



Staging Facts

Return on investment: The average ROI for staging is over 500%.

Most home sellers cannot view their house objectively: If you can't see objectively, you can't package effectively.

Your online photos are like your first handshake: Most buyers search for homes online before deciding whether or not to visit.

Only 10% of people can visualize the potential of a home: Don't let the advantages of your home be overlooked. Most people can't see beyond the visual you provide.

Staged homes sell for about 6% more than homes not staged.

Staged homes sell on average 78% faster than homes not staged: This could mean the difference between 2 months and 9 months. Can you afford 7 extra months of time and expense to keep your home running?

The money you spend on staging may be deductible. Ask your accountant.

Don't help your competition: If you don't stage, remember your neighbor probably will.

Twenty minutes: Buyers spend an average of 20 minutes walking through a home. The impression you create needs to be strong and positive, and it must impact them immediately.

Lost profit: Wasted days on the market, or a price reduction can be far more costly than the price of staging. Stage first and hit the road running!