



TOP 10

REASONS TO STAGE
YOUR HOME



10

YOU WILL
MAKE A
LOT MORE
MONEY!

In a 2015 survey of over 3,500 homes professionally staged, over 50% sold for 10% MORE than their unstaged neighbors home!

A living room scene featuring a patterned sofa with a large yellow cushion, a large glass vase, and framed pictures. A black circle is overlaid on the center of the image, containing the number 9 and the text 'THE COST OF STAGING... DOESN'T COST A DIME!'.

9

THE COST OF
STAGING...
DOESN'T COST
A DIME!

When the seller spent an average of 1% of the value of their home on staging, they saw on average a 1000% return on investment!

A bedroom with a wooden bed, blue and white patterned bedding, and a lamp. The room is well-lit and decorated with a framed picture on the wall and a small table with books and a candle.

S

YOUR HOUSE
WILL SELL
MUCH
FASTER!

In a recent Real Estate Staging Association Survey, professionally staged homes spent 72% LESS time on the market!

A living room with a striped sofa, a side table with a lamp, and a window with a view of a garden.

7

BUYERS CAN
VISUALIZE
THEMSELVES
LIVING
THERE

In a 2015 National Association of Realtor Survey, over 81% of Buyers said it was easier to visualize the STAGED property as their next home!

A living room with a green wall. In the foreground, there is a wicker sofa with several pillows, including a floral one and a striped one. To the left, a side table holds a potted plant in a wicker basket and a vase. Two framed pictures hang on the wall above the sofa.

6

ONLINE HOME
PHOTOS WILL
STAND-OUT

According to NAR, over 95% of buyers are online FIRST looking at photos of the home BEFORE they go visit or call an agent!



5

HOME SELLERS
CANNOT VIEW
THEIR HOME
OBJECTIVELY

If you can't view objectively, you can't package effectively and it's nearly impossible for a seller to be objective about their home!



4

YOUR HOME'S
"FLAWS"
CAN BE
OVERLOOKED

According to NAR, almost a third of buyers will "overlook property faults when a home is professionally staged"!

A kitchen scene featuring white cabinetry, a dark countertop, and a marble island. A large black circle is overlaid on the center of the image, containing the number '3' and the text 'YOU CAN RELAX'.

3

YOU CAN
RELAX

You will have the satisfaction of knowing you have done everything possible to get a quick sale and not leave money on the table!

A bedroom scene featuring a wooden nightstand on the left with a lamp, a plant, and a framed photo. In the background, a bed with a dark wood headboard is visible, adorned with several colorful pillows in shades of red, white, and blue. A large, semi-transparent white circle is overlaid on the center of the image, containing the number '2' and the text 'MOST AGENTS CONSIDER IT A CRITICAL NECESSITY'. At the bottom, a red banner with white text provides a statistic from a 2014 Zillow survey.

2

MOST AGENTS
CONSIDER IT A
CRITICAL
NECESSITY

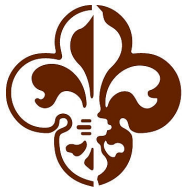
According to a 2014 Zillow survey of real estate experts, home staging was listed as a TOP TWO necessary item for sellers!



1

NOT STAGING...
WILL ONLY HELP
TO SELL YOUR
COMPETITION

Competition can be stiff and buyers have very high expectations! Successful agents know that the key to competing is professional staging because it creates great online presentations, drives buyer traffic to the home, and brings in offers.



Home Staging Resource

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