

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



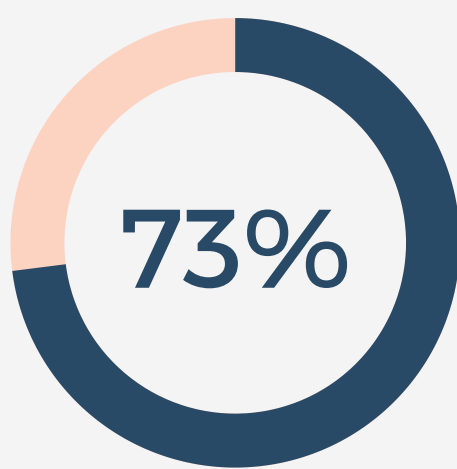
47 %

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



2021 SELLER'S MARKET SURVEY

BROUGHT TO YOU BY RESA®

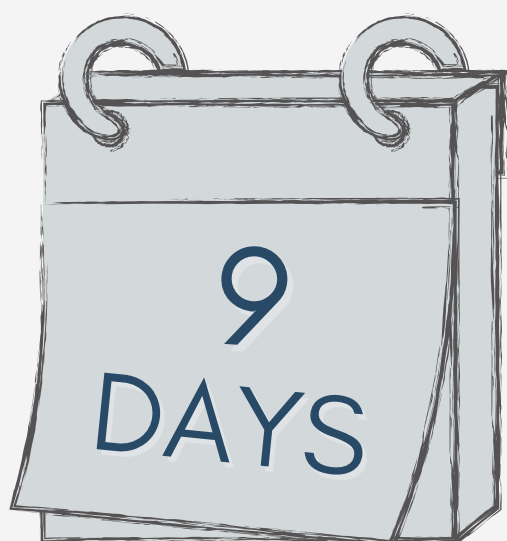


In a 2021 survey of 4,600 properties, 73% sold over list price.

"We sold our 8,000 sq. ft. house during COVID-19 all thanks to professional staging. Given we were in the luxury housing price point, we thought it would take at least a whole season to sell our house. We ended up getting an all cash offer in the second week! Every real estate agent and potential buyer who toured the house LOVED it."

- Alice Yang

In a 2021 survey of 4,600 properties, homes that were staged sold approx 9 days faster than the average DOM.



STAGED
HOMES SOLD
ON AVERAGE

\$40k

OVER LIST
PRICE

THE AVERAGE
STAGING
INVESTMENT OF
1.3% RESULTED IN A

7.1%

OVER-LIST
RETURN ON
INVESTMENT

A professional stager will be able to work within your budget and help you invest your dollars for the best ROI. They will be able to make recommendations on everything from paint choices to knowing when to replace or update items, knowing what stays, and what should be packed up and sometimes complex upgrades or renovations.

Whether the house is occupied or vacant, a professional stager is the first step in maximizing the sellability of your property while putting it in its strongest position possible so it will be on every buyer's must-see-list.

FIND A RESA HOME STAGER:

www.realestatestagingassociation.com