



# Top 10

REASONS TO STAGE  
YOUR HOME

A bedroom scene featuring a bed with a dark tufted headboard, white and green pillows, and a patterned blanket. To the right is a wooden nightstand with a lamp and decorative boxes. A large white circle is overlaid on the center of the image, containing text.

10

YOU WILL  
MAKE A LOT  
MORE  
\$ MONEY \$

In a 2020 survey by the Real Estate Staging Association (RESA) of over 13,000 staged homes, over 85% sold for 5-23% over list price



9

YOUR HOUSE  
WILL SELL  
MUCH  
FASTER

In the same RESA survey, staged homes sell faster, averaging only  
23 days on the market



**S**  
THE COST OF  
STAGING  
DOESN'T  
COST A  
DIME

In a 2021 RESA survey, the average investment of 1.3% gave those sellers a return on investment of 7.1% over asking price.





7

BUYERS CAN  
VISUALIZE  
THEMSELVES  
LIVING  
THERE

In a 2021 National Association of Realtors (NAR) Survey, over 83% of buyers find it “easier to visualize the property as their future home”



6  
ONLINE  
HOME  
PHOTOS WILL  
STAND-OUT

According to NAR, over 95% of buyers are online FIRST looking at photos of the home BEFORE they go visit or call an agent



5

SELLERS  
CAN'T VIEW  
THEIR HOME  
OBJECTIVELY

If you can't view objectively, you can't package effectively and it's nearly impossible for a seller to be objective about their home

A photograph of a bedroom interior. In the foreground, a bed is covered with a dark grey and white patterned blanket. To the left, a beige sofa with a striped throw blanket is visible. In the background, a nightstand holds a lamp with a woven shade, a small potted plant, and decorative circular objects. The scene is brightly lit, likely from a window on the right.

**4**  
YOUR HOME'S  
"FLAWS"  
CAN BE  
OVERLOOKED

According to NAR, almost a third of buyers will "overlook property faults" when a home is professionally staged



3

YOU CAN  
RELAX

You will have the satisfaction of knowing you have done everything possible to get a quick sale and not leave money on the table



2

MOST AGENTS  
CONSIDER IT A  
CRITICAL  
NECESSITY

According to a Zillow survey of thousands of real estate experts, "home staging" was listed as a TOP TWO necessary item for sellers



1  
NOT STAGING...  
WILL ONLY  
HELP TO SELL  
YOUR  
COMPETITION

Competition can be stiff and buyers have high expectations! Successful agents know that the key to competing is professional staging because it creates great online presentations, drives buyer traffic to the home, and brings in offers



Magnolia Lane

HOME STAGING & DECORATING

Call Me!

CALL ME TO DISCUSS HOW  
WE CAN GET THE BEST  
PRICE FOR YOUR HOME  
TODAY!

(228) 382-3240