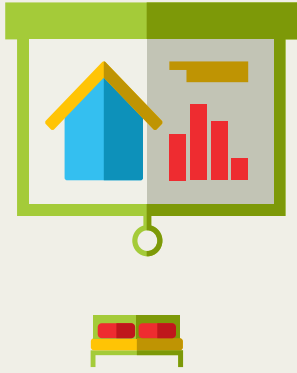
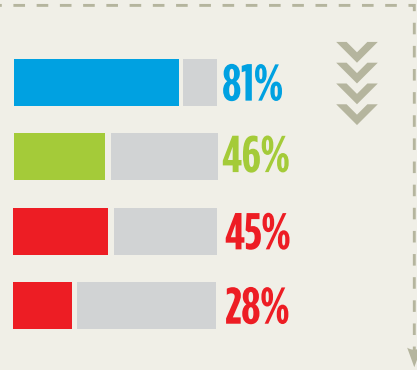


Home Staging 101



Reasons, buyers' agents say, staging has value

- Easier to visualize property – 81%
- Buyers more willing to walk through staged home they view online – 46%
- Positively impacts value of home if staging mirrors buyers' taste – 45%
- Buyers more willing to overlook staged home's faults – 28%



7 Most important rooms to stage, in order

1. Living room
2. Kitchen
3. Master bedroom
4. Dining room
5. Bathroom
6. Children's bedrooms
7. Guest bedroom

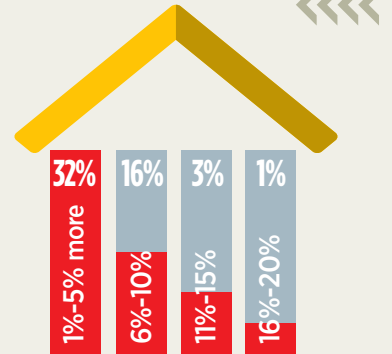


How the cost of home staging is paid

- Seller pays before listing home – 39%
- Seller pays after home is sold – 10%
- Agent's firm pays for home staging – 3%

\$675

Median price to stage a home.



Amount more, by percent, buyers are willing to pay for staged home



62

Percent of seller's agents who offer home staging services to sellers



47

Percent of buyers' agents who say staging affects some buyers' views of home



49

Percent of buyers' agents who say staging affects most buyers' views of home



34

Percent of sellers' agents who recommend staging for all customers' homes