

Home Staging Facts:



From the 2005 and 2006 Maritz Research staging polls

- 58% of buyers made a decision to buy after seeing 10 properties – effective staging keeps your house on the list of must-see properties.
- 79% of sellers are willing to spend up to \$5,000 to get their house ready for sale – working with the right staging consultant maximizes R.O.I.
- 63% of buyers are willing to pay more money for a house that is move in ready.
- 86% of those surveyed said storage space is important to potential buyers – effective staging maximizes space and spaciousness.
- Top three interior features for selling are freshly painted walls, organized storage space and current flooring – effective staging addresses all three.
- 52% of buyers said the kitchen had the most significant impact on their purchasing decision.
- 79% of buyers indicated they would be willing to pay a premium for a home with an updated kitchen.
- Men (41%) were more likely to place a premium on updated décor than women (30%).

From CSP™ June 2006 Survey of 218 real estate professionals

- 98% of real estate professionals surveyed believed it was necessary to hire a professional home stager.
- Only 20% of those surveyed have actually hired a professional home stager.

From an April 28, 2006 AOL Money & Finance poll of over 15,000 people online

- 87% of people said that home presentation makes a difference in most sales.