



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® 2021 Profile of Home Staging takes a look at the value staging a home brings to the selling process

**31 %**

of sellers' agents say that home staging **greatly decreased the amount of time** a home spent on the market

**23 %**

of buyers, sellers' agents and buyers' agents said that home staging raised the dollar value offered between **1% and 5%**, compared to similar homes on the market that hadn't been staged

**63 %**

of agents said that buyers want the homes **to look like they were staged on TV shows.**

The most common home improvement items sellers' agents recommended:

**93 %**

decluttering the home



**85 %**

entire home cleaning



**81 %**

removing pets during showings



**78 %**

improving curb appeal



**82 %**

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



**47 %**

of buyers' agents cited that home staging **had an effect on most buyers' view of the home**



**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**