

Staging Statistics

Don't reduce the price...Increase the appeal!
Staging transforms every listing into a model home.

WHY STAGE?

Staged homes sell
88% faster and for
20% more!

Realtor.com®

Most sellers saw an
ROI of over 400%
when they invested
in staging.

Real Estate Staging Association®



91% of buyer's agents said STAGING affects the buyer's view of the home.

National Association of Realtors®



85% of staged homes sold for 5-23% over list price.

Real Estate Staging Association®



52% of seller's agents say that staging a home increases the dollar value offered.

National Association of Realtors®



IMPORTANCE OF HOME STAGING



99% of millennials search for homes online.



83% of buyers say photos are the most important factor in picking homes to tour.



Over a quarter of buyers (27%) are more willing to overlook property faults in a staged home.

82% of buyers find it easier to visualize a property as a future home when staged.



National Association of Realtors®

KEY ROOMS TO STAGE

Staging is much less expensive and much more effective than your first price reduction!



Living Room



Kitchen



Primary Bedroom



Dining Room



52% of seller's agents incorporate STAGING into their marketing strategies.

National Association of Realtors®