



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 <input type="text"/> ?
Reduction in Months When Staged	7 <input type="text"/> ?
Staging Fee	\$ <input type="text" value="6000"/>
<b>CALCULATE</b>	
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: 3.8 months (113 days\*\*)
  - Manhattan Condos: 4.1 months (125 days\*\*)
  - Hamptons: 4.4 months (132 days\*\*\*)
  - North Fork, LI: 4.2 months (126 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 February 2018 Report

\*\*\*Source: Prudential Douglas Elliman 4<sup>th</sup> Quarter 2017 Market Overview