

STAGING CUTS TIME ON THE MARKET

Home staging offers a distinct advantage for sellers: a speedy sale.

According to the article posted by the *National Association of Realtors*®, 62 percent of sellers' agents believe staging a home cuts down the time it spends on-market, with the majority believing it "greatly" reduces the window, according to the new 2017 Profile of Home Staging from the National Association of REALTORS® (NAR). 77 percent of buyers' agents believe staging a home helps buyers envision themselves living in it, and 40 percent believe it prompts buyers who first saw the home online to visit it in person.

Staging can also have a positive effect on home value. 31 percent of buyers' agents and 29 percent of sellers' agents believe it adds anywhere from 1 to 5 percent, while 13 percent of buyers' agents believe 6 to 10 percent and 21 percent of sellers' agents believe 8 to 10 percent.

The cost of staging is often fronted by the seller or sellers' agent.

STAGED FOR SUCCESS

The National Association of REALTORS® 2017 Profile of Home Staging takes a look at the value staging a home brings to the selling process

77%

of buyers' agents say that staging makes it easier for **buyers to 'visualize'** the property as their future home



49%

of buyers' agents say that staging a home **increases the dollar value offered**



62%

of sellers' agents say that staging a home **decreases the amount of time** a home spends on the market



The most commonly staged rooms are the:

living room

83%

kitchen

76%

master bedroom

69%



93%

of agents recommend that seller's **declutter their home** before putting it on the market

 NATIONAL ASSOCIATION of REALTORS®

Check out this article in [Small Business Trendsetters](#) showing how Jeffrey & Laura use Consumer Psychology to Prep their Homes for Sale.