

# Top 12 Reasons to Use a Home Stager



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*interiors*

# Welcome.



## GET THE BEST PRICE FOR YOUR MOST VALUABLE ASSET IN THIS REAL ESTATE MARKET.

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Buyers have an expectation when they walk through your home and they are willing to "pay a premium" for a home that fits that expectation. Over 73% of professionally staged homes currently are selling over list price averaging \$40K more for sellers.

Staging works but it's the designer talent, certification, experience and quality of furnishings that makes the magic happen. That is why KAREN KONECNY INTERIORS chose to become a Home Staging Resource certified stager and designer. We can put that talent and expertise to work for your home sale.



# Top 12 Reasons to Use a Home Stager.

1

## Higher Sale Price

Staged homes sell for higher prices than non-staged homes, with potential price increases ranging from 1% to 20%. more (Source: Real Estate Staging Association)

2

## Faster Sales

Staged homes sell faster. A professionally staged home can spend less time on the market, reducing carrying costs and stress for both the agent and the seller.

3

## Increased Buyer Appeal

Staging helps buyers envision themselves living in the space, leading to stronger emotional connections and quicker purchasing decisions.



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## Better Online Presence

Professionally staged homes result in better online listing photos, attracting more views and inquiries from potential buyers browsing online platforms.

5

## Competitive Edge

Professional staging differentiates a property from competing listings, helping it stand out in a crowded market.

6

## Wider Buyer Pool

Staging can help a home appeal to a broader range of potential buyers by neutralizing decor and minimizing personal touches.

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## Buyers Can Visualize

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

8

## Professional Objectivity

If you can’t see objectively, you can’t “package” effectively. Have an HSR staging professional get your home into its most advantageous condition for showing.

9

## You Can Relax

You will have the satisfaction of knowing you have done everything possible to affect a quick sale of your most valuable commodity and for top dollar. Don’t leave money on the table!



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## 10 Considered a Critical Necessity

According to a Zillow survey of thousands of real estate experts, home staging was listed as the top two factors necessary to effectively sell a home.

## 11 Staging Doesn't Cost a Dime

In a RESA survey of over 13,000 homes the average investment of 1% the value of the home had a return on investment of 5-15% over asking price for over 75% of the homes.

## 12 Cheaper Than a Price Reduction

Staging is always much less expensive than your first price reduction.

# Let's Get Started.

Let's get to know each other and your project during our free discovery call.

[CLICK TO SCHEDULE A  
FREE DISCOVERY CALL](#)



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