



Real Estate Staging Association

Advancing Professionalism And Excellence In Real Estate Staging

# Survey Results

2020 SURVEY OF 13K STAGED HOMES

## Sales Over Listing Price

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

## Return on Investment

With an average investment of 1%,  
approx 75% of sellers saw an ROI of  
**5-15% over asking price**

## Average Days on Market

Staged homes sell faster, averaging just  
**23 days on market**

## The Investment

60% of stagers reporting 15-25% ROI  
charge 1.5% or more of list price for  
staging services

# STAGED FOR SUCCESS

The National Association of REALTORS® 2019 Profile of Home Staging takes a look at the value staging a home brings to the selling process

## 83%

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



## 44%

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



The most commonly staged rooms when selling:

## 93%

living room



## 84%

kitchen

## 78%

master bedroom



## 53%

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



## 95%

of agents recommend that sellers **declutter their home** before putting it on the market



NATIONAL  
ASSOCIATION of  
REALTORS®

**85% OF THE HOMES  
SURVEYED SOLD FOR 6-25%**

.....  
**MORE THAN THEIR**  
.....  
**UN-STAGED NEIGHBOR**

-- 2018 HSR STUDY OF OVER 4200 STAGED HOMES

.....  
**68% OF**  
**THE STAGED HOMES** SOLD FOR  
**AT LEAST 9%**  
**MORE THAN THEIR**

.....  
**"UN-STAGED NEIGHBOR'S" HOME**  
**-2018 HSR STUDY OF OVER 4,200 STAGED HOMES**  
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