

General Statistics about Staging

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- Real Estate Staging Statistics Report (RESA) 2008
Previously Listed Un-Staged
 - Vacant staged homes sold in 85% less time
 - Occupied staged homes sold in 89% less time

- "Your investment in staging costs less than the first price reduction."
Barb Schwarz, The Creator of Home Staging

- "98% of the houses staged have sold over the asking price."
HGTV's Designed to Sell

- "87% of people said that home presentation makes a difference in most sales."
AOL Money and Finance Poll

- "Buyers willing to spend the money for an 'ideal' home, but not the time to renovate. The poll showed that 63 per cent of buyers preferred a higher priced home that does not require any renovations over a lower priced fixer-upper."
Maritz Research Staging Polls

- "Staged homes sell, on average, within 35 days of being placed on the market. Homes not staged took, on average, 175 days to sell."
Based on a StagedHomes.com survey

- "Bathroom renovations may net you 75-100% return on your dollar. Kitchens renovations may net you 50-75% return on your dollar."
Appraisal Institute of Canada

- "79% of buyers indicated they would be willing to pay a premium for a home with an updated kitchen. (Valeries's note: some statistics rate this change as high as 100%)"
Maritz Research Staging Polls

- "A vast majority of people (over 90%) can't imagine what a house could look like with furniture in it and they have nothing to compare their own furnishings to in an empty space. Did you know that a room actually looks smaller empty than properly furnished? With nothing to focus on except the bare space, the negatives will become more apparent to prospective buyers."
Sveta Melchuk, founder of Decora Solutions

- “Flooring updates may net you 50–75% return on your dollar.”
Maritz Research Staging Polls
- “Top three interior features for selling were freshly painted walls, organized storage space, and current flooring.”
Maritz Research Staging Polls
- “Homes that sold after four weeks on the market sold for 6% less than ones within the first four weeks!”
Survey by the National Association of Realtors
- “Storage space—86% ranked it 7 out of 10 or higher and 43% ranked it 10 out of 10.”
Royal LePage House Staging Poll, Canada
- “The staged homes realized on average a 6.4% increase over the list price.”
Coldwell Banker Broker on 2772 homes in 8 cities
- “Elements that create 72% of the first impression inside the home are within the control of the seller – well-trained staging consultants know how to show these to their best advantage.”
1999 Proctor & Gamble Survey
- “Landscape your outside entrance—Add a few new flower pots, small shrubs or hanging plants to spruce up the outside. Spending just \$400 to \$500 on fresh landscaping, according to the survey, can boost your home's value by \$1,600 to \$1,800.”
Home Gain Survey 2007
- “First impressions are hugely important! Most home buyers are not interior designers or creative visionaries. They want a place that makes them feel good and that they can be excited about coming home, too.”
Home Gain Survey 2007

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