

Staging Statistics

WHY STAGE?

The **ROI** for staging is 586%
BankRate.com

STAGED homes sell 88%
faster and for 20% more



97%

97% of buyer's agents said STAGING affects the buyer's view of the home

National Association of Realtors



90%

Homes staged prior to going on the market, sell in 90% less time

Real Estate Staging Association



58%

58% of seller's agents said STAGING increases the dollar value of the home

National Association of Realtors



IMPACTS OF HOME STAGING

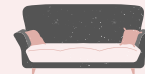
According to the National Association of Realtors:



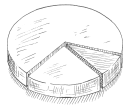
Buyers view a home
an avg. of 6 minutes



They form an opinion
in the first 8-15 seconds



Buyers linger in a furnished
home an avg. of 40 minutes
(compared to 5 min. in an
unfurnished home)



Nearly a third of buyers (**27%**) are more willing to overlook property faults in a staged home



97% of buyers find it easier to visualize a property as a future home when it's staged

78% of all expired listings are vacant

KEY ROOMS TO STAGE

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



Entry Hall



Living Room



Kitchen



Dining Room



Master Suite



Outdoor Living



Over **61%** of listing agents incorporate STAGING into their **Marketing Strategies**