



# COST vs. VALUE



## Not Staged

## ASP® Staged

### **COST**

**EXAMPLE: \$500,000 property  
Un-Staged and Listed for 6 months**

# \$62,000-\$112,000

**COST or LOSS to the SELLER**

When the monthly Mortgage is \$2,000 per month:

**COST: \$2,000 x 6 months = \$12,000**

According to NAR the Average Price Reductions are between 10-20%.

**COST: \$50,000-\$100,000 in price reductions**

**TOTAL POTENTIAL COST (based on \$100K price reduction): \$112,000!**

# \$6,000

**COST to the REALTOR**

When Commission of 3% - based on price reduction of \$100,000

**COST: \$3,000 in lost Commissions and income**

**COST: \$3,000 in continuing to market a property at \$500/month x 6 months**

**TOTAL: Cost to REALTOR = \$6,000**

(\* for sake of example only)

**SELLERS and/or REALTORS: Invest \$250-\$2,200  
or LOSE \$\$\$...IT'S YOUR CHOICE**

### **VALUE**

**Staging is the only service done in  
preparation of a house for sale that brings  
MEASURABLE value!**

# \$250-\$2,200

**AVERAGE INVESTMENT in STAGING**

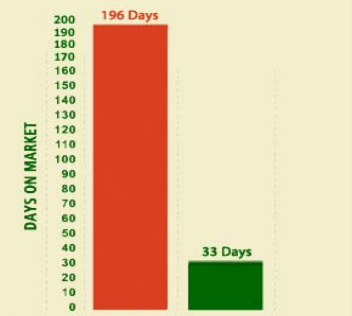
**ASP®  
Staged  
properties  
SELL  
FASTER  
than the  
un-Staged  
marketed  
houses**

**ASP Home Staging  
Sales Success Rate\***



94.6% of  
ASP Staged homes  
sell on average in  
33 days or less.

**Average Days on Market Before Sold\***



■ Days on Market — Non-Staged Homes  
■ Days on Market — ASP Staged Homes

\* The Statistics are based upon Today's Market. The Survey was conducted by The International Association of Home Staging Professionals® and StagedHomes.com®

**ASP STAGING HELPS SELLERS KEEP: \$109,800!  
ASP STAGING HELPS REALTORS KEEP: \$6,000!**