

## **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 a 1999 Procter & Gamble survey**

- When deciding to view a house, 78% of objective elements are generally pre-determined before viewing: they are location and size – both things are outside of a seller's control.
- Elements that create 72% of the first impression inside the home are within the control of the seller – well-trained staging consultants know how to show these to their best advantage.

## **From a 2003 Home Gain Survey of 2,000 real estate salespeople**

- Moderately priced home improvements, ranging from \$80 - \$2800, made in preparation for sale,

## **From a 1999 survey by Joy Valentine – Coldwell Banker Broker on 2772 homes in 8 cities**

- Homes that were staged sold in 13.8 days.
- Homes that were not staged sold in 30.9 days.
- The staged homes realized on average a 6.4% increase over the list price.

## **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.