

STAGING CASE STUDY

3707 Paule Ave 63125

Staged To Move is often asked how to know if staging really works. While you can't sell the same house twice to prove the impact of staging, the statistics on this particular home allowed us to make the comparison.



THE PROOF IS IN THE NUMBERS!

NEW! After 60 days on market, the client hired a new agent.

FOR SALE The house was off the market for 2 weeks, had no renovations, and was listed with the new agent.

📷 We staged the main living areas and took professional photos

NOTE: The home was not in perfect condition, did not have the newest finishes or the most modern updates, and had a variety of paint colors.

ORIGINALLY LISTED 9/22

- Price **\$215,900**
- DOM **60**
- Showings **4**
- Offers **0**

- ✗ **NO** Staging
- ✗ **NO** Professional Photos
- ✗ Withdrawn listing
- ✗ Unhappy seller



Removed from the market for 2 weeks and re-listed with a new agent, professional staging, and professional photos.

RE-LISTED 11/22

- Sold **\$5,000 over**
- DOM **3**
- Showings **8 in 2 days**
- Offers **4**

- ✓ Staged Main Living Areas
- ✓ Our Professional Photos
- ✓ Sold Listing
- ✓ Selling is Thrilled



SELLER FEEDBACK:

"The staging of the house was executed perfectly. It really helped the sale of the house, and we are very happy with the outcome."

AGENT FEEDBACK:

"The property looked entirely different from when it was previously on the market, buyers showed up, and it sold fast!"