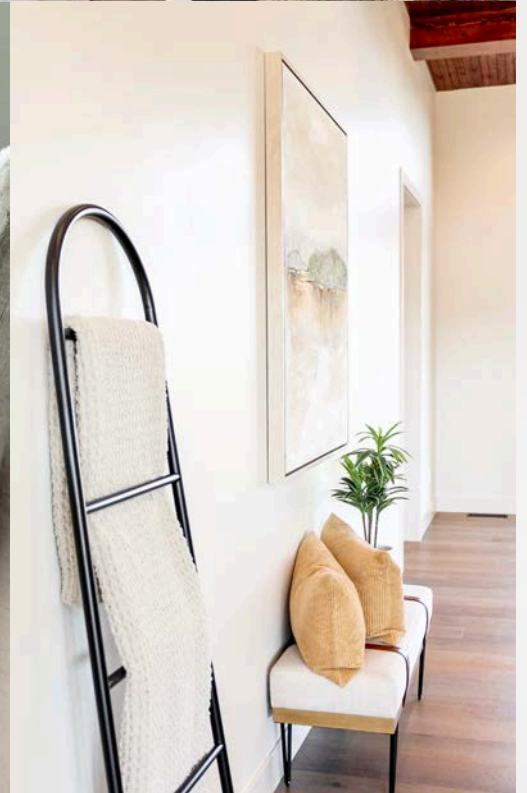
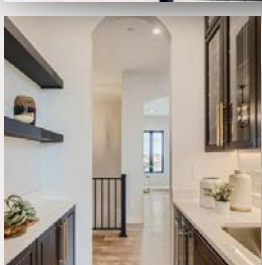
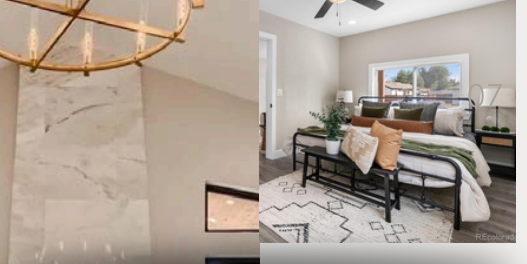
When a space feels lived-in and loved, it resonates. Buyers are drawn in, lingering longer, envisioning their lives unfolding within those walls. Staging enhances traffic flow, highlights the home's potential, and helps buyers emotionally invest in what they see.

A staged home isn't just more appealing — it's more memorable. It fosters connections that lead to offers. By transforming vacant spaces into places that feel welcoming, staging turns houses into homes and listings into sales.

Ultimately, staging helps buyers see not just what is, but what could be. That's the power of staging: creating possibilities, evoking emotions, and leaving lasting impressions.

Learn More







INSPIRE IMAGINATION



Struggling with staging objections?

Here's your go-to guide!

TRANSFORM 'JUST A HOUSE' INTO 'THEIR FUTURE HOME'

When it comes to staging, potential objections are common, but they're often opportunities to educate.

Here are talking points to address those hesitations — professionally, effectively, and with heart.

Objection 1: "Staging is too expensive."

🌟 Talking Point: "Staging is an investment in a faster sale and better offers. Homes staged before listing typically sell 87% faster and for up to 20% more than unstaged homes. The upfront cost often pays for itself and then some."

Objection 2: "Can't buyers just imagine the possibilities?"

🌟 Talking Point: "Only 10% of buyers can visualize a home's potential. Staging does the imagining for them, creating an emotional connection that leads to more confident offers."

Objection 3: "The home looks fine as it is."

🌟 Talking Point: "A 'fine' home blends in. A staged home stands out. Staging highlights the best features, improves traffic flow, and makes sure buyers walk away remembering the home — not the empty space."

Objection 4: "I'll stage later if it doesn't sell."

🌟 Talking Point: "Waiting to stage means missing the critical first 7 days — when buyer interest is highest and strong offers come in. Staging upfront ensures your home makes the best first impression, reducing the risk of sitting unsold and losing value."



Your Go-To Neutrals for
Irresistibly Staged Homes

The **POWER** of NEUTRALS

When it comes to selling homes, neutrals are more than just a safe choice — they're a strategic one. The right neutral palette welcomes buyers in, helps them imagine their lives unfolding in the space, and creates an emotional connection that leads to offers.

Our go-to neutral tones, like Agreeable Gray, City Loft, and Shoji White, offer the perfect balance of warmth, versatility, and style. Choosing one of these shades as your main wall color creates a cohesive, timeless backdrop that appeals to a wide range of buyers. These neutrals brighten spaces, highlight key features, and make rooms feel fresh, modern, and move-in ready.

To maximize impact, pair your chosen wall color with crisp white trim for a clean, polished finish. We recommend Chantilly Lace for baseboards, doors, and trim. For an effortlessly elegant look, paint the ceiling the same shade as the trim. This simple combination adds visual height and keeps spaces feeling bright and spacious.

A thoughtfully selected neutral and white trim isn't just paint — it's a backdrop for possibility, a canvas for imagination, and a subtle nudge that helps buyers say, "This is the one."



Agreeable Gray is the ultimate crowd-pleaser. This warm, inviting gray strikes the perfect balance between modern sophistication and cozy comfort. Ideal for living rooms, dining spaces, and open-concept areas, it enhances natural light and effortlessly adapts to various furnishings and décor styles. Its subtle warmth prevents it from feeling cold, while its versatility helps buyers easily imagine their own style and life in the home. If you're looking for a shade that consistently delivers a contemporary yet welcoming vibe, Agreeable Gray is always on point.

Versatile. Welcoming. Always on point.



Shoji White brings fresh simplicity and modern charm to any space. This soft, creamy white brightens kitchens, bathrooms, and smaller rooms, creating a clean and inviting atmosphere. Its subtle warmth prevents it from feeling too stark or sterile, making it a perfect canvas for showcasing a home's best features. Shoji White works beautifully with natural light, enhancing the sense of space and airiness. This adaptable shade helps rooms feel fresh, move-in ready, and effortlessly appealing to buyers.

Bright. Crisp. Buyer-ready.

City Loft offers a sophisticated balance of gray and beige, making it the perfect choice for hallways, entryways, and transitional spaces. This refined greige creates a seamless flow throughout the home, providing warmth without overwhelming the senses. Its adaptability allows it to pair beautifully with a variety of finishes, from sleek modern hardware to classic wood tones. City Loft's understated elegance helps maintain consistency and cohesion, making spaces feel thoughtfully designed and effortlessly stylish. It's a go-to for creating homes that feel both current and timeless.

Sophisticated. Seamless. Effortlessly stylish.



EMILY *Howell*

I'm Emily. I believe great design starts with understanding people. My goal? To create spaces that not only look beautiful but feel right — for you, your clients, and their buyers. Think of me as your secret weapon for turning 'meh' listings into must-haves.



Our team

At Wall 2 Wall Interiors, we believe exceptional staging blends design expertise with a deep understanding of people. Cindy Wall's background in interior design, paired with her meticulous eye for detail and passion for aesthetics, ensures every space is both thoughtfully curated and visually elevated. Emily Howell's intuitive grasp of people and her dedication to creating emotional connections help transform empty houses into homes that buyers can see, feel, and imagine themselves in.

Together, we combine precision, creativity, and insight to craft spaces that inspire imagination, engage buyers, and leave lasting impressions. Our approach isn't just about filling rooms with furniture — it's about telling a story, highlighting potential, and evoking a sense of possibility. We thoughtfully consider flow, function, and feeling to create environments where buyers want to linger, explore, and envision their future. By transforming vacant properties into warm, inviting spaces, we help turn listings into must-see homes and interest into offers.



CINDY *Wall*

I'm Cindy and I believe great design is more than aesthetics — it's about creating spaces that feel intentional, inviting, and inspired. With a background in interior design, I bring a trained eye and meticulous attention to detail that help us transform homes into unforgettable experiences for buyers.

Staging Success Stories

SHERRY L.

Staging with Wall 2 Wall/Cindy & Emily always makes my listing's sell faster and for a higher price. Their style looks great in vintage bungalows, or Mid-Century modern homes. I hire them whenever possible!

JENNIFER A.

Wall2Wall was fantastic to work with! Emily was incredibly responsive, helpful with minimal input/effort from our end, very prompt with quotes, images, move in, all logistics, and proactive on the progress of our homes staging needs to sell our house. Helped with highly positive feedback for all showings. Highly recommend!



JASON B.

Such an amazing service... Prompt, professional and the perfect look for our home for a reasonable price... Highly recommended

MIMI B.

Emily and Cindy do a FANTASTIC job. They have gotten many many compliments from other agents viewing the properties. I would recommend Wall 2 Wall to anyone. Fabulous company and fun to work with every home.



DANIEL K.

I was blown away by this team. I shopped around and they were not only the best price but had an incredibly quick turnaround and easy to work with. The staging turned out absolutely beautiful and my home sold in 2 days when the market was at it's slowest in years. HIGHLY recommend.

ANNA F.

They do an amazing job and are great to work with! Homes look wonderful when they stage for me! I highly recommend them!

DAWN K.

EVERY TIME I use Wall 2 Wall... my listings sell quickly and at full price. I used to have a hard time telling a client that professional staging is worth the price but they have proved it to me time and time again.

THE ULTIMATE HOME PREP CHECKLIST FOR SELLERS & AGENTS

first impressions matter

Preparing a home for market is more than just tidying up — it's about creating a space where potential buyers can imagine their future. The basics like decluttering, depersonalizing, and deep cleaning are essential, but going the extra mile with thoughtful touches can make all the difference. Here's a checklist with smart, specific recommendations to give your listing the edge it deserves.



Living Rooms & Common Areas

- Create clear traffic flow: Ensure pathways are open and furniture placement guides visitors smoothly.
- Float furniture: Pull it away from walls for a dynamic, spacious feel.
- Add texture: Use throws, pillows, and rugs for a cozy, inviting vibe.
- Balance lighting: Mix overhead, task, and accent lights. Match bulb color temperatures.
- Hide cords: Tuck away electronics and chargers to remove distractions.



Kitchen

- Minimize countertop items: leave only a few decorative or functional items (e.g., a bowl of fresh fruit or a coffee station).
- Upgrade hardware: swap out old knobs and pulls for modern ones to give cabinets a refreshed look.
- Clean inside the fridge and cabinets: buyers often peek inside — a clean, organized space shows attention to detail.
- Use fresh scents: a subtle citrus or vanilla scent can evoke a clean and welcoming kitchen.

"The staging was flawless. Every room felt warm, inviting, and ready to welcome new owners."

– Casey W

Learn More





Bedrooms

- Create hotel-like appeal: use crisp linens, fluffed pillows, and neatly folded throws to make beds look luxurious.
- Neutralize closet contents: remove half the clothes to make closets look more spacious.
- Add a statement piece: an accent chair can elevate the room's design.



Exterior and Entryway

- Power wash the front path & driveway: first impressions start before the door opens.
- Add potted plants: a touch of greenery makes the home feel inviting.
- Check the house numbers: ensure they're visible, clean, and modern in style.



Bathrooms

- Replace old towels: display fresh, fluffy white towels for a spa-like feel.
- Stage with essentials only: a small tray with soap, a candle, and a plant can keep the space tidy and elegant.
- Shine the fixtures: polish faucets, handles, and mirrors to a gleaming finish.



Bonus Tips for Perfect Photos

- Turn off ceiling fans: Moving blades blur photos.
- Remove floor mats: They can shrink the space — tuck them away.
- Open blinds: Let natural light brighten rooms.
- Hide personal items: Stow toothbrushes, toiletries, pet bowls, and toys.



Preparing a home for sale is more than a task — it's a strategy. This checklist helps create a space that feels inviting, functional, and unforgettable. When the details are right, buyers see more than a house — they see their future home.

Experience the difference staging makes — book your consultation.



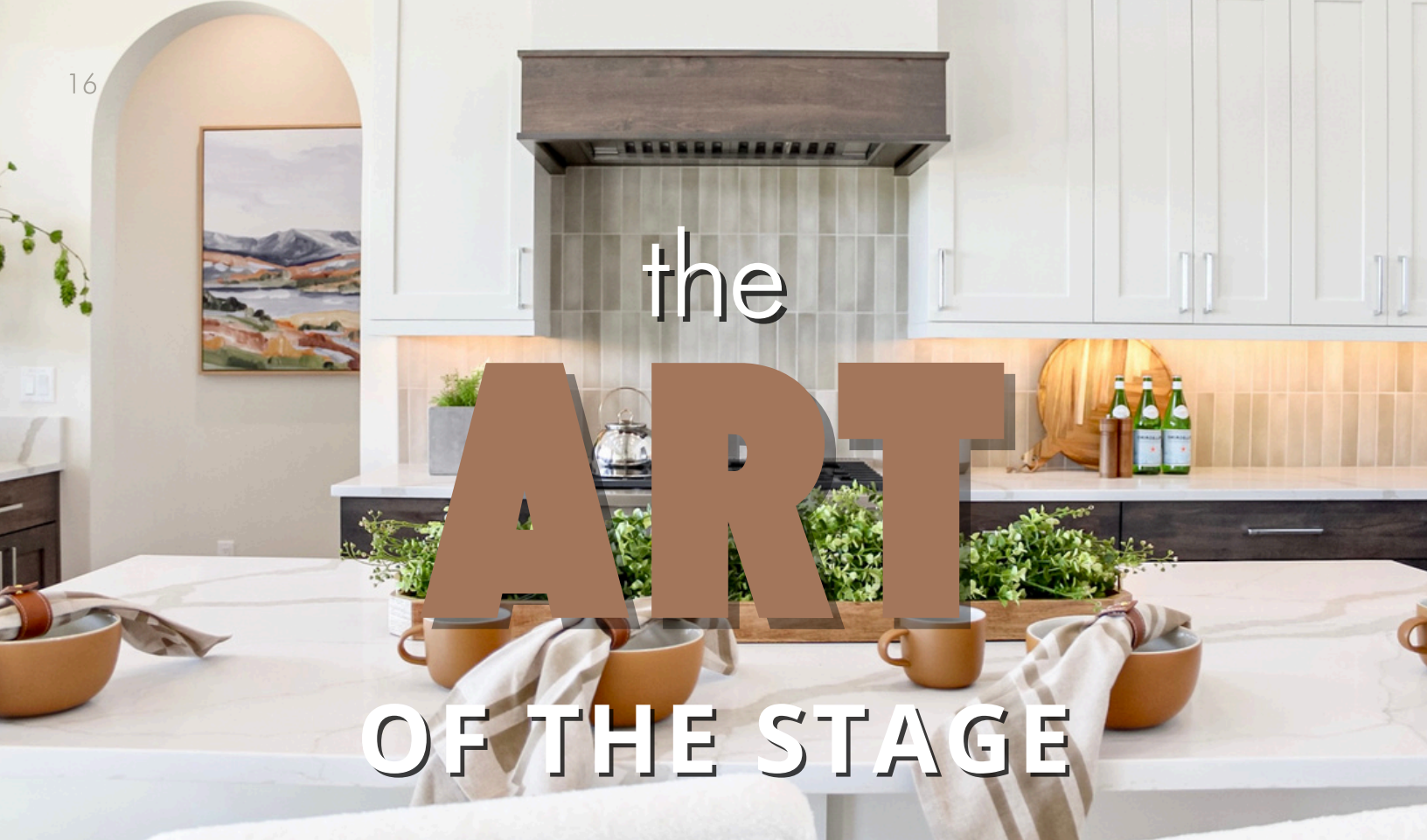
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staging@wall2wallinteriorsllc.com



the ART OF THE STAGE

Staging isn't just about furniture — it's about creating an emotional connection that inspires buyers. An empty house can feel cold and uninviting, making it hard for buyers to imagine their lives there. Our staging process transforms vacant spaces into warm, welcoming homes that buyers can't resist. Here's how we bring every space to life.



Step 1: Consultation

We start by getting to know your property and understanding your goals. During the consultation, we assess the home's layout, style, and unique features. We take note of the target buyer demographic and any specific challenges the space might have. This step helps us tailor a staging plan that highlights the property's strengths and addresses any potential concerns.



Step 2: Design Planning

Our team creates a customized design plan, carefully selecting furnishings, art, and accessories that enhance the home's appeal. We focus on maximizing flow, functionality, and visual impact. The goal is to create a cohesive, inviting atmosphere that resonates with buyers and helps them visualize their lives unfolding in the space. Every design decision is made with the buyer experience in mind.



Step 3: Installation

This is where the magic happens. Our team brings in carefully chosen furniture, artwork, and accessories to transform the space. Every piece is placed with intention to create warmth, style, and connection. We ensure each room feels purposeful and inviting, from cozy living areas to serene primary suites. The result is a home that flows effortlessly and sparks buyer imagination.



Step 4: Photography-Ready

First impressions often happen online, so we ensure the home is picture-perfect. Once the installation is complete, we do a final walk-through to fine-tune details. The staged home is now ready for professional photography and showings. Our thoughtful staging ensures that your listing photos stand out and make buyers eager to see the home in person.



Step 5: Removal

After a successful sale, we handle the seamless removal of all furnishings and accessories. Our process is efficient and respectful of the property, leaving it ready for the new owners. This hassle-free step ensures a smooth transition and completes the staging journey.



Staging isn't just preparation — it's the bridge between listing and sold. Our proven process ensures your property stands out, resonates with buyers, and sells faster. Let us help you transform your listing into a home buyers will fall in love with.

Experience the difference staging makes — book your consultation.



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Timing Is Profit: Why the First 7 Days Matter

When a home sits on the market, its perceived value drops — and so does the final sale price. In the first 7 days, sellers typically receive 99.8% of their asking price. Wait just a few weeks, and that percentage can fall drastically. By day 29, the average sale price drops to just 92.69% of asking, potentially costing tens of thousands. Staging helps create a strong first impression, ensuring your listing captures attention and offers immediately. The clock is ticking, and every day counts.



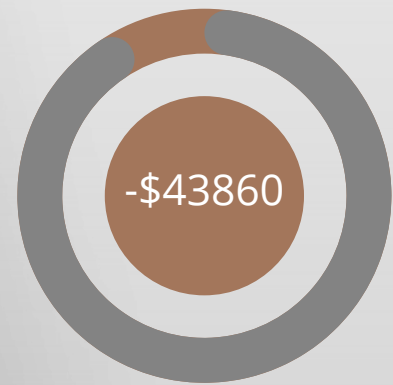
0-7 Days:
99.8%
 of Asking Price

In the first 7 days, a home is fresh, exciting, and attracts the most attention. Sellers who act quickly receive 99.8% of their asking price — just a \$1,200 drop on a \$600,000 home. Staging helps you make a strong first impression and capture offers before interest wanes.



8-28 Days:
97.58%
 of Asking Price

After the first week, interest begins to fade. By 8-28 days, sellers average 97.58% of their asking price. On a \$600,000 home, that's a loss of over \$14,000. Staging helps keep momentum going, making sure your listing stands out before buyer interest dips.



29-42 Days:
92.69%
 of Asking Price

As a home lingers past 4 weeks, its perceived value drops sharply. Sellers at 29-42 days receive just 92.69% of their asking price. On a \$600,000 home, that's a staggering loss of \$43,860. Staging helps avoid this costly delay by drawing buyers in early and encouraging faster offers.





“A well-staged room doesn’t just fill a space — it fills a buyer’s imagination.”

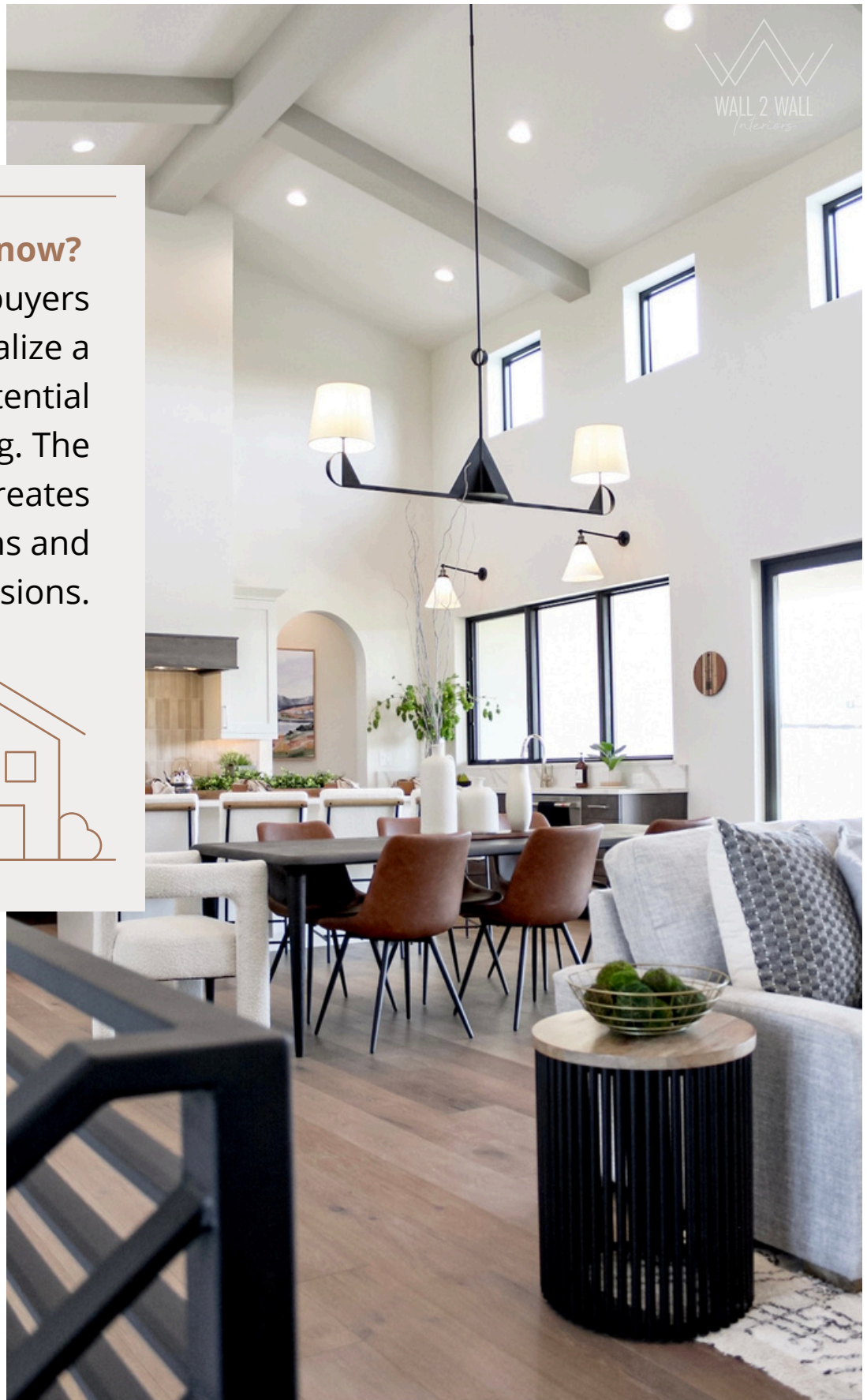
– Elena Hayes, Home Design Strategist

INVITING POSSIBILITY, INSPIRING CONNECTION

Staging creates more than visual appeal; it creates emotional connection. Each room tells a story of comfort, style, and livability. Through careful design choices, we highlight the potential of every space, guiding buyers to see not just what is, but what could be. These transformations don’t just impress — they inspire offers.



Did you know?
Only 10% of buyers
can visualize a
home's potential
without staging. The
right design creates
connections and
drives decisions.



From Stale Listing to Sold in 7 Days

This property had been on the market for over a month with barely a flicker of interest. Despite good bones and a great location, the vacant rooms felt cold and uninviting. Buyers wandered through, unable to connect with the empty spaces or envision their future there. The house was full of potential — but potential alone wasn't enough.



The Challenge

Without furniture or design elements, the home felt lifeless. Buyers couldn't visualize how the spaces flowed or how they could live there. Feedback from showings was consistent: the home felt sterile, and buyers were moving on to more inviting options. The listing was stagnating, and the agent knew something needed to change.



The Staging Solution

We stepped in with a full-home stage focused on creating warmth, function, and flow. Our goal was to guide buyers through the home and spark their imagination.

- Living Room: We arranged a welcoming seating area with soft textures and neutral tones, making the space feel cozy and conversational.
- Dining Area: A simple yet elegant table setup showed buyers the potential for entertaining and family gatherings.
- Primary Bedroom: We designed a serene retreat with layered bedding and subtle accessories to evoke relaxation and comfort.

Each piece of furniture and decor was carefully chosen to highlight the home's strengths, create a natural flow, and make each room feel purposeful.



The Transformation

With the staging complete, the home felt alive. Instead of walking through a series of empty rooms, buyers experienced a cohesive, inviting space. They could now see where they'd relax after work, host friends, or start their mornings.



The Result

The impact was immediate. Within a week of staging, the home received multiple offers and sold above asking price. The agent was thrilled, and the sellers were relieved to see their home finally getting the attention it deserved.

"The transformation was incredible. We couldn't believe it was the same house — and neither could the buyers!"



TOP 5 DESIGN TRENDS BUYERS LOVE

Today's buyers are drawn to homes that feel fresh, functional, and inviting. These top design trends not only make homes more appealing but also help them sell faster. Incorporating these elements can turn any listing into a must-see property.



1 **Warm, Inviting Neutrals**
Soft neutrals like Agreeable Gray, City Loft, and Shoji White create a welcoming backdrop. These timeless shades highlight a home's best features and help buyers easily imagine their own lives unfolding in the space.

2 **Nature-Inspired Elements**
Incorporate wood tones, stone accents, and greenery to evoke warmth and balance. These natural touches bring a sense of calm and connection, making spaces feel grounded and inviting.



3 **Defined Spaces in Open Concepts**
Use furniture placement, rugs, and lighting to create clear zones within open-concept areas. This approach gives buyers a sense of flow and purpose, making large spaces feel more functional and cohesive.

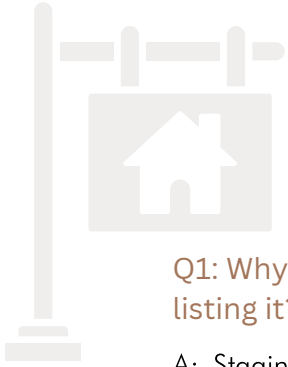


4 **Minimalist Styling with Texture**
Clutter-free spaces paired with textured elements like throws, pillows, and rugs feel cozy and intentional. This balance keeps rooms feeling styled, inviting, and livable.

5 **Curated Open Shelving**
Thoughtfully styled open shelves in kitchens or living rooms add character and warmth. Keep it minimal and clean, using neutral decor and a few personal touches to make it feel lived-in but not cluttered.

Let's Talk Staging:

FAQs for Sellers and Agents



FAQS FOR SELLERS

Q1: Why should I stage my home before listing it?

A: Staging helps your home stand out in a competitive market. It creates an inviting atmosphere, helps buyers visualize themselves in the space, and increases the chances of faster offers at higher prices.

Q2: What areas of my home should I stage?

A: Focus on key areas like the living room, primary bedroom, dining room, and kitchen. These spaces have the greatest impact and help buyers imagine life in the home.

Q3: Is professional staging worth the cost?

A: Absolutely! Staging is an investment that often leads to higher offers and fewer reductions. Most staged homes sell faster and for more money, saving you time, stress, and costly carrying expenses.



FAQS FOR AGENTS

Q1: How can I show clients the value of staging?

A: Staging is like dressing a home for success — it highlights its best features and creates a lasting impression. Share stats like faster sales and higher offers to show clients how staging helps homes stand out.

Q2: Does staging work with partial furnishings?

A: Yes! Adding the right furniture and accessories to existing pieces creates a cohesive, welcoming look that appeals to buyers without a full home transformation.

Q3: How can staging help me as an agent?

A: Staging enhances your listings with standout photos, increased showings, and faster sales. It not only helps sell homes quickly but also strengthens your reputation and builds trust with future clients.

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EVERY
SPACE HAS
A STORY.
LET'S TELL
YOURS.

Buyers don't just buy houses — they buy how a home makes them feel. Thoughtful staging transforms empty spaces into stories of comfort, possibility, and connection. It helps buyers envision their future unfolding within those walls. The right staging inspires, highlights potential, and shortens market time. We're here to make your property stand out, resonate, and sell — faster and with confidence. Let's turn your listing into a space buyers can't forget.

