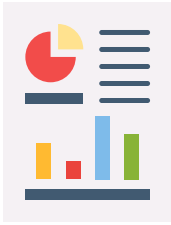




Home Staging Statistics

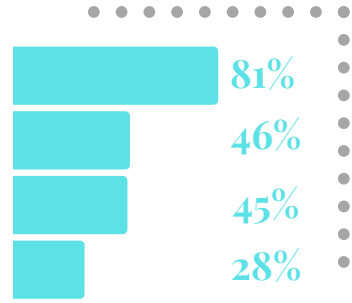


5 Most Important Rooms to Stage, in order

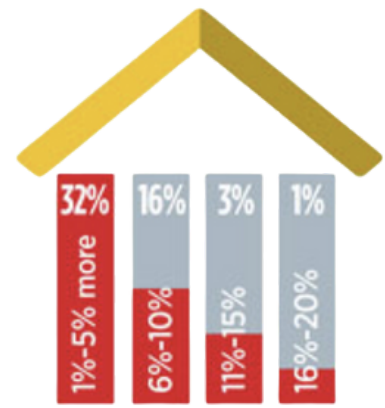
1. Living Room
2. Kitchen
3. Primary Suite
4. Dining Room
5. Entryway/Office

“Staging has Value” -buyer’s agents

- Easier to visualize property - 81%
- Buyers more willing to walk through staged home they view online - 46%
- Positively impacts value of home if staging mirrors buyers’ taste - 45%
- Buyers more willing to overlook staged home’s faults - 28%



Get higher offers!



Amount more, by percent, buyers are willing to pay for staged home



62

Percent of seller’s agents who offer home staging services to sellers

400%

ROI seen by most sellers when they invested in staging
*RESA



47

Percent of buyers’ agents who say staging affects some buyers’ views of home



49

Percent of buyers’ agents who say staging affects most buyers’ views of home



34

Percent of buyers’ agents who recommend staging for all customers’ homes