

National Association of REALTORS®

2015

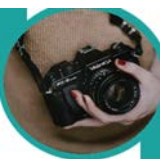
Profile of Home Staging



NATIONAL ASSOCIATION of REALTORS®

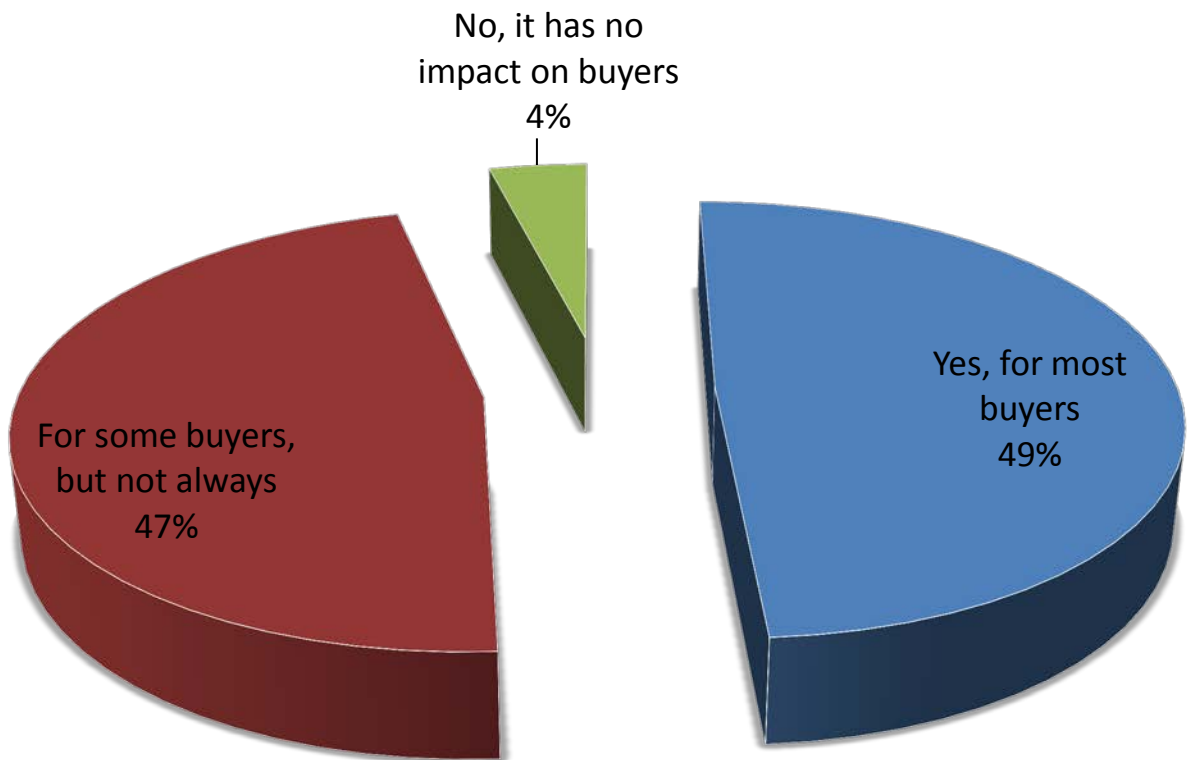
Key Findings

- Among REALTORS® who typically represent the buyer, 49 percent report most buyers are affected by home staging and 47 percent report some buyers are affected by home staging.
- For buyers it is easier to visualize the property as a future home (81 percent), buyers are more willing to walk through a home they viewed online (46 percent), will positively impact the value of the home if it is decorated to the buyer tastes (45 percent), and buyers are more willing to overlook other property faults (28 percent).
- Among sellers' agents 34 percent stage all homes, 13 percent stage difficult homes to sell, and four percent stage only high price bracket homes. Forty-four percent suggest the seller de-clutter and fix property faults only and do not stage the home.
- The median dollar value to stage a home is \$675 for each home.
- Among homes that are staged: 62 percent of sellers' agents offer the home staging services to their sellers, 39 percent of sellers pay for the home before the home is listed, 10 percent of sellers pay after the home is sold, and three percent of agents' firms pay for the home staging service.
- The most important rooms to be staged for buyers matches identically to the rooms that are most common to be staged among sellers—in order: living room, kitchen, master bedroom, dining room, bathroom, children's bedroom, and guest bedroom.
- Thirty-two percent of buyers' agents believe staged homes increases the dollar value buyers are willing to offer by one percent to five percent. Nineteen percent say there is no impact on the dollar value, and 16 percent believe it increases the dollar value buyers are willing to offer by six percent to 10 percent.
- Thirty-seven percent of sellers' agents believe staged homes increases the dollar value buyers are willing to offer by one percent to five percent. Twenty-two percent believe it increases the dollar value buyers are willing to offer by six percent to 10 percent, 10 percent say home staging has no impact on dollar value, and eight percent say home believe staged homes increases the dollar value buyers are willing to offer by 11 percent to 15 percent.



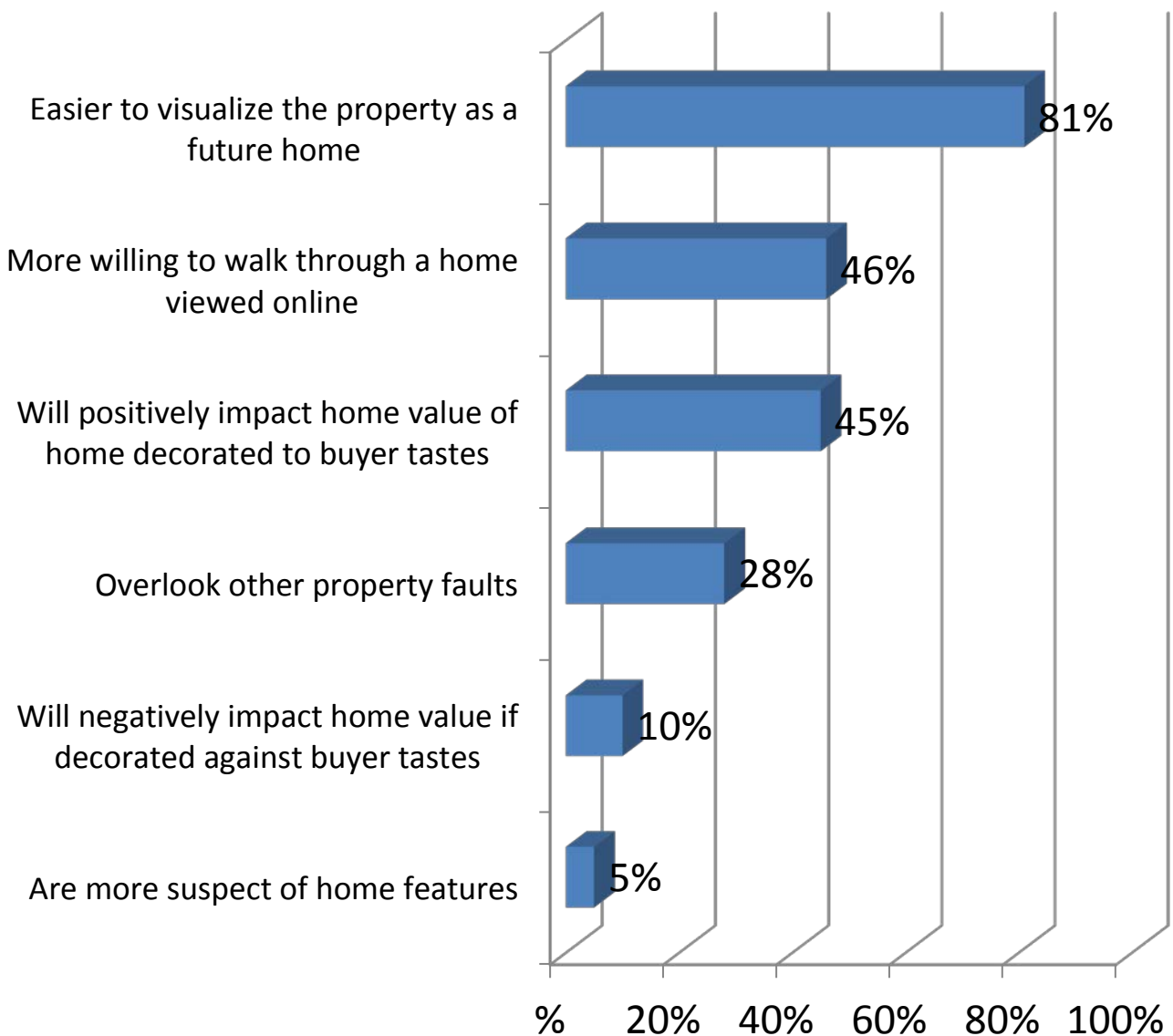
REALTORS[®] Represent Buyer Side

Does home staging have an effect on buyer's view of the home?



REALTORS[®] Represent Buyer Side

Most likely to be impacted by viewing a staged home:



REALTORS[®] Represent Buyer Side

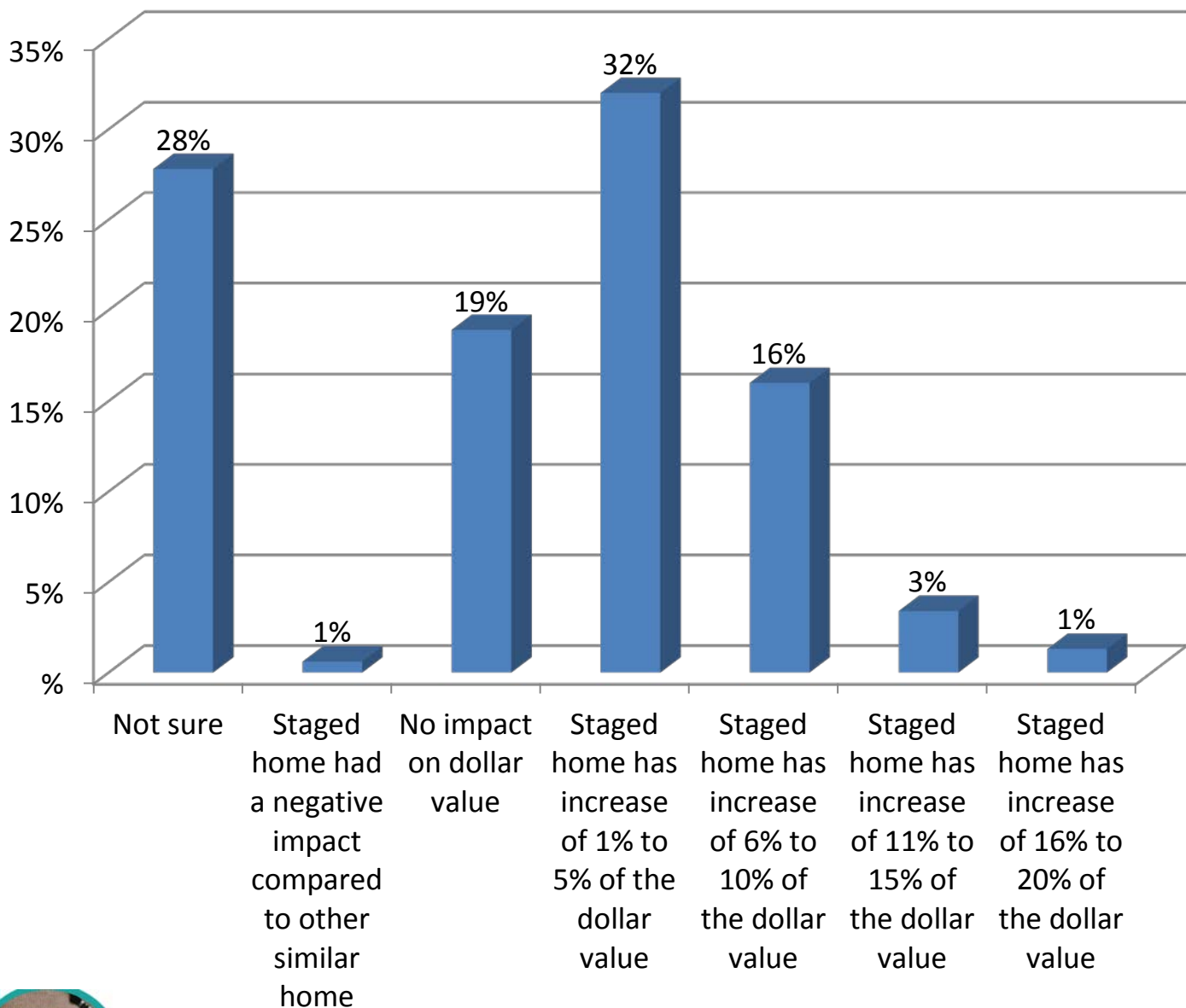
Most important rooms to be staged:

Ranking of Importance:	Room:
1	Living Room
2	Kitchen
3	Master Bedroom
4	Dining Room
5	Bathroom
6	Children's Bedroom
7	Guest Bedroom



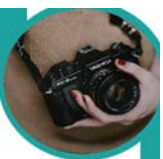
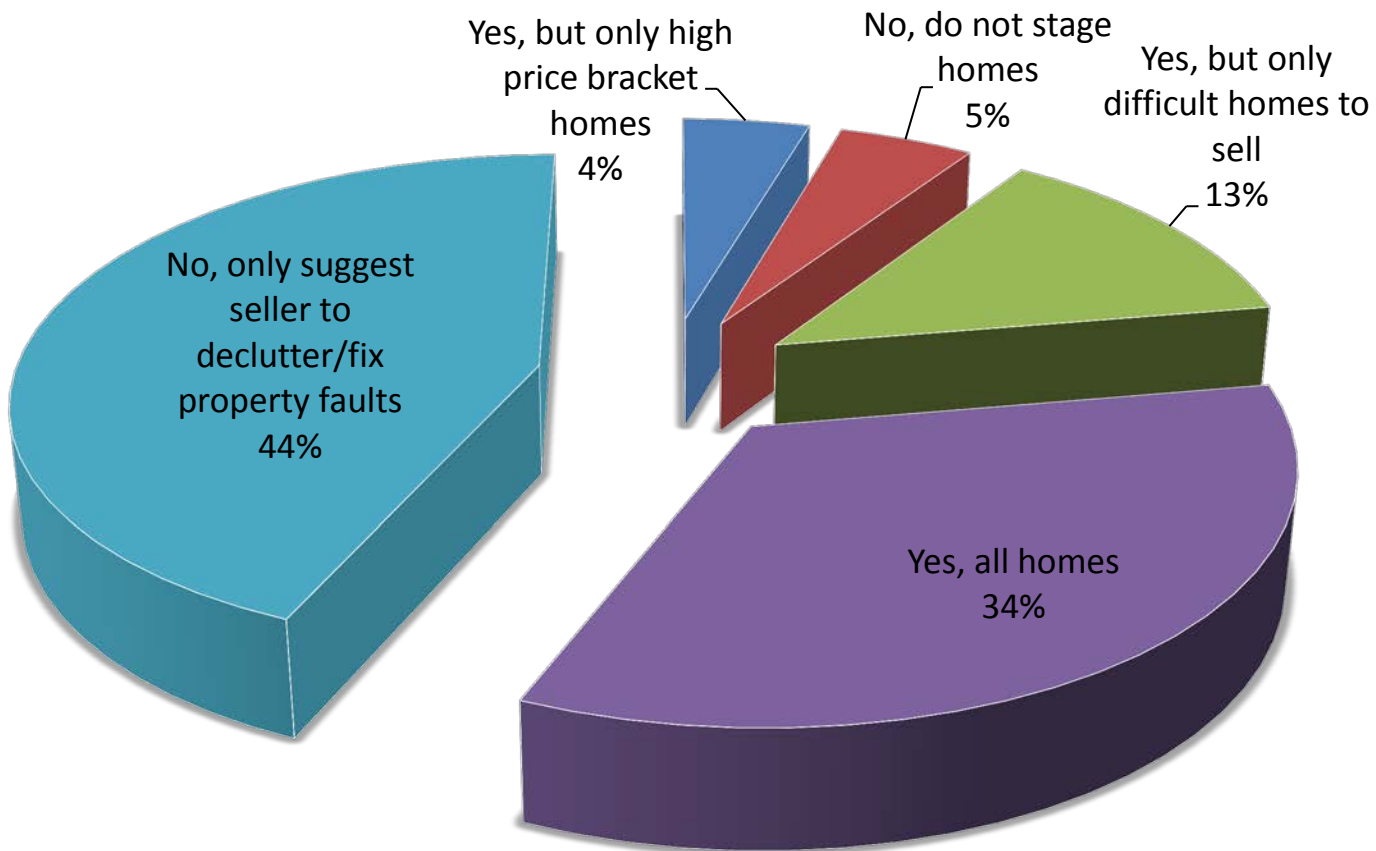
REALTORS[®] Represent Buyer Side

Percent change in the dollar value buyer is willing to offer for a staged home compared to similar home:



REALTORS[®] Represent Seller Side

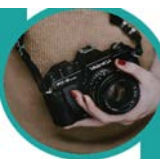
Sellers' agents stage homes:



REALTORS[®] Represent Seller Side

Rooms most likely to be staged:

Ranking of Importance:	Room:
1	Living Room
2	Kitchen
3	Master Bedroom
4	Dining Room
5	Bathroom
6	Children's Bedroom
7	Guest Bedroom



REALTORS® Represent Seller Side

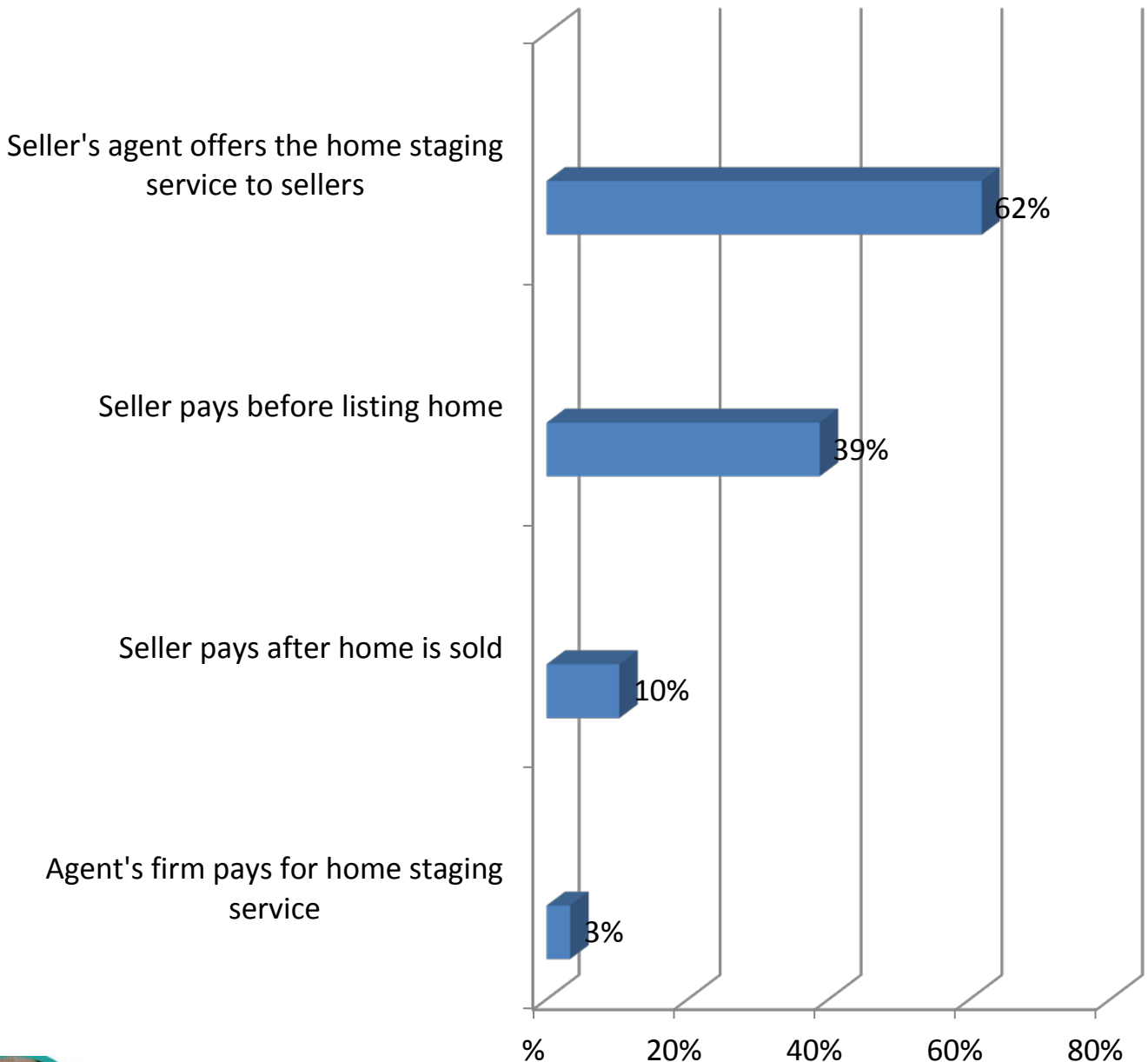
Median dollar value spent
on home staging per home:

\$675



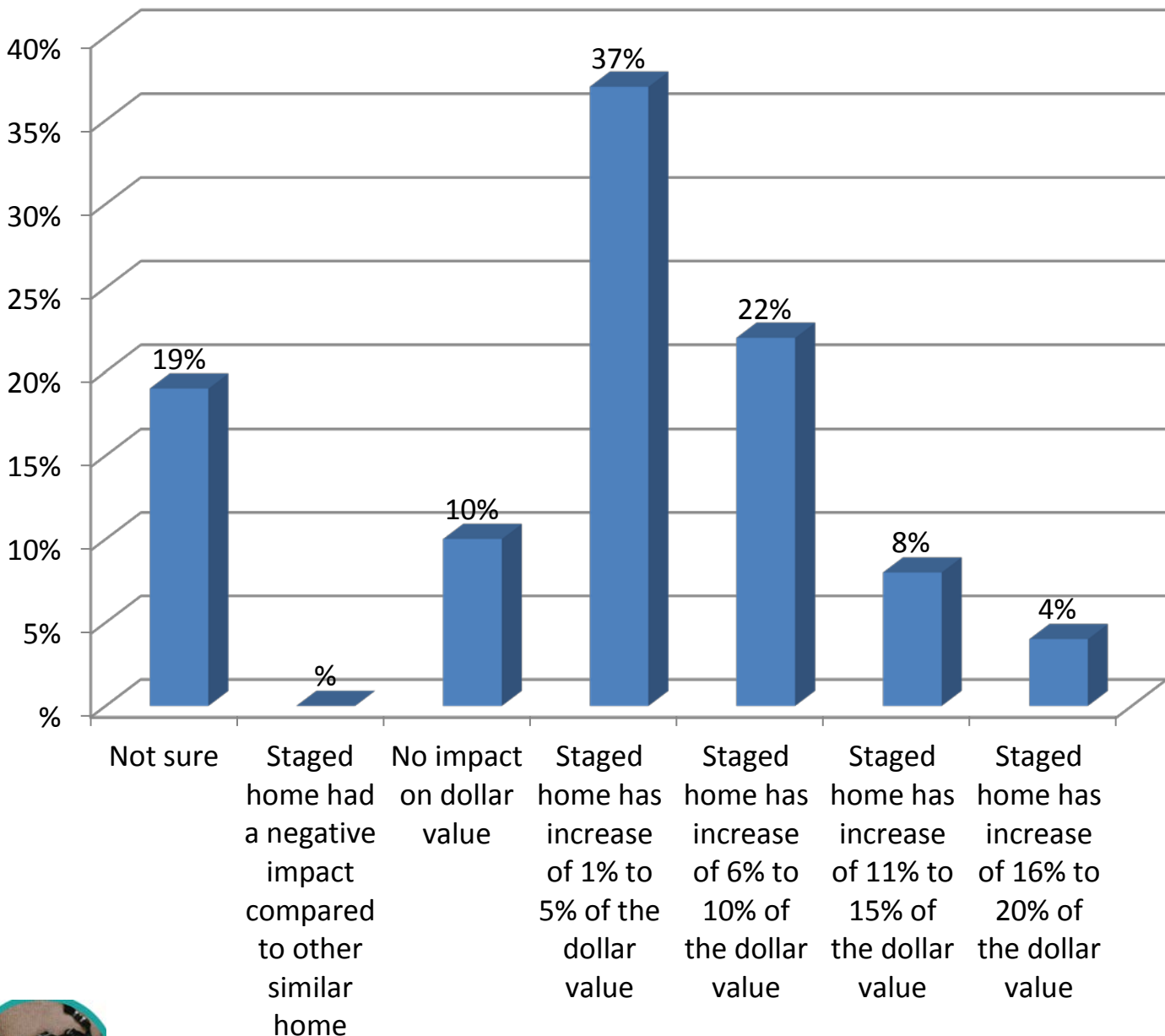
REALTORS[®] Represent Seller Side

How home staging is paid for:



REALTORS[®] Represent Seller Side

Percent change in the dollar value buyer is willing to offer for a staged home compared to similar home



Methodology

The survey was sent to 49,104 REALTOR® members. There were 2,373 respondents for a response rate of 4.8 percent.

Respondents were asked if they worked with a majority of buyer or sellers and their responses were directed to either the buying or selling side of the transaction. Of these respondents, 54 percent worked with a majority of buyers and 43 percent work with a majority of sellers. Three percent do not work with buyers or sellers. Those who did not work with buyers or sellers were removed from the sample of respondents.

