



Advancing Professionalism And Excellence In Real Estate Staging

Survey Results

2020 SURVEY OF 13K STAGED HOMES

Sales Over Listing Price

85% of staged homes sold for 5-23%
over list price

Return on Investment

With an average investment of 1%,
approx 75% of sellers saw an ROI of
5-15% over asking price

Average Days on Market

Staged homes sell faster, averaging just
23 days on market

The Investment

60% of stagers reporting 15-25% ROI
charge 1.5% or more of list price for
staging services

STAGED FOR SUCCESS

The National Association of REALTORS® 2021 Profile of Home Staging takes a look at the value staging a home brings to the selling process

31 %

of sellers' agents say that home staging **greatly decreased the amount of time** a home spent on the market

23 %

of buyers, sellers' agents and buyers' agents said that home staging raised the dollar value offered between **1% and 5%**, compared to similar homes on the market that hadn't been staged

63 %

of agents said that buyers want the homes to look **like they were staged on TV shows.**

The most common home improvement items sellers' agents recommended:

93 %

decluttering the home



85 %

entire home cleaning



81 %

removing pets during showings



78 %

improving curb appeal



82 %

of buyers' agents say that **staging makes it easier for buyers to visualize** the property as their future home



47 %

of buyers' agents cited that home staging **had an effect on most buyers' view of the home**



**85% OF THE HOMES
SURVEYED SOLD FOR 6-25%**

**.....
MORE THAN THEIR
.....
UN-STAGED NEIGHBOR**

-- 2018 HSR STUDY OF OVER 4200 STAGED HOMES

**.....
68% OF
THE STAGED HOMES SOLD FOR
AT LEAST 9%
MORE THAN THEIR**

**.....
"UN-STAGED NEIGHBOR'S" HOME
-2018 HSR STUDY OF OVER 4,200 STAGED HOMES**