

## BA Staging Wins Best in Every Home Staging Category

### Best Home Staging for \$1-3 Million Home



“Where Art Lives”, incorporated contemporary furniture and original artwork by Creative Director Birgit Anich and resulted in multiple offers.

### Best Home Staging for \$5-8 Million Home



Warm, natural tones, bold and sculptural details, and high-end furniture and decor were used to showcase impressive architecture of this Darien new construction home. The property sold in a private sale for \$7.7M.

### Best Home Staging for \$3-5 Million Home

The staging of this new construction Westport home, titled “Shimmer”, transformed its expansive, modern architecture into a warm, inviting living environment. The results were exceptional, resulting in multiple competitive offers and a sales price of \$4.9 million.



## When Staging Becomes a Performance Strategy

Birgit Anich, CEO & Director of Experience Design  
BA Staging & Interiors



For years, home staging was treated as a final aesthetic layer. Today, neuroscience tells a different story.

At BA Staging & Interiors, our science-based approach, Neur-Allure™, is grounded in neuroscience and buyer-behavior psychology. We analyze how buyers subconsciously process space, light, proportion, and flow, then design environments that align with how the brain evaluates value, clarity, and emotional safety.

When a home feels intuitive and emotionally balanced, buyers stay longer and form stronger attachments. This translates into higher perceived value, resulting in faster decision-making, and greater pricing conviction.

Our proprietary, science-driven methodology has repeatedly supported faster sales and stronger offer confidence with fewer objections, particularly in competitive and luxury markets. Homes are not just viewed, they’re remembered and prioritized.

For builders and developers, the impact is tangible. Strategic staging doesn’t just showcase finishes; it shortens time-to-decision, reinforces architectural intent, and reduces sales friction. This means a clear buyer alignment with greater control over time-to-contract and value realization.

This isn’t about styling for looks. It’s about designing environments that support how buyers actually think and feel. When design works with the brain, not against it, homes don’t just look beautiful, they perform.

**“Strategic staging is not about how a home looks, but how clearly it is processed, remembered, and valued.”**