

Staging Statistics

Professionally staged homes sell faster and for more money!

93% of professionally staged homes sell within one month or less, compared with 160 days on average for non-staged homes.¹

A survey of over 400 homes across the US and Canada staged by an Accredited Staging Professional revealed that staged homes spend 80% less time on the market than non-staged homes.

Professionally staged homes under \$1 million sell for 10% more, on average, than non-staged homes.²

HomeGain, an online resource for homebuyers and sellers, polled 2,000 real estate agents and found that staging typically costs from \$212 to \$1,089 (2003 rates) and adds \$2,275 to \$2,841 to a home's selling price – a return of two to thirteen times the cost of staging.

Staging is designed to differentiate a house, to create emotion, which translates into more offers and more money.³

Professional home stagers sometimes offer a consultation for reduced fee, which can include a written report that details what owners can do to stage the home themselves.

A well-staged room invites buyers in and helps them see past the sellers' possessions to the layout and square footage. Staging helps draw the buyers' eyes to the best feature of the room.⁴

¹ ASP Home Staging Statistics www.stagedhomes.com

² Barb Schwartz, founder of Associated Staging Professionals

³ Christian Science Monitor 2006

⁴ REALTOR Magazine Online