

4 REASONS TO STAGE

- 1. Your home will shine online.** Buyers first found 92% of the homes they visited on the Internet. Good staging can make your home stand out before buyers see it in person.
- 2. It shows off the potential.** 77% of agents say staging makes it easier for buyers to visualize a property as their future home.
- 3. It spurs walk-throughs.** Customers are more willing to walk through a home that's been staged, according to 40% of agents.
- 4. Your home will sell faster.** Nearly two-thirds of agents say staging decreases the amount of time a home spends on the market.



THE 6 MOST IMPORTANT ROOMS TO STAGE

- Living room
- Master bedroom
- Kitchen
- Outdoor space
- Dining room
- Bathroom



STAGE YOUR HOME TO SELL

To earn top dollar and sell your home more quickly, you need to make it stand out from the competition. And one of the best ways to do that is through staging.

“Clutter eats equity.”

BARB SCHWARZ

SIMPLE FIXES AGENTS RECOMMEND

- Declutter - 93%
- Full home cleaning - 89%
- Carpet cleaning - 81%
- Remove pets before showings - 80%
- Make minor repairs - 75%
- Depersonalize the home - 72%
- Paint walls - 68%

“Staging is preparing a home for sale so the buyer can mentally move in.”

BARB SCHWARZ, CALIFORNIA REALTOR® AND CHAIRWOMAN OF THE INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS.



COST OF PROFESSIONAL STAGING

Most stagers charge \$300 to \$600 for an initial consultation, then \$500 to \$600 per room per month.

REALTORS' ESTIMATE OF IMPACT OF HOME STAGING ON SELLING PRICE

1% to 5%

About one-third of buyer's agents say staging increases selling price by 1% to 5%.

6% to 10%

13% of agents say staging increases selling prices by 6% to 10%.

11% to 20%

5% of agents say staging adds 11% to 20% to selling price.

Sources: NAR 2017 Profile of Home Staging, Househunt.com, realtor.com, Barb Schwarz