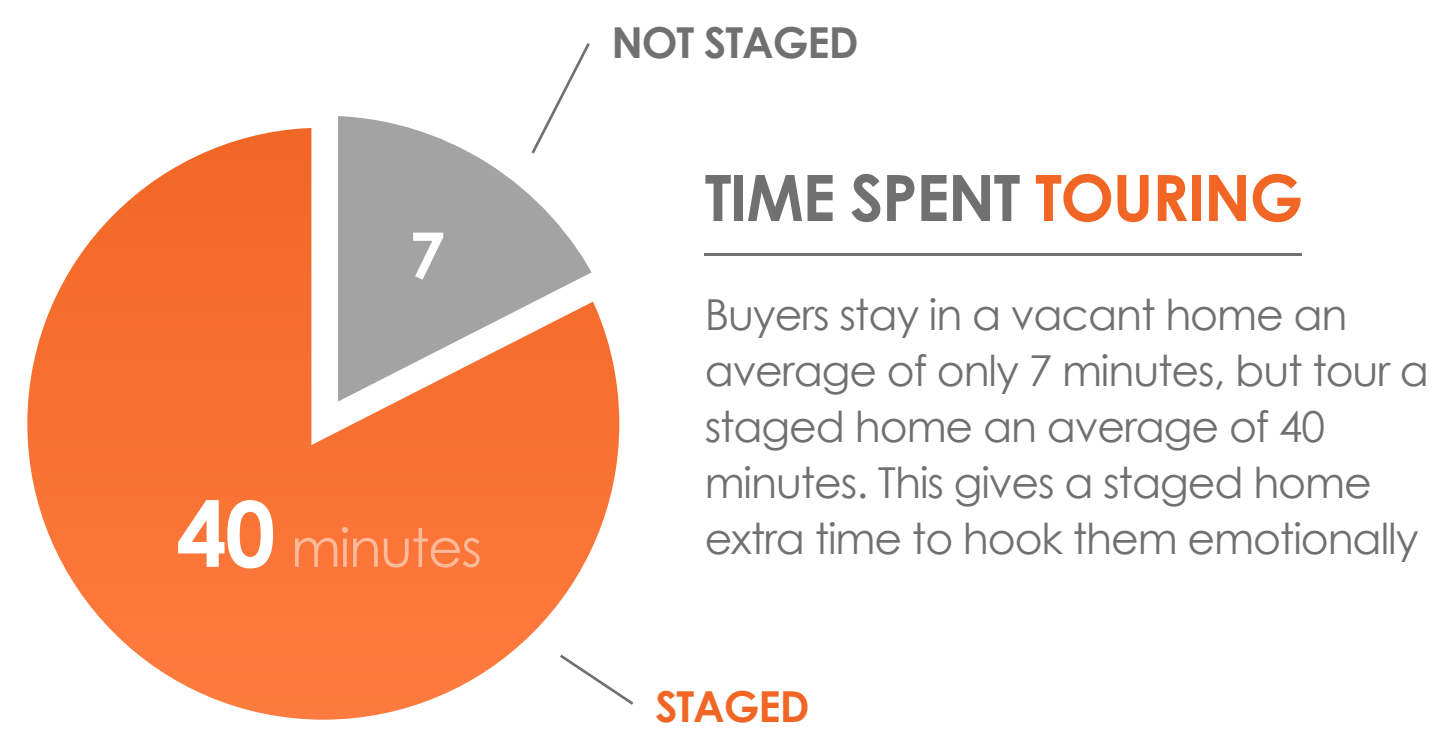
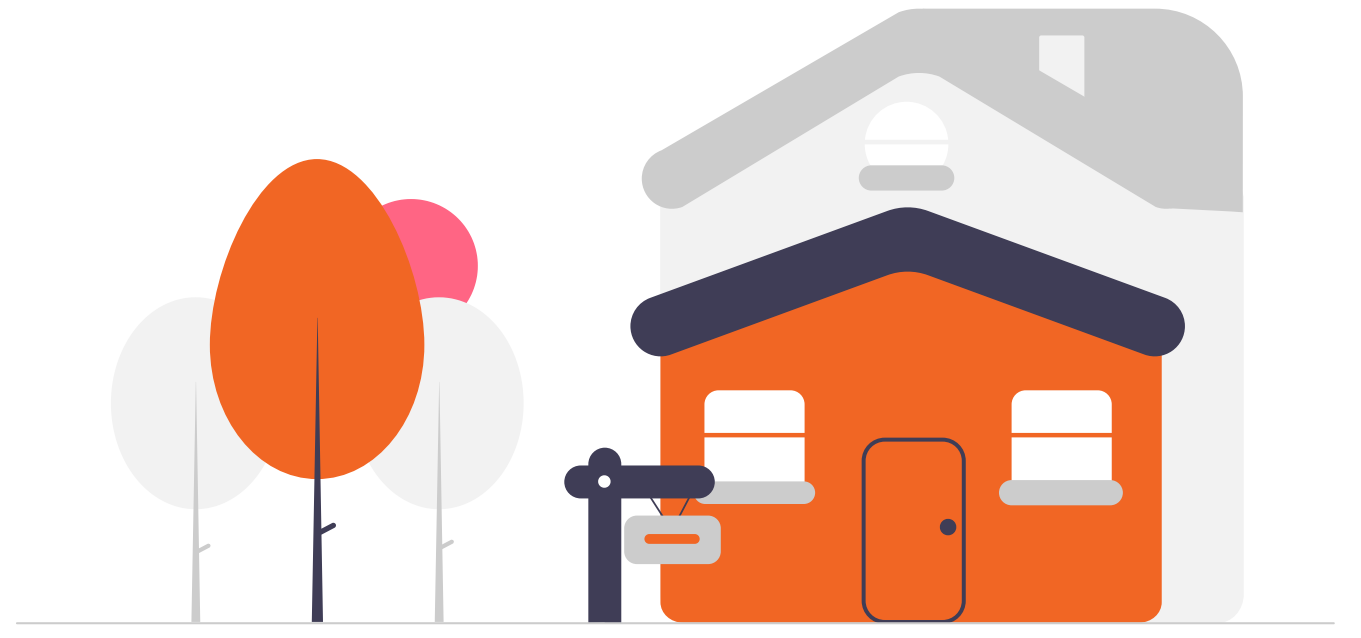
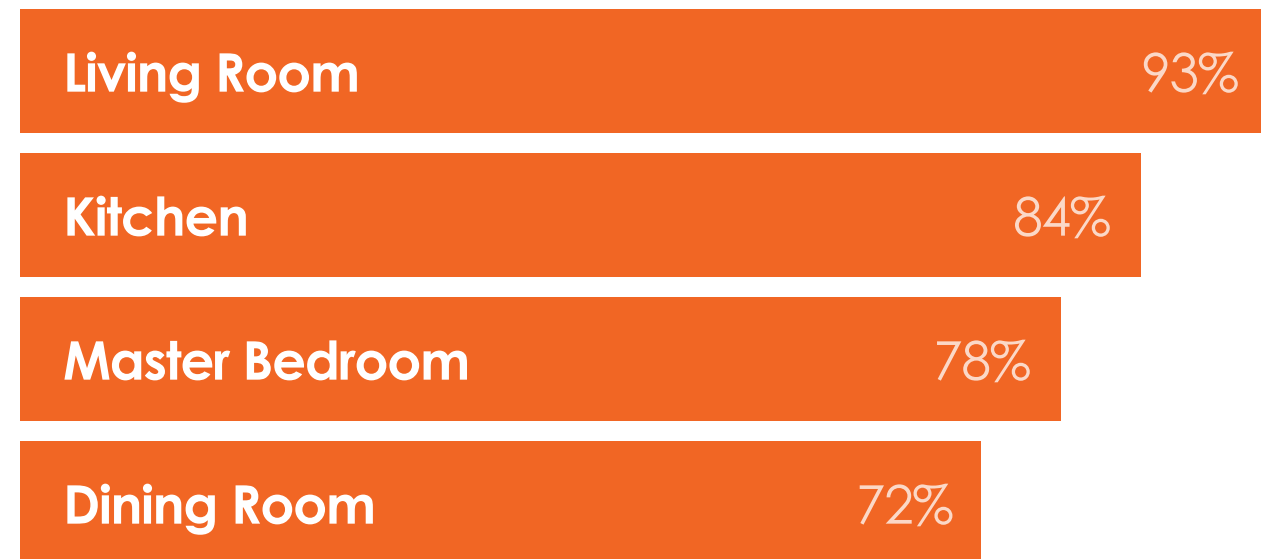


# THE POWER OF STAGING

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



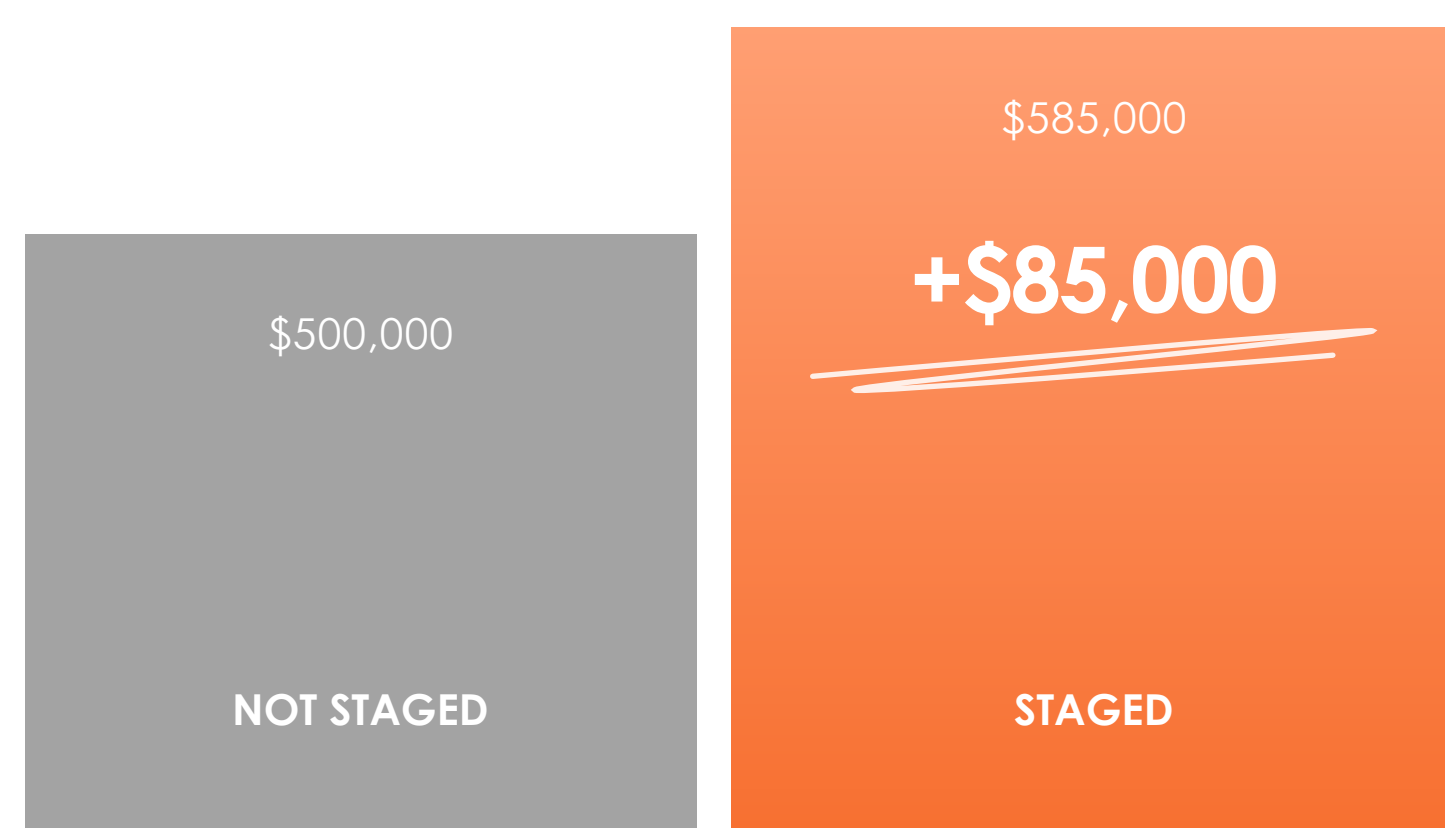
## MOST COMMONLY STAGED ROOMS



## TOP 5 REASONS TO STAGE A HOME

- 1 Sells the home faster
- 2 Get more money for the property
- 3 Makes your home stand out from the competition
- 4 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

## SOLD PRICE DIFFERENCE



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

## AVERAGE DAYS TO SALE



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

