# Victorian flat in West Hampstead sells within 10 days after £55,000 staging makeover



A Victorian flat in West Hampstead, London, that had been on the market for six months without receiving any offers was sold within just 10 days after it was professionally staged, fetching its full asking price of £625,000. The owner, Kathryn, had struggled to sell the two-bedroom, two-bathroom property, which she had renovated and rented out for 20 years before deciding to sell.

Despite reducing the original asking price to reflect the work needed, the flat attracted little interest, with potential buyers deterred by its empty and somewhat tired appearance. Kathryn explained that the property was "too much of a project" for buyers to take on without seeing its full potential. Faced with looming Capital Gains Tax changes and a pressing desire to sell, she invested £55,000 in renovations and then enlisted the help of ThePropertyStagers to give the home a fresh, inviting look for marketing and viewings.

The staging team enhanced the flat by dressing the furniture, adding colourful décor accessories such as rugs, mirrors, artwork, and plants, and carefully styling the rooms with vibrant cushions, patterned throws, and stylish lighting fixtures. The kitchen was made more appealing with the addition of neatly displayed utensils and cookware, while the living and dining areas were enlivened with bright cushions, coffee tables, and decorative vases, creating a warm and welcoming atmosphere. According to Kathryn, the transformation was remarkable, making the flat look like a completely different home and significantly boosting its appeal, particularly in online listings where the photos drew increased attention.

Liv Conlon, founder of ThePropertyStagers, emphasised that staging is about helping buyers imagine themselves living in the space. She advised sticking to neutral tones while using pops of colour, texture, and pattern with soft furnishings to create a balanced look that appeals broadly. According to Conlon, the team’s use of bright yellow accents against navy and grey tones in the kitchen and bathroom was a particularly effective approach to attracting buyers’ interest. The strategy worked, with the estate agent arranging 12 viewings shortly after the relisting, resulting in three offers and selling at the full asking price within 10 days.

This case aligns with broader industry data suggesting that home staging can significantly impact the speed and price of property sales. Research indicates staged homes tend to sell faster and command higher offers—sometimes up to 17% more than unstaged properties, according to research cited by Albanese Law. The benefits of staging are well documented: from creating memorable first impressions and reducing the perceived effort and cost of renovation for potential buyers to making a listing stand out in competitive markets.

Experts note that staging helps highlight a home's best features while minimising distractions, enabling prospective buyers to emotionally connect with the property. Moreover, the cost of staging is often offset by the premium buyers are willing to pay. Kiplinger’s findings reveal that home staging generally costs between $800 and $2,800, yet can add 1% to 5% to the offer price. This is because staged homes tend to evoke a "move-in ready" impression, which accelerates purchase decisions.

In summary, Kathryn’s experience exemplifies the transformational power of home staging, especially in challenging markets. While renovation improves a property’s condition, strategic staging builds the emotional appeal that resonates with buyers, accelerating sales and maximising returns. For sellers looking to attract more viewings and competitive offers, investing in professional staging can prove to be a decisive factor in achieving a successful sale.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.albanese-law.com/news/staging-and-its-benefits-for-the-homeowner), [[2]](https://www.redfin.com/blog/benefits-of-home-staging/)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.kiplinger.com/real-estate/selling-a-home/how-much-does-it-cost-to-sell-a-house), [[6]](https://www.quickenloans.com/learn/staging-a-home-for-sale)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.albanese-law.com/news/staging-and-its-benefits-for-the-homeowner), [[3]](https://www.kiplinger.com/real-estate/selling-a-home/how-much-does-it-cost-to-sell-a-house)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14959729/staged-two-bedroom-London-flat-sold.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.redfin.com/blog/benefits-of-home-staging/> - This article from Redfin outlines nine key benefits of home staging, including creating memorable first impressions, elevating a home's appeal in competitive markets, and enhancing listing photos. It emphasizes that staging can lead to quicker sales and higher offers by presenting a polished and welcoming environment that resonates with potential buyers.
3. <https://www.kiplinger.com/real-estate/selling-a-home/how-much-does-it-cost-to-sell-a-house> - Kiplinger's article discusses various costs associated with selling a home, highlighting that home staging, while optional, can boost sale prices and generally costs between $800 and $2,800. It notes that 20% of buyer's agents reported staging increases the dollar value offered by 1% to 5% compared to similar unstaged homes.
4. <https://www.albanese-law.com/news/staging-and-its-benefits-for-the-homeowner> - This piece from Albanese Law discusses the benefits of home staging, including creating a higher selling price, faster sales, and exposing any last-minute fixes. It cites research from the U.S. Department of Housing and Urban Development, indicating that properly staged homes can sell up to 17% more than non-staged homes.
5. <https://www.siliconvalleyrealestateteam.com/blog/benefits-of-staging-your-home-sell-fast/> - This article highlights nine benefits of staging a home to sell quickly, such as easier navigation for buyers, cost-effectiveness, and creating emotional connections. It emphasizes that staging can make a home more appealing and memorable, leading to faster sales and higher offers.
6. <https://www.quickenloans.com/learn/staging-a-home-for-sale> - Quicken Loans' article outlines five benefits of home staging, including creating a move-in-ready look, helping potential buyers envision themselves in the home, and potentially leading to faster sales and higher offers. It emphasizes that staging can make a home more appealing and memorable to buyers.
7. <https://blog.idealagent.com/home-selling/7-benefits-of-home-staging/> - This blog post from Ideal Agent discusses seven benefits of home staging, including creating emotional connections, showing a home's potential, and providing a competitive edge. It emphasizes that staging can help buyers envision themselves living in the space, leading to quicker sales and higher offers.