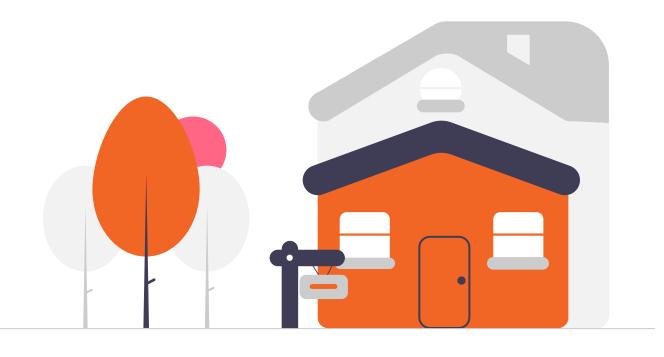
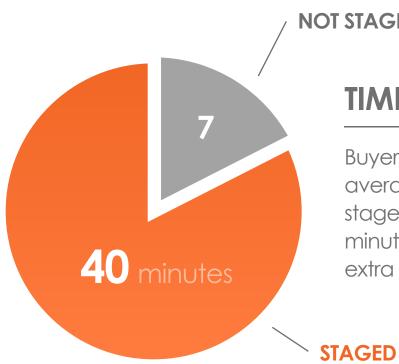
THE POWER OF STAGING

Professionally staged homes have a higher perceived value by buyers than unstaged homes, leading to higher offers







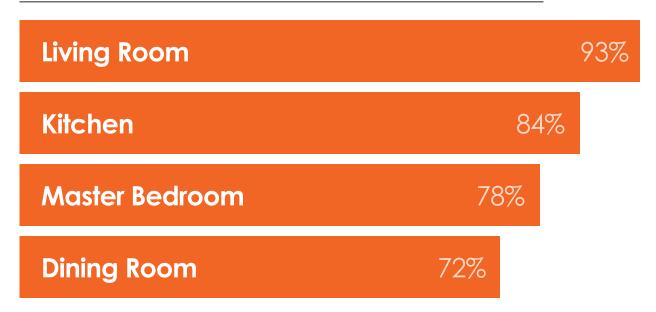


NOT STAGED

TIME SPENT TOURING

Buyers stay in a vacant home an average of only 7 minutes, but tour a staged home an average of 40 minutes. This gives a staged home extra time to hook them emotionally

MOST COMMONLY STAGED ROOMS



TOP 5 REASONS TO STAGE A HOME



Sells the home faster



Get more money for the property

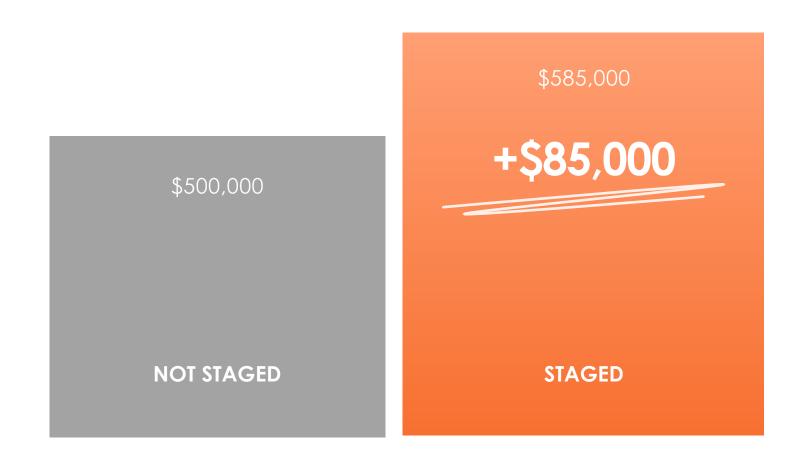




When the seller spends an average of 1% of the value of their home on staging, they saw on average a 130% return on investment

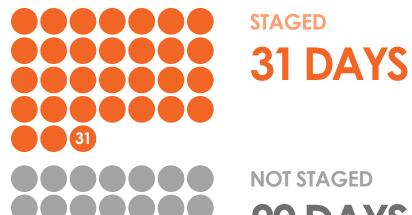
 $\rightarrow 130\%$

SOLD PRICE DIFFERENCE



A staged home will sell for 17% more than a comparable unstaged home

AVERAGE DAYS TO SALE



90 DAYS

Makes your home stand out from the competition



Helps to avoid a costly price reduction on your home



5

Upsells the best features of your home and allows buyer to see themselves living there





of buyers' agents said staging a home made it easier for their buyers to visualize the property as a future home



81%

of buyers said a staged home made it easier for them to visualize the property as a future home





of buyers are more willing to overlook faults in a staged home

87%

homes staged before they are listed sell faster than they would unstaged



The International Association of Home Staging Professionals reports that 95% of staged homes sell, on average, in 31 days or less. This is in comparison to an average of 90 days for unstaged homes



of listing agents said that staging a home decreases the amount of time the home sits on the market





of buyers agents' say home staging increases the amount of the offer that their buyer is willing to make