



Home Staging Statistics

Official Home Staging Statistics can be difficult to find. These studies require a lot of data, and the industry is still less than 30 years old. Home Staging DOES work. It will help you to sell your home faster, and for more money, but don't take my word for it.

- Staged homes on average experience a 3% minimum increase in final sales price, versus non-staged homes.

Source: www.stagedhomes.com

- 98% of the houses staged have sold over the asking price.

Source: HGTV's *Designed to Sell*

- Average number of days on the market for staged homes was 13.9 verses 30.0 for unstaged homes

- Average difference in selling price over list price was 6.3%

Source: 2004 survey by Joy Valentine – Coldwell Banker Broker – based on 2772 homes in 8 cities

- 63% of buyers are willing to pay more money for a house that is move in ready
- Men (41%) are more likely to place a premium on updated décor than women (30%)

Source: 2005 & 2006 Maritz Research Staging Polls

- 77% of people view homes first on the internet
Be sure that your home shows above the rest, by staging it first!

Source: 2005 National Association of Realtors® survey

- A staged home will sell, on average, 17% higher than an unstaged home.

Source: US Housing and Urban Development

- Sellers who spent \$500 on staging recovered over 343% of the cost when they sold their home.

Source: Homegain.com

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