ALDER&ASH

INTERIORS

STAGING COLLECTIONS

Because when a space tells a story,
it becomes unforgettable.



The Alder & Ash Approach

Designed for the Full Listing Cycle

Our standard term is 45 days, allowing the home to remain fully presented through showings, contract, and contingencies without disruption.

Guided By Story

Every project is built around a “vibe label”– a buyer persona that shapes the design. It’s not just furniture, it’s storytelling buyers instantly connect with.

Captured Thoughtfully

Professional photography, floor plans, and 3D Matterport are included to ensure the design is presented with the same level of care it was created with.

Maintained With Care

Regular refresh visits ensure the home continues to show as intended throughout its time on market.

Designed With Intention

Each home is analyzed and approached individually, with pieces sourced and selected to create a distinct, memorable experience.

Grounded In Service

As a veteran and minority–owned company, our work is rooted in integrity, discipline, and perspective, values that guide every project we deliver.

The Willowisp



For homes that need a strong, thoughtful first impression.

Willowisp distills staging to its essentials, shaping how a home is experienced from the moment a buyer walks in.

Each space is carefully composed with curated furnishings and purposeful styling, creating warmth and immediate connection without distraction.

Design Intent:

A restrained, intentional approach using select pieces to define tone, guide flow, and create cohesion where it matters most.

Key Areas:

- Living
- Dining
- Kitchen
- Powder Room
- Primary Suite

Best For:

Listings that benefit from a focused, well-executed presentation in the most impactful spaces, ideal for smaller homes, condos, or properties where speed and clarity matter.

Additional areas and styling layers can be integrated to expand the design as needed.









The Silver Birch

For homes where flow, consistency, and a complete experience matter.

Silver Birch extends beyond the essentials, shaping the home as a cohesive, fully composed environment.

Each space is intentionally connected through layered furnishings and styling, allowing the home to feel unified, inviting, and easy to move through.

Design Intent:

A more layered approach that builds continuity across the home, using curated pieces to create rhythm, balance, and a stronger sense of presence in every space.

Key Areas:

- Living
- Dining
- Kitchen
- Primary Suite
- Secondary Bedrooms & Baths
- Entry & Transitional Areas
- Select Outdoor Spaces

Best For:

Homes where every space contributes to the buyer's experience, and a cohesive, well-balanced presentation enhances perceived value.

Additional areas and styling layers can be integrated to expand the design as needed.









The Sovereign Oak



For homes where presentation defines value and the experience needs to be fully realized.

Sovereign Oak transforms the home into a complete, design-led environment.

Each space is intentionally composed and layered to create a strong, immersive experience that feels considered from entry to final detail.

Design Intent:

A fully integrated approach that goes beyond furnishing, incorporating material, texture, and styling elements to shape a cohesive and elevated environment.

Key Areas:

- Full Property Coverage
- Including Living, Dining, Kitchen, All Bedrooms & Baths
- Entry & Transitional Areas
- Flex Spaces and Offices
- Select Outdoor Areas

Best For:

Listings where presentation directly impacts perceived value, and a fully realized environment is needed to create distinction and emotional connection.

Additional design elements and enhancements can be integrated based on the needs of the home.









OUR COLLECTIONS

A tailored approach to every home, shaped by level of transformation.

The Willowisp

A refined, essential approach that shapes the first impression.

Coverage
Essential spaces

Design Approach
Light, intentional styling

Experience
Clean, composed, and immediate

Best Fit
Smaller homes or focused presentations

The Silver Birch

A fully connected environment where each space supports the whole.

Coverage
Most of the home

Design Approach
Layered and cohesive

Experience
Balanced, complete, and inviting

Best Fit
Homes where flow and consistency matter

MOST POPULAR

The Sovereign Oak

A design-led experience that fully realizes the home.

Coverage
Entire property

Design Approach
Fully layered and immersive

Experience
Elevated, detailed, and impactful

Best Fit
Listings where presentation drives value

Each collection is tailored to the home, with scope and styling adjusted to create the strongest possible result.

Design Enhancements

Each home is different. These enhancements allow us to extend and refine the design based on the space, buyer response, and overall experience.

Additional Spaces

Extend the design into an additional bedroom, office, or flex space to create a more complete experience.

Outdoor Stylings

Patio, porch, or balcony styling to highlight outdoor living and extend the experience beyond the interior.

Lifestyle Accents

Curated styling moments such as bar carts, shelving, or lifestyle vignettes that add personality and connection.

Weekly Refresh

Upgrade to weekly visits to maintain a consistent, show-ready presentation throughout the listing period.

Open House Refreshes

A pre- or post-open house reset to ensure the home is presented at its best during high-traffic moments.

Styling Adjustment

A one-time refinement to adjust a space based on feedback or positioning.

Enhanced Photography

Additional images, detail shots, or twilight photography to further elevate the home's presentation.

Social Media "reel"

Short-form video designed to showcase the home and increase online visibility.

Neighborhood Photos

Photography of nearby amenities and surroundings to reinforce lifestyle and location context.

Window Treatments

Thoughtfully selected drapery or window styling to soften the space and complete the overall composition.

Paint Enhancements

Targeted paint adjustments to refine tone, brighten spaces, and create a more cohesive overall environment.

Wall Treatments

Select wallpaper or feature wall applications to introduce depth, texture, and visual interest.



A&A

VIBE LABEL

Every Alder & Ash project is guided by a Vibe Label – a storytelling framework that defines who the buyer might be and how the home should feel.

Why It Matters

Staging isn't just about furniture; it's about creating a connection. Buyers need to see themselves in the space. A Vibe Label™ gives each project a clear narrative, transforming rooms into stories that resonate emotionally and make your listing memorable.

How it works

Persona: We craft a listing buyer profile, someone who reflects the most likely lifestyle and mindset of a future owner.
Mood tags: We distill the feeling of the space into 3–5 words that guide design direction.
Narrative: We frame the story of the home. Instead of just rooms, each space contributes to a storyline buyers step into.
Design Intent: We translate the persona, mood, and narrative into specific design choices with real intent.



The Modern Traditionalists

Mood

Modern Heritage | Natural Light | Tailored | Understated Warmth

Narrative

They live with intention and a touch of nostalgia. He works in civic design; she curates vintage textiles. Their life is a blend of old and new, espresso from a mid-century machine, morning walks through the neighborhood, and evenings spent hosting friends with good food and better conversation. Their home is an anchor: elegant, functional, and full of stories.

Design Intent

This home was staged to bridge timeless architecture with contemporary ease. Clean lines are softened with warm oak, layered neutrals, and sculptural shapes that nod to both tradition and trend. Every room is designed to feel familiar but elevated, an effortless harmony that invites connection and conversation.

Our Process

From first site visit to final de-stage, every detail is handled with precision so your focus stays on selling

01

Initial Consultation

We tour the property, listen to your goals, and recommend the collection that positions your listing for success.

02

Design Planning

Our team curates a tailored staging concept, anchored by a “Vibe Label” that defines the story and sets the property apart from its competition.

03

Installation & Media

We deliver and install furnishings, artwork, and accents with care. Once complete, our in-house photographer captures professional photos, floor plans, and 3D Matterport so your listing is market-ready from day one.

04

Showcasing

During the term, we perform refresh visits and optional open-house resets so the property always looks fresh, inviting, and ready to impress.

05

Removal

At the end of the term or once the home is sold, we handle a smooth de-stage so the transition to the next chapter is effortless.



Listing Photos Included

At Alder & Ash, we don't see photography as optional — it's essential. Great staging deserves to be captured with the same level of care it was designed with. Through our exclusive partnership with Edwin Chicas of G&L Real Estate Media, we ensure every property we stage is not only market-ready, but marketing-ready from day one.



Why we include Media

From the moment staging is complete, your listing is market-ready. Every property receives professional photography, floor plans, and a 3D Matterport tour, so you can launch without delay.

Our Process

- *24-Hour Turnaround* – Photos delivered the next day so you can move quickly.
- *25+ Professional Photos* – Enough for MLS, brochures, and digital campaigns.
- *Flexible Options* – Add extras like twilight photos, neighborhood highlights, or a social media reel.
- *Split Billing Available* – Agents can pay separately for photos if staging is covered by the seller.

Our Photographer

Edwin Chicas, founder of G&L Real Estate Media, is a professional real estate photographer in his own right, trusted by top agents across the region. We're proud to have him as our exclusive photography partner. Every photo in our portfolio and on our website has been captured by Edwin.

FAQs

1. What makes Alder & Ash different from other staging companies?

Staging with Alder & Ash is more than furnishing, it's storytelling through space. Every project is guided by a Vibe Label, a defined buyer persona and design narrative that helps a home resonate and stand apart.

Our approach is intentionally structured around how homes are experienced, with extended 45-day terms, built-in refresh visits, and integrated marketing assets including photography, 3D Matterport, and floor plans.

2. How do your staging packages work?

Each project is tailored to the home, but our work is typically structured within one of three collections: The Willowisp, The Silver Birch, and The Sovereign Oak.

- Willowisp: A focused composition of the most impactful spaces
- Silver Birch: A cohesive, whole-home approach with layered styling
- Sovereign Oak: A fully realized, design-led transformation across the property
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From there, the scope is refined based on the layout, target buyer, and overall goals for the listing.

3. How long is the standard staging term, and can it be extended?

Our standard staging term is 45 days, designed to support the full marketing cycle, including showings and contingencies.

Extensions are available in 30-day increments at 30% of the original investment. We proactively check in near the end of each term to ensure the home remains fully prepared for market.

4. What if something gets damaged during staging?

All installations are professionally managed and insured to minimize risk. In the rare event of damage beyond normal wear, we handle it directly with a clear and straightforward resolution.

5. How far in advance should I book Alder & Ash?

As a boutique staging studio, our inventory is curated and project volume is intentionally limited to maintain quality.

We recommend booking 10–14 days in advance to allow time for consultation, design planning, sourcing, and scheduling installation.

Our Furnishing Partners

west elm

cantoni

Crate&Barrel

CASTLERY

SAFAVIEH
HOME FURNISHINGS

DESIGN WITHIN REACH

RH
RESTORATION HARDWARE

CB2

JONATHAN ADLER

wayfair

INTERIOR MODERNA

ROVECONCEPTS

THUMA

JOSS & MAIN

POTTERY BARN

BOLL & BRANCH



About Alder & Ash

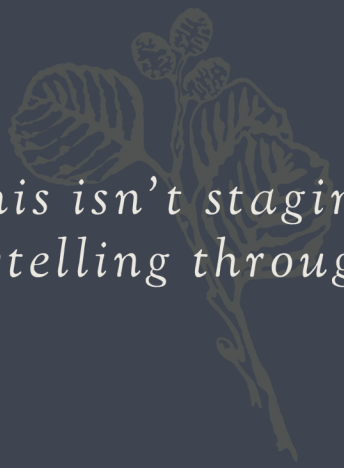
Christian Ward, Founder & Creative Director

Christian Ward brings over a decade of award-winning hospitality and design expertise to Alder & Ash. With a background as a Michelin-recognized Director of Operations, Christian mastered ambiance, flow, and guest experience, skills that translate seamlessly into the world of home staging.

Married to Dudley Ward, a successful Washington, D.C. real estate advisor, Christian leaned on Dudley's perspective to shape Alder & Ash around what agents truly need: speed to market, terms that align with contract timelines, and a design vision that tells a clear story. Those insights became the backbone of the company's structure.

Christian and Dudley began designing and renovating their own homes in 2013, unknowingly laying the foundation for Alder & Ash. Their work caught the eye of a buyer so taken with their design that he purchased the home, furnishings and all. That same client later commissioned Christian to design a bedroom, sparking the realization that design wasn't just a passion, it was a calling.

Today, Christian curates refined, intentional spaces that blends classic design with modern comfort. Each project is rooted in storytelling, thoughtful details, and livable sophistication, whether preparing a property for market or creating a forever home.



This isn't staging,
It's storytelling through space.

ALDER & ASH
INTERIORS

Let's create your listing's story. Contact us at...

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