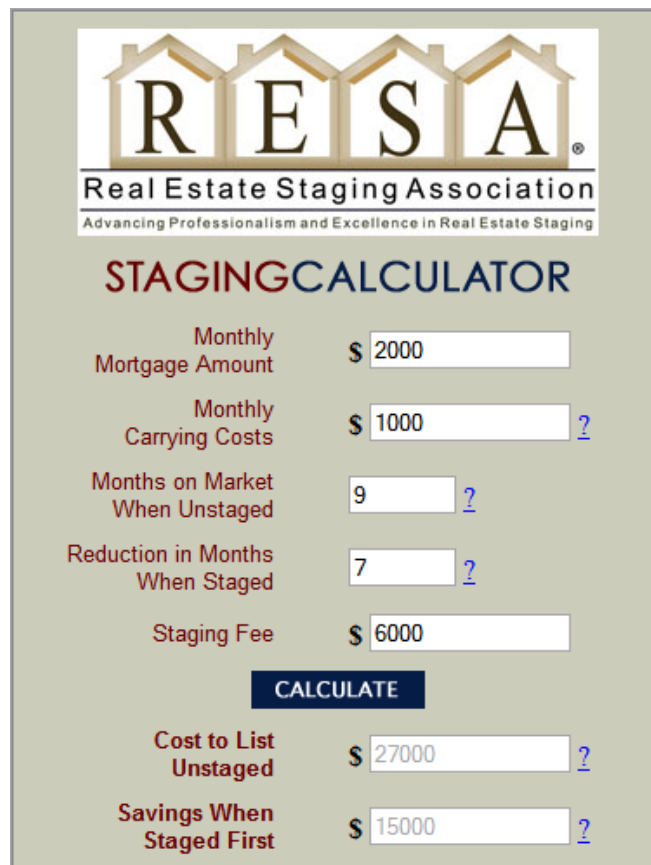




The image shows a screenshot of the RESA Staging Calculator. At the top is the RESA logo, which consists of four house icons with the letters R, E, S, and A inside them. Below the logo is the text 'Real Estate Staging Association' and 'Advancing Professionalism and Excellence in Real Estate Staging'. The main title 'STAGING CALCULATOR' is in large, bold, blue letters. Below this are several input fields with labels in red and black text. The inputs are: 'Monthly Mortgage Amount' with a value of \$2000, 'Monthly Carrying Costs' with a value of \$1000, 'Months on Market When Unstaged' with a value of 9, 'Reduction in Months When Staged' with a value of 7, and 'Staging Fee' with a value of \$6000. A blue 'CALCULATE' button is centered below these inputs. Below the button are two more output fields: 'Cost to List Unstaged' with a value of \$27000 and 'Savings When Staged First' with a value of \$15000. Each output field has a blue question mark icon to its right.

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: 3.6 months (108 days**)
 - Manhattan Condos: 4.13 months (124 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 April 2018 Report

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