

A VITAL STEP IN YOUR NEXT CHAPTER

# Staging to Sell

*Preparing your home so buyers can picture their own future within it.*

One home. Beautifully presented. Ready for its next chapter.

**01**

Sort & Declutter

**02**

Coordinate Staging

**03**

Show-Ready Results



*When the time comes to sell a home, the way it presents to buyers can make the difference between a quick, strong offer and months of uncertainty on the market. Cend's Signature Services handles the logistics of staging so you can focus on what comes next.*

HOME SALE PREPARATION

## What Is Home Staging as Part of a Move?

Staging cannot happen in isolation — it is tied to a much bigger task: deciding what to do with everything currently inside the home. Furniture, closets full of belongings, and sentimental items all have to be sorted, packed, stored, donated, or shipped before a buyer ever walks through the door. That is where Cend comes in.



### Protecting What Matters Most While Maximizing Your Home's Appeal

Preparing a home for staging often means removing items that are deeply personal — family photographs, heirlooms, collections built over a lifetime. Cend's inventory and documentation process ensures that nothing of value, financial or sentimental, is lost or mishandled. Our Personal Move Managers approach every item, and every family, with the same care and respect.

WHY IT MATTERS

## Why Staging Makes Such a Difference When Selling a Home

Buyers form an impression within the first few moments of walking into a home. A well-staged home allows buyers to imagine their own life unfolding in the space — which often leads to faster sales and stronger offers. Without a coordinated plan, families often find themselves facing:

- A home full of belongings that need sorting before staging can begin
- Added pressure to be ready for showings on a tight timeline
- Uncertainty about what to keep, store, donate, or discard
- No clear place for belongings not yet ready for their final destination
- Sentimental items mixed in with everyday clutter

*With Cend, none of this has to fall on your shoulders alone.*

THE CEND PROCESS

## How Does Cend's Home Staging Preparation Process Work?

Cend coordinates the full process of preparing a home for staging — handling the sorting, packing, storage, and logistics so the home, and you, are ready when it's time to list, photograph, and show it. Your PMM, or Personal Move Manager, is your single point of contact throughout.

- 1 Initial Consultation & Home Assessment**  
A conversation about your home, timeline, and what your real estate agent has recommended. We listen first, plan second.
- 2 Guided Walkthrough**  
Your PMM identifies what needs to be cleared, stored, or addressed before staging, using proprietary technology to document each space and build a clear plan.
- 3 Inventory & Documentation**  
We catalog the belongings being removed from the home, giving you a clear, organized record before any sorting decisions are finalized.
- 4 Sorting & Decision-Making Support**  
With your dedicated PMM's guidance — or on your behalf if needed — we sort what moves with you, what goes into storage, what is donated or sold, and what is let go. For items you aren't ready to part with permanently, Cend offers a nationwide network of secure storage facilities until you're ready.
- 5 Coordination with Stagers & Service Partners**  
Cend works alongside your real estate agent and any professional staging company, coordinating timelines so the home is cleared and ready exactly when staging furniture and décor arrive.
- 6 Final Touches**  
From hauling away unwanted items to arranging final cleaning services, we handle the last details that leave a home truly show-ready.
- 7 Wrapping It All Up**  
Cend keeps your stored belongings safe for as long as you need, then coordinates delivery to your next home — wherever that may be.

### A Global Moving Company, Start to Finish

As a global moving company, Cend also handles the eventual move itself — from furniture to vehicles — ensuring everything arrives safely at your next address. We manage every detail so you don't have to.



EVERY PROPERTY, EVERY FAMILY

## What Types of Homes Does Cend Help Prepare for Staging?

Our PMMs are experienced in preparing a wide range of properties for staging and sale, including:

- **Single-family homes** — the most common staging preparation, often involving years of accumulated belongings
- **Condos & townhomes** — where space constraints make smart decluttering especially important
- **Inherited homes & estate properties** — requiring sensitivity in addition to logistics
- **Vacation homes & second properties** — being sold as part of a broader downsizing or consolidation plan
- **Senior transition homes** — where staging is one part of a larger move to a smaller residence or community
- **Investment & rental properties** — being prepared for sale between tenants or after years of use



### Staging as the First Step Toward Your Next Chapter

For many of our clients, getting a home ready for staging is the real starting point of their move — the moment a house full of memories begins its transition into someone else's future. A well-prepared, well-staged home doesn't just sell faster; it allows you to close one chapter with intention, rather than in a rush. Cend is honored to be part of that transition.

FREQUENTLY ASKED QUESTIONS

## Your Staging Questions, Answered

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### What does it mean to stage a home for sale?

Staging means preparing a home's interior, and often its exterior, to appeal to the widest range of buyers — decluttering, depersonalizing, making minor repairs, and arranging furniture and décor to highlight its best features.

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### Why is staging important when selling a home?

Buyers often form an impression within moments of walking through the door. A staged home helps them picture themselves living in the space, which can lead to faster sales and stronger offers.

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### What needs to happen before a home can be staged?

A home typically needs to be decluttered and cleared of excess belongings, personal items, and furniture that won't be part of the staged presentation — often the most time-consuming part of getting ready.

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### How does Cend help prepare a home for staging?

Cend's Personal Move Managers coordinate the sorting, packing, storage, and removal of belongings, working alongside your real estate agent or stager so the home is ready exactly when needed.

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### What happens to belongings that need to leave the home?

Cend coordinates secure storage, donation, sale, gifting to family, or responsible disposal. Items you aren't ready to part with permanently can be stored until your home sells.

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### Can Cend work with my real estate agent or stager?

Yes. Cend coordinates timelines and logistics directly with your real estate agent and any professional staging company, ensuring the home is cleared and ready in line with their schedule.

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### What if I'm not ready to part with certain items?

That's completely understandable. Cend's nationwide network of secure storage facilities keeps items safe until your home sells and you're ready to bring them to your next home.

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### How far in advance should I start preparing?

Ideally four to eight weeks before your target listing date. That said, Cend also works with families on tighter timelines and adapts to whatever schedule your sale requires.

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### Does Cend handle the actual staging — furniture & décor?

Cend specializes in preparing the home — sorting, packing, storing, and clearing. We work alongside professional staging companies who handle the furniture and décor.

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### Is Cend available nationwide?

Yes. Cend provides home staging preparation, downsizing, and moving services nationwide. Contact us to connect with a Personal Move Manager.

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LET'S GET STARTED

# A Home Full of Memories. A Fresh Start Ahead. One Team to Get You There.

Preparing a home for staging doesn't have to add stress to an already significant transition. With Cend's Personal Move Managers by your side, every detail — from sorting to storage to your eventual move — is handled with expertise and genuine care.



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