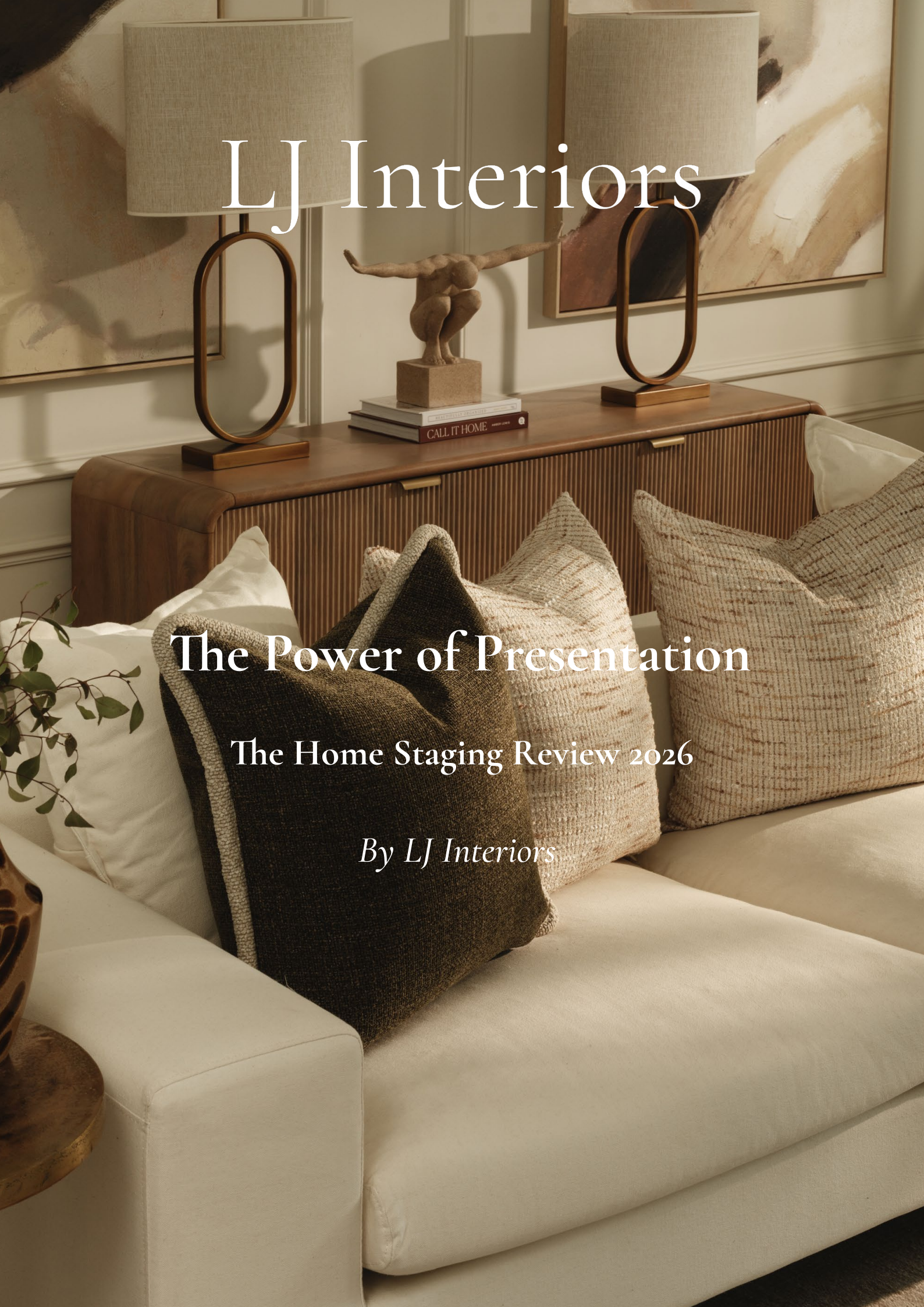




LJ Interiors

The Power of Presentation

The Home Staging Review 2026

By LJ Interiors

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In 2026, the home staging industry continues to evolve as changing buyer expectations, market conditions and design trends reshape the way properties are presented for sale. In an increasingly competitive market, effective property presentation has become an important factor in attracting buyers, generating interest online and in-person, and maximising property value.

This report explores the current state of the home staging industry, bringing together market insights, industry sentiment and emerging trends such as virtual staging to provide a comprehensive overview of the opportunities and challenges shaping the sector in 2026 and beyond.





Our Story

Founded in 2017, LJ Interiors is an award-winning home staging & bespoke furniture scheme company working across London and Surrey.

LJ Interiors was founded with a vision to bring elevated, professional home staging to properties across London and Surrey. In 2026, LJ Interiors has evolved into a full-scale luxury home staging and bespoke furniture scheme company.

As the first founding member of the Home Staging Association UK, LJ Interiors has helped shape what is now the leading authority in the UK home staging Industry, establishing benchmarks for professionalism and design. The Home Staging Association aims to professionalise the industry and educate consumers on the benefits of high-quality home staging.

Over the years, LJ Interiors has won several awards in recognition of their work in the industry, most notably their award for Best Home Staging London in 2025 at the United Kingdom Property Awards. This was in recognition of their extraordinary design at Netherton Grove in Chelsea.

With expertise across the full spectrum of home staging, bespoke furniture schemes and property concierge, LJ Interiors are continuing to evolve year on year. Their services are trusted by leading Estate Agents, Developers and Homeowners in London and Surrey, with 78% of their staged properties selling within 4 weeks.

Looking towards the future of the home staging industry, LJ Interiors is committed to continuing to raise the standard of luxury property presentation while providing an effortless experience for their clients.

What is Home Staging?

Home Staging is the art of preparing and styling a property so it sells faster and for a higher price on the market. Home Staging helps potential buyers visualise themselves living in the space through the strategic placement of furniture, accessories and other interior design elements.

Over the last few years, desire and demand for home staging has increased significantly, with more sellers and estate agents viewing professional home staging as essential rather than optional. With the vast majority of buyers browsing properties online before booking in-person viewings, professional presentation of a home is crucial for standing out in a crowded market, with professionally photographed homes capturing attention significantly faster.

The goal of home staging is to make the property as appealing as possible to potential buyers both online and in-person viewings. By helping to elevate a property to its full potential, staging increases its appeal which helps it to sell faster and for a higher price than unstaged properties. According to the Home Staging Association, staged homes sell up to three times faster and achieve an average price increase of 8-10%.



“I’m a strong believer in home staging, particularly in the prime London market where buyers make decisions very quickly. First impressions count, and professionally staged properties tend to photograph better, attract more interest online, generate higher viewing numbers and ultimately help buyers visualise how they could live in the space.”

Daniel Taylor, Harding Green



“I got to work with Chloe, Chrys, and a few others from the LJ team on an install at a beautiful development in Chelsea that I’ve designed and worked on. The team really engaged with our initial designs to help bring our vision to life and totally transformed it.”

Chelsea Apartment, Private Client

78%

Staged properties go under offer within 4 weeks

£1.5 Billion

Value of property staged

6 Awards

Property Industry Awards in recognition of exceptional design

We asked some industry professionals what they really think about the value of home staging - *here's what they had to say:*

Sharing their experience of staging in the prime London market, Daniel Taylor at Harding Green highlights the impact professional presentation can have on buyer engagement: "I'm a strong believer in home staging, particularly in the prime London market where buyers make decisions very quickly. First impressions count, and professionally staged properties tend to photograph better, attract more interest online and ultimately help buyers visualise how they could live in the space. I've worked with LJ Interiors on a number of occasions and have always found the investment worthwhile. One example was a vacant property that had struggled to connect with buyers. After staging, the presentation was transformed, the marketing was far more impactful, viewing levels increased significantly and we secured a sale shortly afterwards. Whilst staging alone doesn't sell a property, it can make a meaningful difference by broadening its appeal, reducing time on the market and, in many cases, helping to achieve a stronger sale price."

Charlotte Rechtshaffen at KIRE Real Estate, highlights how staging helps buyers visualise the lifestyle a certain property could offer and shares their experience of a home staging project in Hampstead: "It does the work in helping buyers visualise the lifestyle they're seeking in a home, as empty or poorly decorated rooms can lead buyers to overlook potential. We had LJ Interiors stage part of one of our properties in Hampstead that we were primarily positioning as a construction project, which led it to generate interest from buyers who wished to live in the property as-is."

Further industry perspectives highlight the evolving role home staging is having across the property market:

"As the Director of Lettings, we find dressing properties for rental applicants really helps the potential tenant imagine the space and adds real value. LJ have helped us on a number of furnishing jobs and have helped us find high quality tenants across Prime Central London."

Ed Woolgar, Director of Lettings, Russell Simpson

"Home staging has become a requirement to all sales properties going forward especially in a hard market where our clients are expecting higher prices for their properties. We have worked on quite a few properties with LJ Interiors where they have helped show a property in a much better light and helped guide our clients through the property by creating a purpose for each room."

Natasha Hasson, Savills Interiors

"In June 2026, LJ Interiors helped us stage The Gate House, Kensington a two bedroom apartment in a challenging market, which sold two months later. Certainly helped Strutt & Parker maximise the properties marketing appeal."

Hugh Ball, Director, Strutt and Parker, Kensington

Insights gathered from professionals across the industry suggest that there is a strong consensus that home staging is a valuable marketing tool, helping properties stand out in a competitive market and attract greater interest. This perspective is further supported in the 2023 [Home Staging Association Report](#) where 100% of Estate Agents surveyed believe Home Staging makes it easier for a buyer to visualise the property as their future home.

Client Spotlight

Project <i>Onslow Gardens</i>	Property Location <i>Kensington, London</i>
Marketing Agent <i>Ashdown Marks</i>	Services Provided <i>Full Home Staging</i>
Asking Price <i>£1,850,000</i>	Price Achieved <i>£1,850,000</i>
Time it took to go under offer <i>Under offer at asking price after first viewing (post staging)</i>	

“Emma and the team have been fantastic from start to finish. Everyone is quick to respond and easy to deal with and I was amazed to see the results after installation. The apartment sold at asking price after the first viewing. I cannot recommend LJ Interiors more highly.”

Alexander Millet, Private Client





CREATE

AT HOME WITH OLD & NEW

ALI HEATH



“Working with Alina and the team at LJ Interiors has been one of the best decisions we made during the preparation of our home for sale.

Throughout the entire sales process, Alina has remained actively involved, regularly checking in, refining the presentation, offering practical advice and ensuring the property continues to be shown to the highest possible standard.

If you’re looking for someone who combines outstanding design with flawless execution and continues to support you every step of the way, I couldn’t recommend LJ Interiors more highly.”

Ricky Horner, Kinleigh Folkard & Hayward

What impact does home staging have on how quickly a property sells or lets?

Lazer Levy, Founder & Managing Director at LJ Interiors, shares his insight into how home staging can be a valuable marketing tool when done correctly, highlighting the importance of creating an emotional connection between buyers and a property: “Home staging isn’t simply about making a property look beautiful. It’s about helping buyers emotionally connect with a home, making a property stand out from the competition and giving it the strongest possible opportunity to sell or let. Nearly ten years ago when I started LJ Interiors, I saw first-hand how differently buyers responded when they could walk into a property and immediately understand the space, the lifestyle and how they could see themselves living there.”

Similarly, Chloe Staples, Studio Director at LJ Interiors, reinforces Lazer’s perspective, highlighting how professional staging can enhance a property’s presentation and attract greater interest online:

“Home staging can have a significant impact on how quickly a property sells or lets. A professionally presented home photographs better, attracts more interest online and helps potential buyers visualise themselves living in the space.

From our own experience, we consistently see that properties we stage often sell or let more quickly than those without professional staging. Ultimately, staging isn’t simply about making a property look beautiful - it’s about giving the property the strongest possible chance of securing the right buyer or tenant sooner.”

Supporting this theme, we asked our industry experts their opinion on the impact home staging has on how quickly a property is sold or let, and here is what they had to say:

“Property staging has a significant impact on both the speed of a sale or let and the outcome achieved. Well-presented homes generate stronger first impressions, attract more enquiries and encourage buyers or tenants to form an emotional connection with the property. That typically leads to higher viewing numbers, increased competition and, in many cases, stronger offers. In my experience, staged properties tend to spend less time on the market because they stand out both online and in person. Whilst pricing and market conditions will always play a major role, staging is one of the most effective tools available to maximise a property’s appeal and help achieve the best possible result”

Daniel Taylor, Harding Green

“Depending on the home and the quality of staging, it plays a significant role in generating interest, speed, and the price level a home achieves.”

Charlotte Rechtshaffen, KIRE Real Estate

“I think it has a great impact on timing. It’s a psychological steer for a buyer that the property can look great, even if the overall condition isn’t excellent.”

Oliver Sanhaji, Middleton Advisers, Prime Property Consultant

Home staging is first and foremost a powerful marketing tool, helping a property stand out in the market, whether for sale or to let, by highlighting its best features and enhancing its perceived value.



“Home staging isn’t simply about making a property look beautiful - it’s a sales and marketing tool.”

“When done correctly, home staging can help potential buyers emotionally connect with a home, make a property stand out from the competition, and ultimately give it the strongest possible opportunity to sell or let.”

Lazer Levy, Founder & Managing Director, LJ Interiors



The Home Staging Process with LJ Interiors

Stage 1: Initial Consultation

One of our team will schedule a virtual meeting with you to discuss your design consultation. This initial meeting gives us the opportunity to understand your brief and any style requirements.

Stage 2: Site Visit

The next stage is a site visit, where our Designer will attend the property and take measurements of the space. The site visit is a good opportunity for us to familiarise ourselves with the property so we can best allocate the furniture and accessories to suit.

Stage 3: Installation

Our dedicated in-house team will take care of the installation process and are on hand to make sure every project runs smoothly and seamlessly. We pride ourselves on our professionalism and discretion, ensuring your property is always in safe hands.

Client Spotlight

Project

Pirbright Road

Property Location

Wandsworth, London

Marketing Agent

Kinleigh Folkard & Hayward

Services Provided

Full Home Staging

Price Achieved

Sold at 99% of asking price

Time it took to go under offer

Under offer within four weeks of launching (post staging)

“I thought the staging worked brilliantly. It really helped bring the finished house to life, made the spaces feel warm and aspirational, and gave buyers a much better sense of how the rooms could be used. The overall presentation in the photography and for viewings was excellent and, in my view, definitely helped us achieve the sale which sold just under asking within four weeks.”

Ricky Horner, Kinleigh Folkard & Hayward





How do you see the home staging industry evolving over the next five years? Do you think demand for staged properties will increase?

Over the next five years, we expect demand for home staging to continue to increase as property presentation becomes an increasingly important part of the property marketing process. As the market becomes more competitive, particularly in sought-after areas of London, simply listing a property is no longer enough. Estate agents, developers and homeowners need to find ways to make properties stand out in a crowded market in order to give them the best opportunities to either sell or let. We believe professionally staged properties will continue to play an important role in this, helping to create stronger first impressions, attract attention online and present a property at its best.

As demand for home staging grows, we also expect to see more businesses entering the industry. This will inevitably create a more competitive industry in the future, but we see this as a positive development. As the sector becomes more established, we expect clients to become more discerning about the quality of staging they receive, placing greater value on high-quality design that highlights a properties best features and ultimately increases it's perceived value and helping it to sell faster, and for a higher price.

We also anticipate continued growth in virtual staging, particularly as a lower-cost way of improving the presentation of properties online. While the overarching theme is that there is a place for it in the industry, we believe its limitations for in-person viewings will become increasingly apparent. Ultimately, we believe physical staging will continue to be a powerful marketing tool, creating buyer demand and ensuring properties make a strong first impression.

To complement our own perspective, we gathered insights from industry experts on the future of the industry and whether demand for home staging will continue to grow:

We spoke with Daniel Taylor from Harding Green who shares their perspective on the future of home staging and the factors likely to shape demand: “I think home staging will become increasingly commonplace over the next five years, particularly as the property market becomes more competitive. Buyers are more discerning than ever and presentation has never been more important. Vendors are also becoming more aware that a relatively modest investment in staging can often lead to more viewings, stronger offers and a quicker sale. As expectations continue to rise and more sellers recognise the commercial value of presenting their property at its very best, I expect home staging to become a standard part of the marketing process rather than an optional extra, especially in the prime market.”

Echoing our own perspective on the rise of virtual staging, Charlotte Rechtshaffen from KIRE Real Estate, stresses that physical staging remains effective for sellers and agents: “While we predict that virtual staging will become more widespread in the coming years, we strongly believe that in many cases, physical staging is more effective and should continue to be used by sellers and agents, especially in higher-value properties.”

Offering a different perspective, Samantha Webb from Move Revolution has noticed a growing trend towards developers taking a more hands-on approach to staging as budgets remain under pressure: “With current market conditions Home Staging in my opinion is essential. However, budgets tend to be tight and we are seeing more developers staging their own developments.”

Client Spotlight

Project

The Chase

Marketing Agent

Knight Frank

Asking Price

£4,200,000

Time it took to go under offer

Under offer within one week of launching (post staging)

Property Location

Cobham, Surrey

Services Provided

Full Home Staging

Price Achieved

£4,200,000



“We had a great experience with LJ Interior’s home staging service. The furniture transformed the space beautifully and really helped showcase the house at its best.”

Angela, Private Client





“Buyers ultimately make decisions when they step through the front door, and there’s no substitute for experiencing a beautifully presented home in person.”



What are your thoughts on the rise of virtual staging? Is there a place for both virtual and physical staging in the industry?

Charlotte Rechtshaffen of KIRE Real Estate shares her perspective on where virtual staging can work well, and why physical staging still has an important role to play in the property market: “I think that higher value homes benefit substantially more from physical staging, while AI-staging is a useful and cost-effective alternative for lower value homes and rentals. I absolutely think there is room for both, but vendors should consider what they’re hoping to achieve from staging and consider the costs and benefits of both options.”

Samantha Webb of Move Revolution highlights an important consideration surrounding the use of virtual staging in property marketing: “The AI images will improve over time. For marketing purposes I am sure they will become a major part of property marketing. The issue for agents will be selling something that doesn’t exist when showing the property.”

Daniel Taylor of Harding Green, offers a balanced perspective on the role of virtual and physical staging: “AI virtual staging has an important role to play and will undoubtedly become more sophisticated over the years. It can be a cost-effective way to help buyers visualise the potential of an empty property, particularly in online marketing where first impressions are crucial. However, buyers make decisions when they step through the front door, and there’s no substitute for experiencing a beautifully presented home in person. Physical staging creates atmosphere and emotion in a way that virtual images can’t replicate. Ultimately, professionally staged homes will continue to offer the strongest overall buyer experience and, in many cases, deliver the best commercial results.”

Virtual staging and physical staging serve different purposes and understanding that distinction is key to using each effectively. With many property searches beginning online, virtual staging has clear value as a marketing tool when wanting to attract attention to online listings, a point echoed by Daniel Taylor of Harding Green.

While virtual staging has clear value as a marketing tool, higher-value and prime properties often require a more tactile approach, where the experience of the home becomes increasingly important. Buyers in the prime property market are not simply purchasing square footage; they are buying into a feeling, a lifestyle and a vision of how they could turn this space into a home. Physical staging brings that vision to life in a way that virtual staging simply cannot replicate. Thoughtfully designed home staging uses high-quality furniture and considered styling to showcase a home's best features, helps buyers understand its proportions and flow, and creates an aspirational lifestyle buyers can envision themselves living in.

As technology continues to evolve and become more sophisticated, we see a place for both strategies within the future of home staging. Virtual staging can be a valuable tool for generating initial interest online, while physical staging creates an emotional connection that can leave a lasting impression beyond the first viewing. As echoed throughout our industry commentary, buying a home is ultimately an emotional transaction. While virtual and physical staging each have their place depending on the property and marketing objectives, physical home staging comes into its own in its ability to create an emotional connection and make buyers feel at home from the moment they walk through the door.



LJ Interiors

Our Services

Our role at LJ Interiors is to help your property reach its full potential.

Whether you're a homeowner looking to curate your dream new home, or an estate agent looking to enhance a clients listing, we're here to bring your interior vision to life with our design services.

At LJ Interiors, we curate every aspect of the design process for you, from first design concept to the final installation of your interior scheme, we take care of every detail for you. Let's elevate your space together - get in touch today.

Our Services



Home Staging

Home Staging tailored to highlight your property's best features and attract buyers.



Lived- In Home Staging

Our lived-in home staging services are for those clients wanting that little bit of added flexibility when transitioning to their new home.



Bespoke Furniture Schemes

Our bespoke furniture schemes are perfect for homeowners, estate agents and developers who want beautifully furnished homes, thoughtfully designed for modern living.



Property Concierge

White Glove Concierge services for our clients who want seamless property preparation and management.

To conclude our Home Staging Review, we would first like to thank all the estate agents, developers and industry professionals who contributed their time, experience and perspectives to this report. Their insights have helped us build a broader picture of what's currently happening in the industry and a look to the future ahead.

The conversations and insights gathered throughout this report highlight an industry that is continuing to evolve. With the emergence of virtual staging as a way to reduce costs, physical home staging and its power to influence buyer psychology remain an integral part of the property marketing process.

While the way properties are presented may continue to evolve in the future, the fundamentals of home staging remain the same: through the art of staging an aspirational lifestyle and highlighting a property's full potential, buyers can envision themselves living in the space, ultimately helping to generate greater demand and, in many cases, achieve a faster sale and stronger price.

As we look ahead, we see an exciting future for both LJ Interiors and the industry. As home staging becomes more established and saturated with emerging companies, we believe the role of the designer will become increasingly important, with clients looking towards more design-led, turn-key solutions that offer genuine value. Our ambition as we continue to grow, is focussed on continuing to be a leading name in the home staging industry, delivering high-quality design for our clients and creating spaces that not only look beautiful, but perform in the market.



Thank You To Our Contributors.

Hugh Ball, Director, Strutt & Parker, Kensington

Charlotte, KIRE Real Estate

Ed Woolgar, Russell Simpson

Samantha Webb, Move Revolution

Daniel Taylor, Harding Green

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LJ Interiors

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2025-2026