



Top 5 Reasons to Use a Professional Home Stager

1. You will get a greater return on your Investment

According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent.

2. The cost of staging doesn't cost a dime.

In a 2007 Home Gain Survey of over 2000 realtors, it was discovered that sellers who invested in staging services for their home, recovered over 343% of the cost in the sale of their home.

3. The longer your home is on the market, the lower the price. So stage first!

According to a National Association of Realtors survey, homes that sold *after four weeks* on the market sold for 6% less than ones within the *first four weeks*! Don't be in a position where you have to lower your price. Have your house staged first!

4. Your house will sell faster, which equals less headaches and hassles.

USA Today reported in a Coldwell Banker survey of over 2800 homes that the staged homes, on average, sold in half the time that the non-staged homes did.

5. Only 10% of home buyers can visualize the potential of a home.

This is why staging a home is critical! You don't want the advantages of your home overlooked and left up to the buyer's imagination.



Home Staging Resource

Business Solutions *for* Professional Home Stagers

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