

HOME STAGING RETURN ON INVESTMENT

Whether you're planning to sell or rent your property, the investment in staging has been proven to add value, while reducing a property's time on the market. The fact is that when you don't take the time to prepare your property before listing it, you help to sell the competition. In other words, you give your potential buyers a reason to keep looking.

Case Study:

- Vacant Three Bedroom, Three Bath Property
- Listing Price: \$2.3 Million
- Before Staging: The property had been sitting for months with no offers and the owner was now ready to try a new marketing approach
- After Staging: After receiving multiple offers, the property **ultimately sold for 2.2% above asking**, after just two weeks on the market
- Staging Investment: 1%
- ROI = $(\$2.35M - \$2.3M) / \$23K = 220\%$

Note: The investment in staging can vary depending on size, condition, and expected listing price



In addition to staging, making strategic updates and repairs to modernize a property will increase the perceived value and ultimately, your return on investment at sale.

Properties Staged First Spend 90% Less Time On The Market Vacant & Occupied Homes Previously On The Market Un-Staged and Not Sold



184
Days On Market
Un-staged homes spent an average of 184 DOM (Days on Market) before staging.

41
Days On Market
After staging, properties that were previously listed un-staged, sold on average in 41 days.

23
Days on Market
Properties staged prior to going on the market, sold on average in 23 days.