

STAGING

Look Book

EAST OF COMMON

WHY STAGE?

83%

OF BUYERS' AGENTS SAY STAGING MAKES IT EASIER TO VISUALIZE A PROPERTY AS A FUTURE HOME.

29%

OF AGENTS REPORTED A 1-10% INCREASE IN THE DOLLAR VALUE OFFERED FOR STAGED HOMES.

49%

OF SELLERS' AGENTS OBSERVED THAT STAGING REDUCED TIME ON MARKET.

Staging isn't about decorating.
It's about creating connection.

Source: National Association of REALTORS, 2025 Profile of Home Staging

A house should feel like a home.

Warm, collected and real - never cold, generic or over-staged.

WHO WE ARE

East of Common is a staging and interiors studio focused on creating spaces that feel warm, considered and memorable.

We approach every property individually - working with the architecture, character and existing elements of the home rather than imposing a formula. The goal is not to make a house look staged. It is to help buyers walk in and feel at home.

WHAT WE DO

Full-service staging + styling

From the initial edit through sourcing, installation and final styling, we create a cohesive presentation for market.

Designed for the listing

We consider how a home will live both in person and online - creating strong photography, memorable first impressions and a clear visual story.

Collected, not cookie-cutter

We mix contemporary pieces with vintage finds, natural materials, art and layered details so each home keeps its own identity.

Styled to feel lived in

Comfort, warmth and small human details matter. We want buyers to imagine morning coffee, quiet evenings and everyday life - not a showroom.

Thoughtful staging that supports the home - never competes with it.

A feeling, not a formula.

WARM. COLLECTED. INTENTIONAL.












CURATE





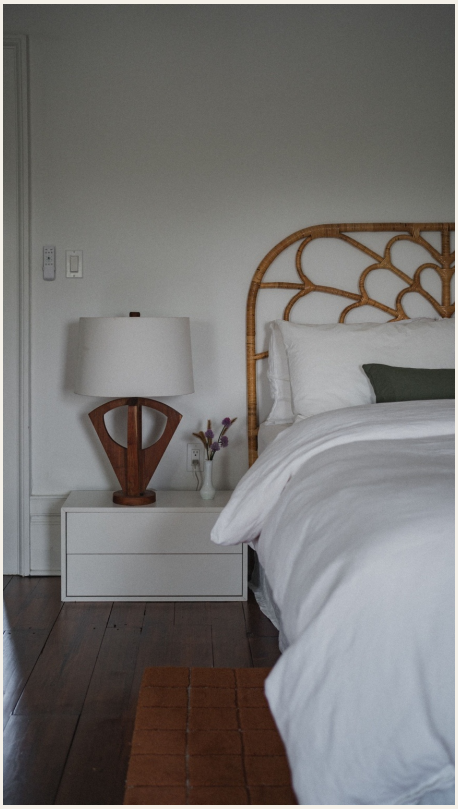





MADE FOR LIVING
LIVE BEAUTIFUL








feels like HOME
CALL IT HOME











Every detail tells a story.