

## Top Home Staging Facts and Statistics for 2023 Trends

According to the National Association of Realtors (NAR), 20% of 2022 homebuyers **increased their offer on a home by 1% to 5% because the home was staged**. Home staging benefits buyers and sellers, as it helps buyers visualize living in a well-set-up home and allows sellers to make more money from a faster sale.

Here are some of the top home-staging statistics from 2022 that highlight what trends we can anticipate in 2023.

- Most buyers' agents (81%) said staging a home made it easier for potential buyers to visualize the property as a future home in a 2023 study.<sup>1</sup>
- More than half (58%) of buyers' agents reported that home staging affected most buyers' view of the home.<sup>1</sup>
- Forty percent (40%) of homebuyers were more willing to visit a staged home they saw online.<sup>1</sup>
- **Staging a home resulted in a 1% to 5% increase in the home's dollar value** compared to similar homes on the market that were not staged, according to 20% of seller' agents in 2023.<sup>1</sup>
- Thirty-four percent (34%) of buyer's agents said that staging positively affects home value if decorated to a buyer's taste.<sup>1</sup>
- Professionally staged homes sell for an average of \$40,000 over the list price, based on a 2021 market survey.<sup>2</sup>
- Staging has been important for the last several years, with a 2019 report stating that 29% of buyers consider a staged home important to their search process.<sup>3</sup>
- Younger generations consider staging extremely or very important (48% of Generation Z buyers and 40% of millennial buyers).<sup>3</sup>

- Nearly half (48%) of sellers' agents noticed a decrease in the time a staged home spends on the market.<sup>1</sup>
- [Decluttering the home](#) is the most common home improvement task recommended to sellers by agents, with a recommendation rate of 96%. Home cleaning was the second-most recommended task.<sup>1</sup>

<sup>1</sup>*"Profile of Home Staging."* NATIONAL ASSOCIATION OF REALTORS®. All rights reserved. Copyright ©2023 <https://cdn.NAR.realtor//sites/default/files/documents/2023-profile-of-home-staging-03-30-2023.pdf>

<sup>2</sup>*"2021 Seller's Market Survey."* Real Estate Staging Association®. 2021. [https://www.realestatestagingassociation.com/content.aspx?page\\_id=22&club\\_id=304550&module\\_id=164548](https://www.realestatestagingassociation.com/content.aspx?page_id=22&club_id=304550&module_id=164548)

<sup>3</sup>*"Zillow Group Consumer Housing Trends Report 2019."* Zillow Group. 2019. <https://www.zillow.com/sellers-guide/home-staging-cost/>