

The art of “home staging” is about making a property as appealing as possible to a broad number of buyers.

It means, even in a stagnant property market, your home has the optimal chance to sell at the best price.

Jane Lee specialises in helping her clients create space, revitalise the interior décor and declutter. Some homeowners just want a consultation while others want hands-on help.

“I can walk into a room and know straight away where best to spend their budget,” says the interiors expert.

“I move furniture around, help them work out what to keep and what to get rid of, and suggest new paint colours, flooring and accessories where needed. It can transform a property.” Her approach sees results: one of Jane’s recent projects, a five-bedroom house in East Sussex, attracted asking price offers from the first two viewings.

Based in a village near Brighton, Jane explains that the cost of home staging is a drop in the ocean compared to the amounts people are prepared to knock off their asking price.

“I always say ‘before you drop the price, or ideally before you go on the market, increase the appeal’. Buyers are put off by tired décor and clutter and you don’t have to spend a fortune.”

What would Jane advise people do right away in order to make their home more sellable?

“Greenery is inexpensive, brings a property to life and looks great in photos. Small things like new cushions, towels and toiletries make a big difference, and make it clean everywhere and get repair jobs ticked off.

“The aim is always to make a property homely and cosy, you’re selling a lifestyle. Also consider your buyer, is it likely to be families, people working from home, professional couples?”

How did Jane get into interior design and home staging?

She says: “I have helped family and friends to update their rooms for as long as I can remember and they would always say, ‘have you thought of doing this as a career?’

“After several renovations, and studying interior design, staging and styling in my spare time, gradually it has come together and I launched my website last May.”

A former journalist on national property magazines, Jane also gathered experience working in a local estate agents and interiors shop.

“Showing buyers around properties really opened my eyes to what buyers want.”

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