



RESA[®]

HOME STAGING

NATIONAL STATISTICS REPORT

VACANT & OCCUPIED HOMES PREVIOUSLY ON THE MARKET UN-STAGED AND NOT SOLD

In a recent RESA study of 1,081 homes, un-staged homes spent an average of **184 DOM** (Days On Market) before staging. After staging, these homes sold on average in **41 days**. Homes that were staged prior to going on the market sold on average in **23 days**.



Staged First

90%

Less Time On

The Market

STAGED FOR SUCCESS

The National Association of REALTORS® 2017 Profile of Home Staging takes a look at the value staging a home brings to the selling process

77%

of buyers' agents say that staging makes it easier for buyers to **'visualize'** the property as their future home



49%

of buyers' agents say that staging a home **increases the dollar value offered**



62%

of sellers' agents say that staging a home **decreases the amount of time** a home spends on the market



The most commonly staged rooms are the:

living room

83%

kitchen

76%

master bedroom

69%



93%

of agents recommend that seller's **declutter their home** before putting it on the market