



Real Estate Staging Association

Advancing Professionalism and Excellence in Real Estate Staging

# Real Estate Staging Statistics Report By RESA® Released February 2010



Moving Mountains Design



## Vacant Homes Previously on the Market

87 Homes	Listed Un-Staged Not Sold	Those same homes were Staged, Listed, SOLD	SOLD
2009 Study 01-09 to 12-09	277 Average DOM	63 Average DOM	78% Less time on market

Our study includes 87 vacant homes (not staged) previously on the market an average of 277 days unsold. Those homeowners had their properties staged. Those same homes **sold in 63 days on average** after staging.

**This is 78% less time on the market.**



## Occupied Homes Previously on the Market

39 Homes	Listed Un-Staged Not Sold	Those same homes were Staged, Listed, SOLD	SOLD
2009 Study 01-09 to 12-09	233 Average DOM	53 Average DOM	78% Less time on market

Our study includes 39 occupied homes (not staged) previously on the market an average of **233 days unsold**. Those homeowners had their properties staged. Those same homes sold in 53 days on average after staging.

**This is 78% less time on the market.**



## Vacant and Occupied Homes Previously on the Market

126 Vacant and Occupied Homes	Listed Un-Staged Not Sold	Those same homes were Staged, Listed, SOLD	SOLD
2009 Study 01-09 to 12-09	263 Average DOM	60 Average DOM	78% Less time on market

Our study includes 126 vacant and occupied homes (not staged) previously on the market an average of 263 days unsold. Those same homes were staged and sold in 60 days on average after staging.

**This is 78% less time on the market.**



## Vacant and Occupied Homes Staged Before They Went On The Market

284  
Vacant and Occupied Homes

2009 Study  
01-09 to 12-09

SOLD on average in  
40.5 days

Our study includes 284 vacant and occupied homes that were **staged before they went on the market and sold in 40.5 days** on average after staging.



## Staged First, Listed and SOLD

	167 Occupied Homes Not Previously on the Market	117 Vacant Homes Not Previously on the Market
2009 Study 01-09 to 12-09	Sold on average in 39 days	Sold on average in 42 days

Our study includes 167 **occupied homes** that were staged before they went on the market. **These homes sold in 39 days on average after staging.**

Our study includes 117 **vacant homes** that were staged before they went on the market. **These homes sold in 42 days on average after staging.**



## How much money could you save by staging your home before listing?

Our study shows 126 homeowners had their property on the market on average of 263 days before they decided to stage. **263 days = 9 months!!!**

Those same homes were staged and sold in 60 days on average after staging. **This is 78% less time on the market. This is 7 months less time on the market.**

**As an example, using this formula you can determine approximately how much money you will continue to spend while your home is on the market un-staged.**

<b>If your mortgage is :</b>	<b>\$1800.00</b>
<b>If your direct expenses are:</b>	<b>\$300.00</b>
<b>Total carrying cost per month:</b>	<b>\$2,100.00</b>

Our study shows home owners had their property on the market for an average of 9 months. **\$2,100.00 X 9 months = \$18,900.00 in expenses.**

Had those homeowners staged first, their time on market would have been cut by 223 days on average (7 months).  $\$2,100.00 \times 7 \text{ months} = \$14,700.00$

**Staging their homes first would have saved them \$ 14,700.00.**

These numbers are all relative to individual mortgage and expenses. Use this simple formula to determine how much you will save by staging your home or listing before putting it on the market:

**Mortgage + expenses (utilities etc.) = Monthly expenses**

**Monthly expenses X 9 months (avg. time un-staged) = Cost to list house un-staged**

**Savings: Expenses x 7 months (average time on market reduced) – staging fee = Savings if you stage your house first!**

**\*\* If you have a price reduction you can also add that into the loss you are taking by listing a property un-staged.**



The Home Seller's Online Resource

## **HomeGain® Home Sale Maximzer Guide 2010**

The HomeGain® Home Sale Maximizer guide helps homeowners identify the key repairs that can result in a higher sale price for their house.

Nearly 1,000 real estate agents nationwide responded and configured a list of the top 12 moderately priced home improvements that will benefit sellers most when they sell their homes.

There are also some repairs that are recommended in this guide that may not increase the price of your home, but may make your house more marketable and reduce the time on the market.



The Home Seller's Online Resource

## Which Home Repairs Result in the Greatest Return?

In the HomeGain® Prepare-to-Sell study, real estate agents told us that it is the small improvements that pay the biggest dividends when a home is sold. The majority of agents who were surveyed normally advise homeowners to do as little as possible – perform touch-ups on floor tiling instead of replacing the entire floor; shampoo the carpets instead of replacing them.

However, if the homeowner and their real estate agent determine that the condition of certain areas is deemed to be too poor, more extensive work may provide the greatest benefit.

Most of the activities identified in HomeGain's Prepare-to-Sell study are common sense, but many sellers overlook some of the most critical items in the pressure of getting their home prepared for sale.

The following is a summary of the results of HomeGain's 2009 national survey, based on the 12 areas of home improvement identified by real estate agents in HomeGain's original survey in 2003. They are listed from the highest to lowest returns on investment:

HomeGain surveyed nearly 1,000 real estate agents in each of the U.S. regions. All agents might not necessarily agree on the same pre-sale strategy. See "% of agents recommending" column above. Differences of opinions may vary based on the climate of the market, region of the country or condition of the home in question. The percentage of agents that agree on the positive impact of a particular pre-sale activity is summarized here.



## The Home Seller's Online Resource

The following is a summary of the results of HomeGain's 2009 national survey, based on the 12 areas of home improvement identified by real estate agents in HomeGain's original survey in 2003. They are listed from the highest to lowest returns on investment:

Home Improvement Project	Average Cost	Home Price Increase	Return on Investment*	% of Agents Recommending
Clean and De-clutter	\$100 - \$200	\$1500 - \$2000	872%	98%
Home Staging	\$300 - \$400	\$1500 - \$2000	586%	82%
Lighten and Brighten	\$200 - \$300	\$1000 - \$1500	572%	95%
Landscape Front/Back Yards	\$300 - \$400	\$1500 - \$2000	473%	94%
Repair Plumbing	\$300 - \$400	\$1000 - \$1500	327%	88%
Update Electrical	\$300 - \$400	\$1000 - \$1500	309%	89%
Replace or Shampoo Carpets	\$400 - \$500	\$1000 - \$1500	295%	97%
Paint Interior Walls	\$500 - \$750	\$1500 - \$2000	250%	94%
Repair Damaged Floors	\$500 - \$750	\$1500 - \$2000	250%	91%
Update Kitchen	\$1000 - \$1500	\$2000 - \$3000	237%	69%
Paint Outside of Home	\$750 - \$1000	\$1500 - \$2000	201%	81%
Update Bathroom	\$750 - \$1000	\$1000 - \$1500	172%	70%

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The average cost of home staging in the HomeGain® study is reflective of what REALTORS® said they think it will cost a seller to stage on their own.

Projections are higher when a professional home stager is hired.



**Real Estate Staging Association**

Advancing Professionalism and Excellence in Real Estate Staging

- Consumer's Guide to Real Estate Staging
- Free Marketing Handouts for Real Estate Agents

Available at

[www.RealEstateStagingAssociation.com](http://www.RealEstateStagingAssociation.com)

**Front Cover Credit:**

**Michelle Minch, RESA-PRO™**

Moving Mountains Design Home Staging  
RESA® 2010 Professional Stager of the Year

**HomeGain® Home Sale Maximizer Guide 2010**

Provided by HomeGain®

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Submitted By Professional Real Estate Stagers

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