

## Staging Studies and Statistics

Home staging is the art of preparing a home for market to give the best possible first impression (and lasting impression) to prospective Buyers resulting in a quicker sale and higher profits. Simply stated, "There is NO second chance at a first impression."

### TOP REASONS TO STAGE A VACANT HOUSE FOR SALE

1. **QUICKER SALE** - statistical proof evidenced by two (recent) studies:

Recent statistics submitted by Coldwell Banker Marketing "...shows that 94% of homes staged sold in 29 days or less, compared to an average of 145 days for homes not staged."

A study promoted by The Real Estate Staging Association released the following statistical findings as follows:

#### **87 VACANT HOMES PREVIOUSLY ON THE MARKET**

- Listed, unstaged: 277 average days on market
- Same homes, listed and staged: 63 average days on market
- Those homes sold in 77% less time on market after staging

#### **126 OCCUPIED HOMES PREVIOUSLY ON THE MARKET**

- Listed 263 average days on market
- Same homes staged, listed, sold in 60 average days on market
- Sold in 77% less time on market after staging

#### **HOMES STAGED FIRST, THEN LISTED**

- 167 occupied homes sold on average in 39 days
- 117 vacant homes sold on average in 42 days

2. **HIGHEST SELLING PRICE** - in the shortest time

According to the National Association of Realtors (NAR):

- "Homes that sold in the first 4 weeks averaged 1% more than the list price."
- "Homes that sold 4 to 12 weeks averaged 5% less than the list price."
- "Homes that sold 13 to 24 weeks averaged 6.4% less than the list price."

3. **STAGE FIRST - DON'T LOWER THE PRICE** - according to the NAR:

- "...the average staging investment ranges between 1% and 3% of the home's listing price, which generates a return of 8% to 10%."
- Homes devalue approximately 1% each month they are listed for sale and that adds up quickly.
- Comparing the investment in staging a home with the combined financial detriment of both devaluation and carrying costs, one can only conclude STAGE FIRST and MAKE MORE MONEY!

4. **INTENSIFY A FIRST IMPRESSION**

- There is never a second chance to make a first impression.
- A beautifully staged home stands out from its competition and, consequently, spends less time on the market.
- Vacant or cluttered homes are especially difficult for Buyers to visualize themselves living in.

5. **A FINAL WORD SUPPORTING THE NEED FOR STAGING**

- to quote B. Schwarz of Accredited Staging Professionals, ("ASP"), "The investment IN staging your home will always be less than a price reduction ON your home!"
- "And that statement is as true today as it was all the way back in 1973, when I developed the concept of staging."
- In reality, only 10% of buyers can envision a home's true potential. Even if they can envision the potential, most buyers don't want to spend the time or the money to do the work.
- A Vacant room actually looks smaller than a furnished room. There is nothing for the eye to use for comparison to assess the actual size.