



Vacant Home Staging Proposal

**Project:**

[Project Name / Address]

Client:

Realtor Name/Company

Prepared by:

Lyndsay Johnson

Nestled Interiors

Date:

[Month Day, Year]

WELCOME !

Thank you for inviting Nestled Interiors to assist in preparing this property for market.

This report outlines detailed recommendations for enhancing the presentation of this home, emphasizing its architectural features, layout, and overall appeal to prospective buyers.

These suggestions are based on our on-site consultation and property review. Implementing the recommended staging plan will help the home photograph beautifully, stand out in listings, and create strong first impressions during showings—ultimately supporting a faster and more successful sale.

SCOPE OF WORK

Type of Staging Service : Vacant or Move in Ready Home

Primary Objectives:

- First Impressions
- Room by Room Assessment
- Styling Recommendations
- Photo Day + Showing Prep

OUR PROCESS

Phase 1: Consultation & Property Review (Completed)

You've already completed the initial consultation and property review, giving us the best approach to position the property for maximum buyer appeal.

Phase 2: Staging Proposal & Design Plan (Current)

Following the consultation, we have prepared this custom staging proposal tailored to the property's needs and your marketing objectives. The plan outlines what will remain, what should be edited or stored, and any supplemental furnishings or styling elements needed.

Phase 3: Installation, Styling & Preparation (Next Phase)

Upon approval of this proposal and signed contract, our team coordinates all aspects of setup, styling, and logistics to prepare the home for listing. Properties are enhanced using existing furnishings with strategic updates and professional styling to elevate presentation.

Throughout this process, we stay in communication with the realtor to ensure the design complements your marketing plan and timeline.

Phase 4: Photography & Listing Support

We coordinate directly with your photographer or marketing team to ensure the home is camera-ready. We can also provide on-site photo-day styling to refine finishing touches and support your listing launch.

Phase 5: Destaging & Wrap-Up

Once the property sells or the listing period concludes, our team handles the full destaging process, returning the property to its original condition.

If there are additional needs after staging is removed (such as paint touch-ups or wall repair), these are be outlined below.

FIRST IMPRESSIONS

Category	Notes
Curb Appeal	[e.g., Power wash walkway, add fresh mulch, seasonal planters by entry.]
Front Entry/Foyer	[e.g., Remove excess shoes and coats; add a neutral rug and simple mirror.]
Lighting/Brightness	[e.g., Replace yellow bulbs with daylight LEDs; open blinds for photos.]
General Cleanliness	[e.g., Schedule deep clean; clean windows, clean tile grout in bathroom.]
Odors / Air Freshness	[e.g., Neutralize pet or cooking smells; add subtle scent diffusers.]

STYLING RECOMMENDATIONS

Category	Suggestions
Color Palette	[eg. Warm neutral base (soft greige, white, or taupe) with minimal accent colors.]
Artwork	[eg. Keep large-scale, neutral art with natural or abstract themes.]
Lightning	[eg. Ensure all fixtures are working; use consistent bulb temperature throughout.]
Soft Goods	[eg. Incorporate light throws, textured pillows, and greenery for freshness.]
Decor	[eg. Simplify. Remove 30–40% of existing items to create an airy, spacious look.]

ROOM BY ROOM ASSESSMENT

Living Room / Family Room

- ☐ Ensure all surfaces are clean and free of construction dust or debris.
- ☐ Verify electrical outlets and light fixtures are functional.
- ☐ Install or arrange rental furnishings to highlight focal points (fireplace, windows, built-ins).
- ☐ Add one large, cohesive art piece or mirror above the main seating area.
- ☐ Confirm cords, media components, and outlets are concealed for photography.

Notes: _____

Kitchen & Dining Area

- ☐ Confirm counters, cabinets, and appliances are clean and free of smudges or dust.
- ☐ Style counters minimally with 2–3 accents (e.g., bowl of fruit, plant, cutting board).
- ☐ Stage the dining area with a simple centerpiece or neutral table setting.
- ☐ Verify all lighting fixtures and bulbs are working.
- ☐ Add barstools or dining chairs for scale and flow in photos.

Notes: _____

Primary Bedroom

- ☐ Install neutral bedding, accent pillows, and artwork to create a calm, inviting feel.
- ☐ Ensure closets are empty and clean for visual space.
- ☐ Keep nightstands and dressers minimal—lamp, greenery, or one accessory.
- ☐ Remove or replace oversized or mismatched furniture pieces to improve flow.
- ☐ Add soft lighting to enhance warmth and comfort.

Notes: _____

ROOM BY ROOM ASSESSMENT

Bedrooms

- ☐ Install neutral bedding, accent pillows, and artwork to create a calm, inviting feel.
- ☐ Ensure closets are empty and clean for visual space.
- ☐ Keep nightstands and dressers minimal—lamp, greenery, or one accessory.
- ☐ Remove or replace oversized or mismatched furniture pieces to improve flow.
- ☐ Add soft lighting to enhance warmth and comfort.

Notes: _____

Office / Bonus Spaces

- ☐ Clearly define the function of each space (home office, guest room, gym, etc.).
- ☐ Add appropriate furnishings and lighting to show usability and proportion.
- ☐ Incorporate textiles, greenery, or art for a polished finished look.

Notes: _____

Basement / Storage Areas

- ☐ Confirm the area is clean, well-lit, and free of debris or leftover materials.
- ☐ Add lighting or rugs as needed to brighten and warm the space.
- ☐ Stage as a usable area if appropriate (e.g., lounge, gym, playroom, storage zone).

Notes: _____

PROPOSED STAGING FEES

Fee Type	Description	Charge
Hourly Charge	Hourly fee charged for proposal recommendations and furniture curation	\$100/hour
Monthly Rental Fee	Fee charged per month based on items selected for furniture and accessories	\$400/per month

Design Fee Disclaimer

The **design fee and hours estimated** is based on the specific project scope, deliverables, and level of service outlined in this proposal. The hourly rate is tracked by the designer using a detailed time log recorded in a project spreadsheet. Time is tracked while sourcing, designing, and coordinating project details.

Design hours are billed at the agreed hourly rate and invoiced at the **completion of the staging phase**. Monthly rental fees are charged at the beginning of each month. Partial months will be prorated.

FINAL STAGING & PHOTOGRAPHY PREP

- ☐ Open all blinds and turn on lights to maximize natural and ambient lighting.
- ☐ Ensure all trash bins, cleaning supplies, and miscellaneous items are removed from view.
- ☐ Remove floor mats and towels unless they're part of the intentional styling.
- ☐ Add finishing touches such as a folded throw, a single vase, or simple greenery for warmth.
- ☐ Step outside and re-enter the property with a buyer's eye — make any final adjustments to ensure the home feels bright, balanced, and inviting.

NEXT STEPS

Next Steps

1. Review this proposal and confirm your intent to proceed by signing below.
2. Sign the accompanying contract outlining rental terms, scope, and payment details.
3. Submit the retainer invoice to reserve installation dates and initiate the staging process.

Thank you for considering Nestled Interiors for your home staging needs. It's an honor to partner with you in preparing this property for market and helping buyers envision its full potential. Our goal is to create a space that photographs beautifully, shows seamlessly, and inspires strong buyer connections from the moment they step inside.

We value your trust and partnership and are committed to making the staging process smooth, efficient, and impactful for both you and your client. We look forward to working together to showcase this property at its very best.

Warmly,

Lyndsay Johnson

ACCEPTANCE + APPROVAL

By signing below, you acknowledge that you have reviewed and approved the terms and costs outlined in this staging proposal. The hourly design and staging preparation fees, along with the monthly rental rate, are clearly defined within this proposal. These fees reflect the agreed-upon scope of work and the selections discussed during the consultation.

The designer will coordinate with the realtor to ensure the staging process runs smoothly and aligns with the approved proposal. Should any changes to the scope, furnishings, or timeline be requested, the proposal may be revised and reissued for approval prior to implementation.

A detailed contract will follow this proposal, outlining all terms, liabilities, rental agreements, and additional provisions governing the staging process. Any work outside of staging—such as cleaning, painting, repairs, or other property improvements—will be quoted and billed separately by the appropriate contractor or service provider.

Client Name: _____

Date: _____

Signature: _____

Nestled Interiors

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