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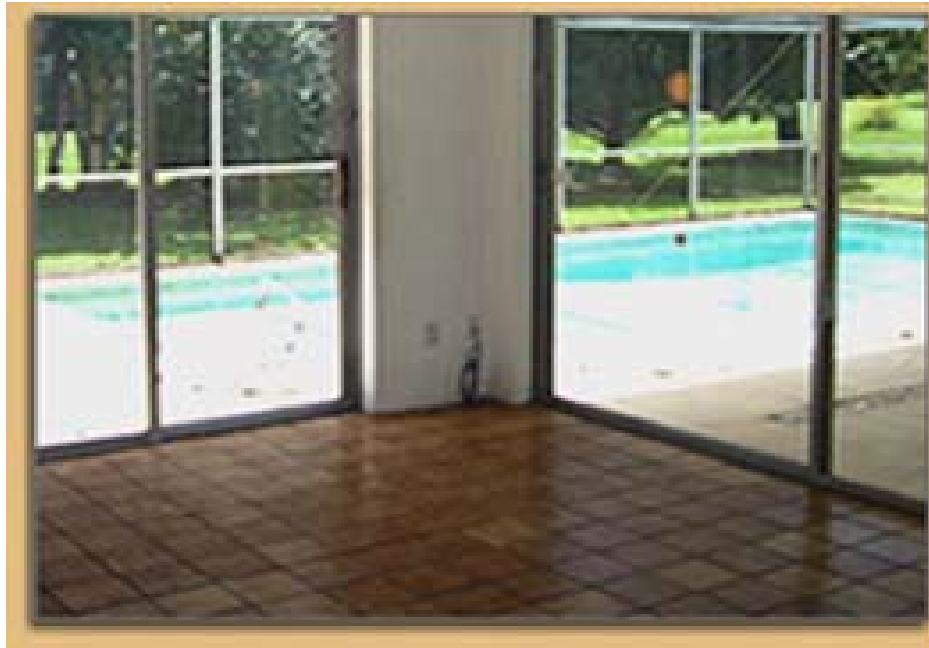
Real Estate Staging Association

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Advancing Professionalism and Excellence in Real Estate Staging

# **THE CONSUMERS GUIDE TO REAL ESTATE STAGING**





**Real Estate Staging n. 1.** Staging (noun) is the act of preparing and showcasing residential (house, apartment, condo, model home) and commercial property for sale.

It is a systematic and coordinated methodology in which knowledge of real estate, home renovations and creative design principles are applied to attract a buyer.

Preparing property involves all or part of cleaning, decluttering, updating and repairing, while showcasing is the process of arranging furniture, accessories, art and light.

Whether property is owner-occupied, estate condition or vacant, Staging is recommended before listing a property, but it can be equally effective after a property has been on the market for an extended period unsold.”



# Staging Benefits

- Professionally staged homes present and show better than competing houses for sale, including new construction homes and higher-priced houses.
- Staged properties will sell faster when compared with un-staged houses. From the date of listing until the day of closing, home staging shortens this time frame, even in a slow real estate market.
- Staged properties can increase the number of offers and selling prices in hot markets.
- Buyers view professionally staged listings as "well-maintained".
- Buyers' agents recognize that professionally staged listings are "*move-in*" ready and are inclined to show your house.
- Photos of professionally staged listings look better in print and web media.
- Professionally staged listings "STAND-OUT" in prospective buyers' minds.



## Vacant Homes Previously on the Market

	Un-Staged Not Sold	Staged, Listed, SOLD	Less Time on Market
2007 Study 01-07 to 12-07	131 DOM	42 DOM	68% Less time on market
2008 Study 01-08 to 12-08	190 DOM	28 DOM	85% Less time on market

In 2007 vacant homes in our study that were previously on the market on average of 131 Days as un-staged properties had not sold. Those same homes were then taken off the market and staged and re-listed. Those properties on average sold after 42 days on market after they were staged, which is 68% less time on the market.

In 2008 vacant homes in our study that were previously on the market an average of 190 days as un-staged properties, had not sold. Those same homes were taken off the market and staged and re-listed. Those properties on average sold after 28 days on market after they were staged, which is 85% less time on the market.

Staging is still working in a down market. 2008 was statistically a worse market than 2007 and staging proved to sell properties at a significantly higher rate than non-staged properties

## Occupied Homes Previously on the Market

	Un-Staged Not Sold	Staged, Listed, SOLD	Less Time on Market
2007 Study 01-07 to 12-07	106 DOM	44 DOM	58% Less time on market
2008 Study 01-08 to 12-08	57 DOM	6 DOM	89% Less time on market

In 2007 occupied homes in our study that were previously on the market on average of 106 Days as un-staged properties had not sold. Those same homes were then taken off the market and staged and re-listed. Those properties on average sold after 44 days on market after they were staged, which is 46.6% less time on market.

In 2008 occupied homes in our study that were previously on the market an average of 57 days as un-staged properties, had not sold. Those same homes were taken off the market and staged and re-listed. Those properties on average sold after 6 days on market after they were staged, which is 89% less time on market.

Staging is still working in a down market. 2008 was statistically a worse market than 2007 and staging proved to sell properties at a significantly higher rate than non-staged properties.

## Staged First, Listed and SOLD

	Occupied Homes Not Previously on the Market	Vacant Homes Not Previously on the Market
2007 Study 01-07 to 12-07	39 DOM	44 DOM
2008 Study 01-08 to 12-08	24 DOM	33 DOM

In 2007 occupied homes in our study that were never on the market previously were staged, listed and sold on average in 39 days.

In 2008 occupied homes in our study that were never on the market previously were staged, listed and sold on average in 24 days.

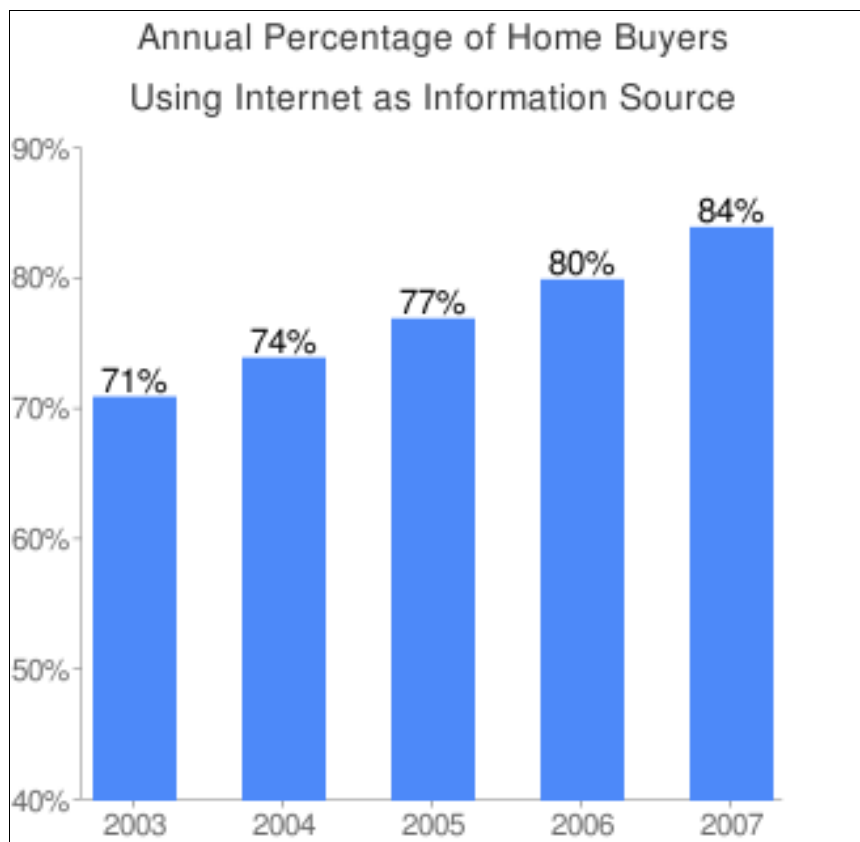
In 2007 vacant homes in our study that were never on the market previously were staged, listed and sold on average in 44 days.

In 2008 vacant homes in our study that were never on the market previously were staged, listed and sold on average in 33 days.

**Staging Still Works,  
Even in the Down Market of 2007-2008**

## Home Buyers are Savvy and Technology Driven

Home buyers are using the Internet at record numbers in order to preview homes before they view them in person. More buyers will view homes that are staged vs. un-staged.



## **RESA Conducted a Survey of Professional Stagers and Found**

99.2% of Professional Stagers recommend repairs to sellers

72.4% of Professional Stagers report that 89% of sellers are willing to address repairs

66.4% Professional Stagers report that on average their sellers invest \$500 to \$2,500 in upgrades

21.9% Professional Stagers report that on average their sellers invest \$2,500 to \$5,000 in upgrades

73.2% of Professional Stagers report their clients invest between \$500 to \$2,000 in repairs

20.8% of Professional Stagers report their clients invest between \$2,000 to \$5,000 in repairs

### **This Means that Staging Benefits Buyers As Well**

Overall Professional Stagers agree that staging a property prior to going on the market benefits everyone involved with the sale and purchase of the property. Professional stagers recommend repairs and upgrades that are needed to get the property ready to go on the market.

Staging gives buyers peace of mind knowing that any potential issues have been addressed, in addition staging also shows buyers the properties true potential.

Buyers often do not have the funds to move into a property and come up with more money to address repairs, painting etc. Buyers have come to realize and appreciate the benefits of purchasing a staged property. Staged properties are move in ready.

## Hiring a Professional Stager vs. Doing it Yourself

Stagers are trained professionals and understand exactly what is needed to get your property prepared for sale. They understand current market conditions and know how to get the job done.

VS

Homeowners do not do this for a profession and may not understand market conditions and other valuable information that dictates what needs to be done.

Professional Stagers have important connections. Stagers develop relationships with industry partners like: painters, carpet installers, carpet cleaners, roof repair etc. Because stagers have these relationships they can pass on savings and peace of mind knowing you will get good work.

VS

Homeowners will have to pay retail or rely on friends or family to refer you to a service provider. You won't have the luxury of a previous working relationship to give you peace of mind that you will get a job well done.

Professional Stagers can "see what the buyer sees". Buying decisions are made within a blink of an eye. Professional Stagers know how those decisions are made and create an environment that allows for a favorable decision to be made when buyers look at your property.

VS

Homeowners do not have the ability because they are not trained in this capacity. Staging is a science and professional stagers study this science.

84% of buyers look on the internet to preview homes before they look. Properties with amazing photographs will be looked at first. Stagers are able to take those photos and pass them on to your agent to post on the MLS.

VS

Sure you can take your own photos but do you know from what angle? Do you know lighting? Professional stagers will get the best shots for your agent to use.

Stagers Tools: Staging Music, Sign Riders letting buyers know the property has been staged, additional website presence.

VS

If don't work with a professional stager you will lose these added benefits. Stagers can give your property more attention by bringing in more buyers.

## **Key Things to Consider When Hiring a Professional Stager**

Have they done work in the seller's area? It is important for stagers to do their homework and understand the market in the neighborhood they are staging. Since staging is marketing they need to be able to effectively stage the property for the types of people or families that are looking to buy in that neighborhood.

Understand the rates and fees. It is important for home owners to fully understand exactly what they are getting and their expectations are met. They need to read and understand the stager's contract. If you don't understand something ask for clarification.

You get what you pay for. Interview 2-3 stagers. BEWARE of stagers that come in with a bid that is much lower than the rest. They are most likely "under bidding" other stagers just to get the job. When they do that the quality of the job may often suffer. They may use less than acceptable furnishing and not do the project justice.

Does the portfolio display a wide range of styles, or do all the homes look the same? Make sure the stager is capable of presenting the home in a manner that accentuates its architecture.

Ask if the stager rents furniture from another source or owns the furniture he or she will be using. Make sure the furniture the stager uses is appropriate to the style of your home and not just what he or she happens to have in inventory at that time.

Make sure none of the photos in the portfolio are stock photos that were purchased or lifted off someone else's website. All photos should show that stager's work and not be part of a group class project from a training program. If you are suspicious, ask to speak to the client.

Ask for references, including phone numbers and/or e-mail addresses. Check those references and ask whether they would hire that stager again.

Do they have business insurance and what does it cover and how does it work?

## What To Expect When Working with a Professional Stager

A professional stager should make your selling and moving experience LESS stressful. Professional stagers will be able to give you advice on what items need to be addressed in order to properly prepare your home for sale.

If you have a budget, then a professional stager will be able to tell you where to invest your dollars for the best return. They will be able to make recommendations on everything from paint choices to knowing when to replace or update items and knowing what stays and what is packed up.

Professional stagers should never make you feel bad about your personal taste or insult your belongings, style, lifestyle etc.

## Is Your Professional Stager a Member of RESA?

If they are, they have access to discounts to help you in your moving process. Ask them for information on the following services.



Save up to **10%** on your next moving or storage project. ▶

**PODS**  
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connectutilities.com Get your utilities connected ... in less than 10 minutes!

# StagersLIST

WWW.STAGERSLIST.COM<sup>SM</sup>

# Credits

## **Photos**

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## **Key Things to Consider When Hiring a Professional Stager**

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## **Statistics**

Real Estate Staging Association  
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**Real Estate Staging Association**

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Find a Professional Stager

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