



TO STAGE OR NOT TO STAGE?

A new survey from the National Association of Realtors® (NAR) finds that home staging continues to be a significant part of the home buying and selling process.



“Staging a home helps consumers see the full potential of a given space or property,” says Jessica Lautz, NAR’s Vice President of Demographics and Behavioral Insights. “It features the home in its best light and helps would-be buyers envision its various possibilities.”

Buyers’ agents overwhelmingly agreed: 82% said staging a home made it easier for a buyer to visualize the property as a future home, according to the 2021 Profile of Home Staging. The report examines elements of home staging, including the perspectives of both buyers’ and sellers’ agents, the role of television programing, and the buyers’ expectations.

Staging increased the amount of money buyers were willing to spend for a property, according to the report: 23% of buyers’ agents said that home staging raised the dollar value offered between 1% and 5% , compared to similar homes that hadn’t been staged.

The response from sellers’ agents was nearly identical: 23% reported a 1% to 5% price increase on offers for staged homes. However, 18% of sellers’ agents said home staging increased the dollar value between 6% and 10% - and no sellers’ agents said that home staging had a negative impact on the property’s value. In addition, 31% said home staging decreased the amount of time a home spent on the market.

Other survey findings cited by Realtors®:

- 81% said buyers had ideas about where they wanted to live and what they wanted in an ideal home (76%) before they began the buying process.
- 45% said they've seen no change in the share of buyers who planned to flip a home in the last five years; 42% said they had.
- 59% said they've seen an increase in buyers who plan to remodel a home in the last five years, while 34% said they've seen no change.
- 25% of buyers who plan to remodel will do so within the first three months of owning their home.

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Which room to stage? The number and type of staged rooms varied but living rooms (90%) and kitchens (80%) proved to be most common, followed closely by master bedrooms (78%) and dining rooms (69%). The home office also rose in importance for staging (39%) after the pandemic forced more people to work from home.