



STAGED RYTE

— STAGING DONE RIGHT —

Estate Staging

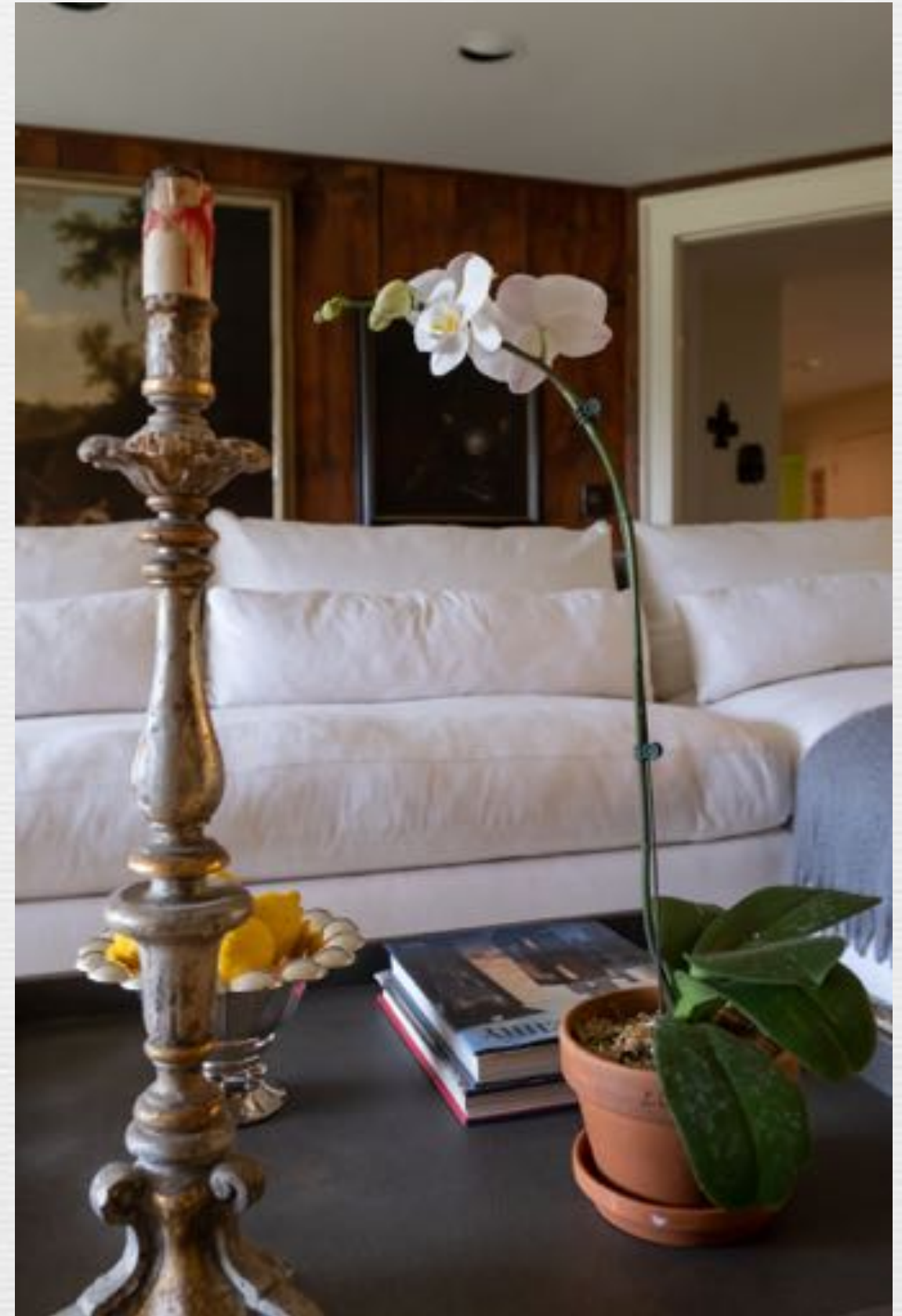
Visual Seduction

Visual Seduction - earning the attention of the buyer drives the Staged Ryte approach, designing a space that feels like a home rather than a hotel. We curate furnishings for each project - specific to that project including unique pieces. No two spaces ever look alike. We let the home speak to us and appoint it accordingly rather than using cookie cutter convention filled with an inventory of "available anywhere" furniture. Our attention to detail, great and small, is unmatched.

We insure that each space is an experience, something that tells a story and that leaves an impression on those that see it. We accomplish this by being personally engaged in each and every aspect of a project. Through diligent consideration, thoughtful engagement and precise execution by us, as principles, we are able to achieve the unique, motivating and engaging property that you are looking for. This is our commitment!

Staged Ryte holds an inventory of over 5,000 unique pieces from designers such as Jonathan Adler, Ralph Lauren, Restoration Hardware, Design Within Reach, Vanguard, Lillian August, Kate Spade and Vera Wang to name a few. In addition, we own vintage/period pieces. Each is chosen by us specifically to compliment our vision that powers the experience we wish to create - the experience of a true home, created with all of the care and precision one would do if it was ones own. This comes from the attention and care of a curated and thoughtful process, one that, in the end, can be felt by the buyer.

Working across the Berkshires, New York City, Connecticut and New Jersey in houses and apartments, for owners, brokers, architects, and designers, we have come to understand how to create the visually seductive experience that makes a real difference.



One home's story

This home, built in 1899 and located in Litchfield County, Connecticut, was on and off the market for five years.

When a new broker took over the listing they called us in because they had seen some of our other work and knew we could make the difference.

Client was very receptive to giving staging a try.

The house was furnished, we identified what we could integrate into the staging to give it a "facelift."

The house received multiple offers within 2 weeks of listing including above asking offers.

Both client and broker were thrilled!!!

Some things we took into account for staging:

- Country with modern sensibility
- Live and work environment
- Guest wing
- Old meets new
- Integrate some of the existing furniture within the house - even considering moving to other locations



Living Room/Great Room

The living room previously lacked clarity & focus. The new seating arrangement is now centered primarily on the fireplace. The scheme and furniture placement was anchored on a vintage rug belonging to the client, previously in another room.

The secondary seating area became a transitional space between the primary and the dining area. It is centered on a large chandelier and a set of french doors leading out to a small pergola.



Master Bedroom

The master bedroom was a hogde podge of furniture with no true center. We chose to anchor the space by floating the king size upholstered bed in the center of the room facing out towards the large window and the lush landscape beyond.



Guest Bedroom

In this bedroom we removed the pair of twin beds and installed an antique queen sized bed belonging to client and moved from the first floor of the suite. The goal was to make the space truly inviting for a possible guest.



First Floor Sitting Room

Here we reimagined the furniture placement and, by doing so, changed the overall focal point from that of an inward facing space to one that looks out towards the beautiful landscape. This was also accomplished by the removal of outdated curtains from around the perimeter of the room. We repurposed the off white sofa, leather chairs and tufted ottoman from various other rooms and anchored the furniture on a dark vintage rug. Additionally, we layered the room with both antique and stylized accessories and artwork.



NYC

We specialize in unoccupied and metro staging as well. Here's a sample of a vacant NYC apartment.





We believe that every home should tell a story. We are expert story tellers of each home we stage.

Dawn Trachtenberg and Nancy Raimondo.
Staged Ryte LLC

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