

## Nation Wide Trends and Staging Statistics

Preparing a home for sale can be a significant factor in selling for higher profits and in a shorter amount of time. Independent studies have confirmed these assertions as well as Stagedhomes.com's internal market surveys

<b>TYPE OF HOME</b>	<b>Average Days on Market</b>	<b>Average Days to Pending Status After Staging<sup>7</sup></b>		<b>Equity Increase</b>
<b>HOMES LISTED FOR SALE PRIOR TO STAGING</b> (These homes were not Staged, but were listed and did not sell. The homes were then Staged by an ASP and SOLD)	136 Days (4.5 months)	7.6 Days	Up to 20 times faster than Non-Staged homes!!!	3% minimum or \$26,000 average (As much as 50% and \$50,000 in some markets)
<b>HOMES LISTED FOR SALE AFTER STAGING</b> (These houses were Staged by an ASP and then listed for Sale.)	32-42 Days (for non-staged comparable homes)	6.8 Days	2-3 Times Faster	3% minimum or \$26,000 average (As high as 50% and \$50,000 in some markets)

**2004-2005 Stagedhomes.com survey of 200 homes prepared for sale by an Accredited Staging Professional (ASP)**

# Your Return on Home Improvement Investments

Improvement	Typical Cost	Increase in Sales Price	Average Return	Agents Who Recommend
Lighten and Brighten	\$86 - \$110	\$768 - \$935	769%	84%
Clean & De-Clutter	\$305 - \$339	\$2,093 - \$2,378	594%	91%
Fix Plumbing & Electrical	\$338 - \$381	\$922 - \$1,208	196%	63%
Landscape & Trim	\$432 - \$506	\$1,594 - \$1,839	266%	72%
Kitchen, Bath Upgrades	\$1,546 - \$2,120	\$3,823 - \$4,885	138%	83%
Repair Flooring	\$1,531 - \$1,714	\$2,267 - \$2,589	50%	62%
Paint Exterior Walls	\$2,188 - \$2,381	\$2,907 - \$3,233	34%	57%
Replace Carpeting	\$2,602 - \$2,765	\$3,585 - \$3,900	39%	65%

2003 HomeGain survey of 2,000 real estate agents nation wide found that moderately priced home improvements, ranging from \$80 - \$2,800 made in preparation for a sale actually yield the highest returns when a house is sold.

## Staging Helps Listings Sell Faster

