



The image shows a screenshot of the RESA Staging Calculator. At the top is the RESA logo with the tagline 'Real Estate Staging Association' and 'Advancing Professionalism and Excellence in Real Estate Staging'. Below this is the title 'STAGING CALCULATOR'. The form contains several input fields with labels in red and blue text. The inputs are: Monthly Mortgage Amount (\$2000), Monthly Carrying Costs (\$1000), Months on Market When Unstaged (9), Reduction in Months When Staged (7), Staging Fee (\$6000), Cost to List Unstaged (\$27000), and Savings When Staged First (\$15000). A blue 'CALCULATE' button is positioned between the input fields. The 'Cost to List Unstaged' and 'Savings When Staged First' fields have a blue question mark icon to their right.

Input Field	Value
Monthly Mortgage Amount	\$ 2000
Monthly Carrying Costs	\$ 1000
Months on Market When Unstaged	9
Reduction in Months When Staged	7
Staging Fee	\$ 6000
Cost to List Unstaged	\$ 27000
Savings When Staged First	\$ 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:
  - o Manhattan Co-ops: 3.2 months (96 days\*\*)
  - o Manhattan Condos: 4.5 months (135 days\*\*)
  - o Hamptons: 5.13 months (154 days\*\*\*)
  - o 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 1<sup>st</sup> Quarter 2018 Market Overview