

NBC12 Segment Features Johnathan H. Miller on Summer Home Staging Strategies in Richmond

NBC contributor Johnathan H. Miller explains how staging homes in summer helps Richmond sellers and builders sell faster and stand out in the market.

RICHMOND, VA, UNITED STATES, July 12, 2025 /EINPresswire.com/ -- A recent segment on NBC12 featured Richmond-based home staging expert Johnathan H. Miller, who shared insights on preparing homes for sale during the summer months. The appearance highlighted current real estate trends in the region and provided practical staging strategies for homeowners, builders, and vacation rental owners.

The full segment can be viewed here: [Watch the NBC12 Segment](#)

According to Miller, founder of Jsquared Interior Staging and Design, proper staging continues to play a key role in how quickly homes sell, particularly during the active summer season.

"Creating a visual story through staging helps buyers connect instantly," said Miller. "In Richmond's competitive market, smart presentation can directly impact time on market and final sale



Johnathan H. Miller



New Construction Home Staging

price.”

The segment also addressed the increased demand in Richmond’s real estate market, which continues to draw buyers from larger metropolitan areas including Washington, D.C., New York City, and Florida.

“With its limited inventory and high desirability, Richmond remains one of the strongest regional markets,” Miller added. “Effective staging supports both pricing confidence and buyer appeal.”

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Implementing home staging to sell a home during summer creates a visual story buyers connect with instantly increasing perceived value. In Richmond’s competitive market, smart presentation wins.”

Johnathan H. Miller

Vacation Rental Staging Included in Discussion

The NBC12 feature also touched on [vacation rental design](#), an area where staging can help short-term rental properties increase booking rates and guest satisfaction. Miller explained how professional staging enhances listing photos and overall guest experience.

“In vacation rentals, well-staged spaces translate to higher occupancy and nightly rates,” he said.

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NBC segment on summer staging

About Jsquared Interior Staging and Design

Founded in 2011, Jsquared Interior Staging and Design is Richmond’s most sought-after home staging and design firm. The company has staged thousands of homes across Virginia and earned over 100 awards for excellence in staging, design, and visual marketing. Jsquared serves realtors, builders, developers, and vacation rental owners by transforming properties into market-ready, buyer-focused environments.

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Before and After Home Staging



Exterior Home Staging-Laura Perry- Sotheby's

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