

# Staging Statistics

Don't reduce the price...Increase the appeal!  
Staging transforms every listing into a model home.

## WHY STAGE?

Staged homes sell  
88% faster and for  
20% more!

Realtor.com®

Most sellers saw an  
ROI of over 400%  
when they invested  
in staging.

Real Estate Staging Association®



91% of buyer's agents said STAGING affects the buyer's view of the home.

National Association of Realtors®



85% of staged homes sold for 5-23% over list price.

Real Estate Staging Association®



52% of seller's agents say that staging a home increases the dollar value offered.

National Association of Realtors®



## IMPORTANCE OF HOME STAGING



99% of millennials search for homes online.



83% of buyers say photos are the most important factor in picking homes to tour.



Over a quarter of buyers (27%) are more willing to overlook property faults in a staged home.

82% of buyers find it easier to visualize a property as a future home when staged.



National Association of Realtors®

## KEY ROOMS TO STAGE

Staging is much less expensive and much more effective than your first price reduction!



Living Room



Kitchen



Primary Bedroom



Dining Room



52% of seller's agents incorporate STAGING into their marketing strategies.

National Association of Realtors®