



Real Estate Staging Association
Advancing Professionalism and Excellence in Real Estate Staging

STAGINGCALCULATOR

Monthly Mortgage Amount	\$ <input type="text" value="2000"/>
Monthly Carrying Costs	\$ <input type="text" value="1000"/> ?
Months on Market When Unstaged	9 ?
Reduction in Months When Staged	7 ?
Staging Fee	\$ <input type="text" value="6000"/>
CALCULATE	
Cost to List Unstaged	\$ <input type="text" value="27000"/> ?
Savings When Staged First	\$ <input type="text" value="15000"/> ?

1. Click on the calculator, which will launch in a new window.
2. Enter the **monthly mortgage** and **carrying costs** for the home.
3. Either use the 6.1 months (184 days average) that RESA* found to be the months on the market in 2015 of homes before the owners decided to stage, OR enter the average **months on the market** in your area:
 - Manhattan Co-ops: 3.2 months (96 days**)
 - Manhattan Condos: 4.5 months (135 days**)
 - Hamptons: 5.13 months (154 days***)
 - North Fork, LI: 4.53 months (136 days***)
4. Because RESA found that these staged homes sold in 90% less time after they were staged, either use the 5 months found by RESA or multiply the months on the market in your area by 90% to arrive at the **Reduction in Months When Staged**.
5. Enter the total sum of **Staging Fees** (furniture rental, accessory rental, fee paid to stager)
6. Click on the **Calculate** button.
7. The **Cost to List Unstaged** is the product of multiplying the monthly costs by the number of months unstaged and on the market.
8. The **Savings When Staged First** is the product of the Reduction in Months When Staged multiplied by the monthly costs, less the Staging Fees.

If the **Savings When Staged First** is less than the **Cost to List Unstaged**, then you are saving money in the long run when you decide to stage.

*Source: Real Estate Staging Association Consumer's Guide to Real Estate Staging

**Source: The Corcoran May 2018 Report

***Source: Prudential Douglas Elliman 1st Quarter 2018 Market Overview