



# Staging Your Home

Does it make a difference?

Emotion is an overwhelming factor in the decision process!

Numerous studies show staging sells a home faster & for a higher price!

- ▶ According to the National Association of REALTORS®, 88 percent of homebuyers start their search online, forming impressions within three seconds of viewing a listing. When a home is well staged, it photographs well and makes the kind of first impression that encourages buyers to take the next step.

Forming  
Impressions



Studies also indicate that buyers decide if they're interested within the first 30 seconds of entering a home.

- ▶ Not only does home staging help to **remove potential red flags** that can turn buyers off, it helps them begin to **imagine living there**. Homes that are professionally staged look more **"move-in ready"** and that makes them far **more appealing** to potential buyers.

30 seconds  
to decide



According to the *Village Voice*, staged homes sell in one-third less time than non-staged homes.

- ▶ Staged homes can also **command higher prices** than non-staged homes. Data compiled by the [U.S. Department of Housing and Urban Development](#) indicate that staged homes **sell for approximately 17 percent** more than non-staged **homes**.

**17 % Higher  
Return**



# What's more, the investment in staging can bring a higher price.

- ▶ According to the [National Association of REALTORS](#), the average staging investment is between **1% and 3%** of the home's asking price, and typically generates a return of **8% to 10%**.

**8% to 10%**  
**Return on**  
**Investment**



A staged home can bring in 6% to 20% more than the same home without staging  
[source: [Staged Homes](#)]

- ▶ If your home has trouble selling, you might have to lower the asking price -- but home staging could help you avoid that. Real-estate agents usually recommend lowering the home price about 3% after a few months. According to [StagedHomes.com](#), 91% of homes staged by accredited professionals sell in one month or less. So, if your staged home sells quickly, you could be saving yourself from a price reduction.

91% of staged homes  
Sell in 1 month or less



82% of home buyers are likely to be distracted from important issues when they go through a staged home

- ▶ These buyers not only fall for the house, but potentially overpay! A well-dressed, sparkling house can garner lots of attention, and potentially sell very quickly. This is true regardless of whether the market is cold or hot!

Buyers  
potentially  
Overpay!



# Staging Myths & Realities...

## 1. Home staging is expensive.

You [don't need to spend](#) a lot of money to stage successfully. On average, you should expect to spend about 1% of the value of your home on staging. After staging, you will easily be able to add that much to the asking price, and often 2-3 times that amount. *The cost of staging is usually significantly less than the cost of the first price reduction.*

## 2. It's better to try selling first, without staging.

This is a huge mistake, with big consequences. Once your home is listed in less than ideal condition, or at a price that is not reflective of what the home is truly worth, it becomes stigmatized. You can stage, re-list, and market all you want, but it will still be considered that ["overpriced house that needs work."](#)

## 3. Staging is just the latest trend in real estate and won't last.

They highlight the positive features and try to show it in the best light.

## 4. Staging just doesn't work -- plain and simple.

Statistics support the fact that [staged homes do sell](#) quicker and for more money.

Sellers who spent \$500 on staging recovered over 343% of the cost when they sold their home. (Homegain.com)

According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3% of the home's asking price, which generates a return of 8 to 10%!

In controlled tests selling identical homes professionally staged vs. those not staged, the unstaged houses sold in 102 days, while the staged houses sold in 45 days.

## 5. Home staging is the same as decorating.

When we stage, we are taking the personality out of the space. We don't want potential buyers to walk in and be able to learn everything they can about our family's lives. Your home should be inviting and welcoming, but the majority of visitors should feel like [they could live there](#). Overly personal spaces make buyers feel like they are intruding into your lives and space, which makes them very uncomfortable and less likely to give the home a careful look.

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## 6. Buyers can just imagine what the home will look like once they move in.

In reality, only 10% of buyers can envision a home's true potential. Even if they can envision the potential, most buyers don't want to spend the time or the money to do the work. Give buyers exactly what they want and you will be rewarded with a quick sale and a strong selling price.

## 7. It's not necessary to stage a vacant home.

Believe it or not, [a vacant room actually looks smaller](#). There is nothing for the eye to use for comparison to assess the actual size. Believe it or not, [a vacant room actually looks smaller](#). There is nothing for the eye to use for comparison to assess the actual size.

## 8. Smaller, inexpensive homes are not worth staging.

[Smaller homes](#) have lots to gain with staging. You want to show buyers how much living and storage space you have, and how there are enough rooms for all the needs potential buyers may have.

## 9. Staging involves removing everything and painting all the walls white or beige.

When staging, you want a home to feel warm and inviting. A stark, white space is anything but warm. The same is true of a home where all but the bare minimum of furniture is removed. It doesn't convey warmth. There are so many [interesting colors](#) you can use when staging. You want enough furniture to show buyers how the spaces can be used.