HOME STAGING

Seller's Guide

TIPS FOR MAXIMUM SALES IMPACT

SCAN ME

KAVANAUGH SAVELLI

Why Stage my *Home?*

Over 90% of buyers will visit online photos before ever thinking about contacting an agent for a tour. Homes that have been professionally staged will stand out among other homes that were listed “as is.” Having a staged home curated by professionals will make your home stand out among the competition and increase buyer traffic. Staging quickly gives a home that competitive edge in getting higher and better offers.

Over 90%

OF BUYERS WILL VISIT ONLINE PHOTOS BEFORE EVER THINKING ABOUT CONTACTING AN AGENT FOR A TOUR.

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REASON 01

FUNCTION & PURPOSE

Top 4 Reasons *to Stage Your Home*

Each room must have a purpose, or the focal point will be lost. If a buyer walks into a room and it is empty, there is no frame of reference, and they will be left wondering “what is the purpose of this room and how would I arrange it to fit my personal needs?” If there is no clear purpose of a room, the function will not be readily accessible. Professional staging can help a potential buyer navigate how they would see themselves in the home and ultimately lead to a concrete offer.

No. 2

"FEEL HOME" ATMOSPHERE

The number one reason buyers give when asked about the decision to buy a particular home is "it felt like home." A professional stager can curate a style and atmosphere to create a "fear home" look that buyers can envision themselves living in.

Rooms and spaces that are specific to the seller's style will make a buyer feel they're walking into an unfamiliar atmosphere and rooms that are left vacant almost always feel cold and uninviting. A professionally staged home will inspire potential buyers to quickly write offers.

No.3

COST OF VACANCY VS. STAGING

The money invested in staging almost always pays for itself, which results in less financial stress for the seller.
The cost of vacancy is much more than the cost of staging.

UNSTAGED HOMES	STAGED HOMES
SIT LONGER	SELL FASTER

Unstaged homes will be on the market an average of two times longer than homes that have been professionally staged, leaving sellers responsible for extra mortgage payments, insurance and other carrying costs during time on the market.

WHY STAGING IS A WORTHWHILE MARKETING INVESTMENT

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Return on *Investment*

No.4

One of the biggest reasons to stage before listing is the most obvious: Money. Staging is crucial to getting desirable offers so that sellers don't end up leaving money on the table.

Homes ranging from **$400,000** to $1,000,000 will have an **85%** chance of seeing a minimum of **$20,000** and up to **$230,000** over asking.

When a seller considers the cost of staging, it pales in comparison to the possible returns.

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STAGED VS. UNSTAGED

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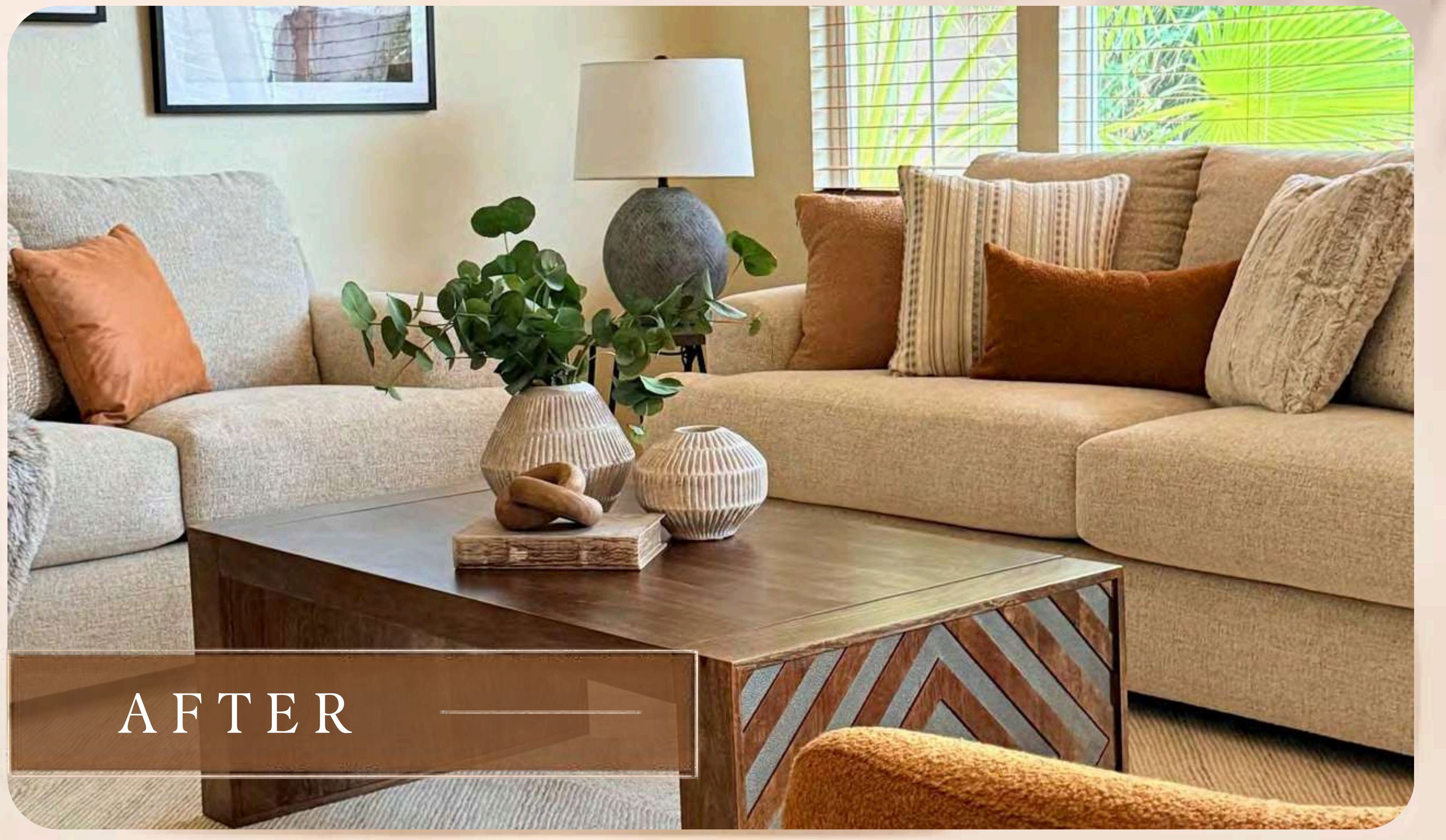
Before and After

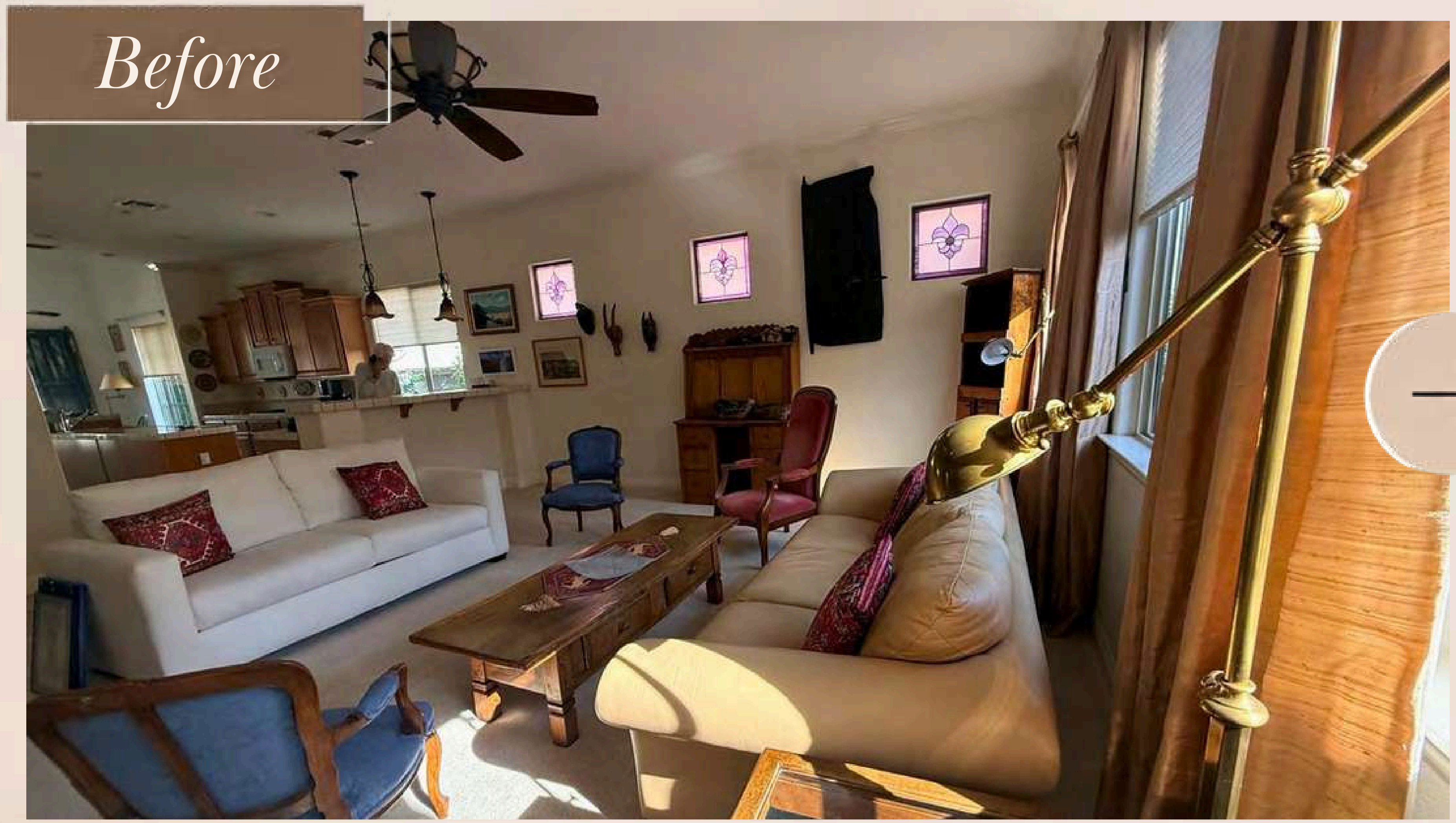
Vacant homes often appear cold and uninviting, and buyers have a difficult time imagining themselves living in the home. Homes that are staged bring function and warmth to each space and help buyers recognize the possibilities of each key space in the home. Here are some of our favorite transformations over the years.



Before & *After*

HERITAGE PARK, SACRAMENTO

Before



After

THIS WAS AN IMPECCABLY MAINTAINED PROPERTY;
HOWEVER THE FURNITURE AND DECOR WAS DATED - QUICKLY SOLD OVER ASKING,

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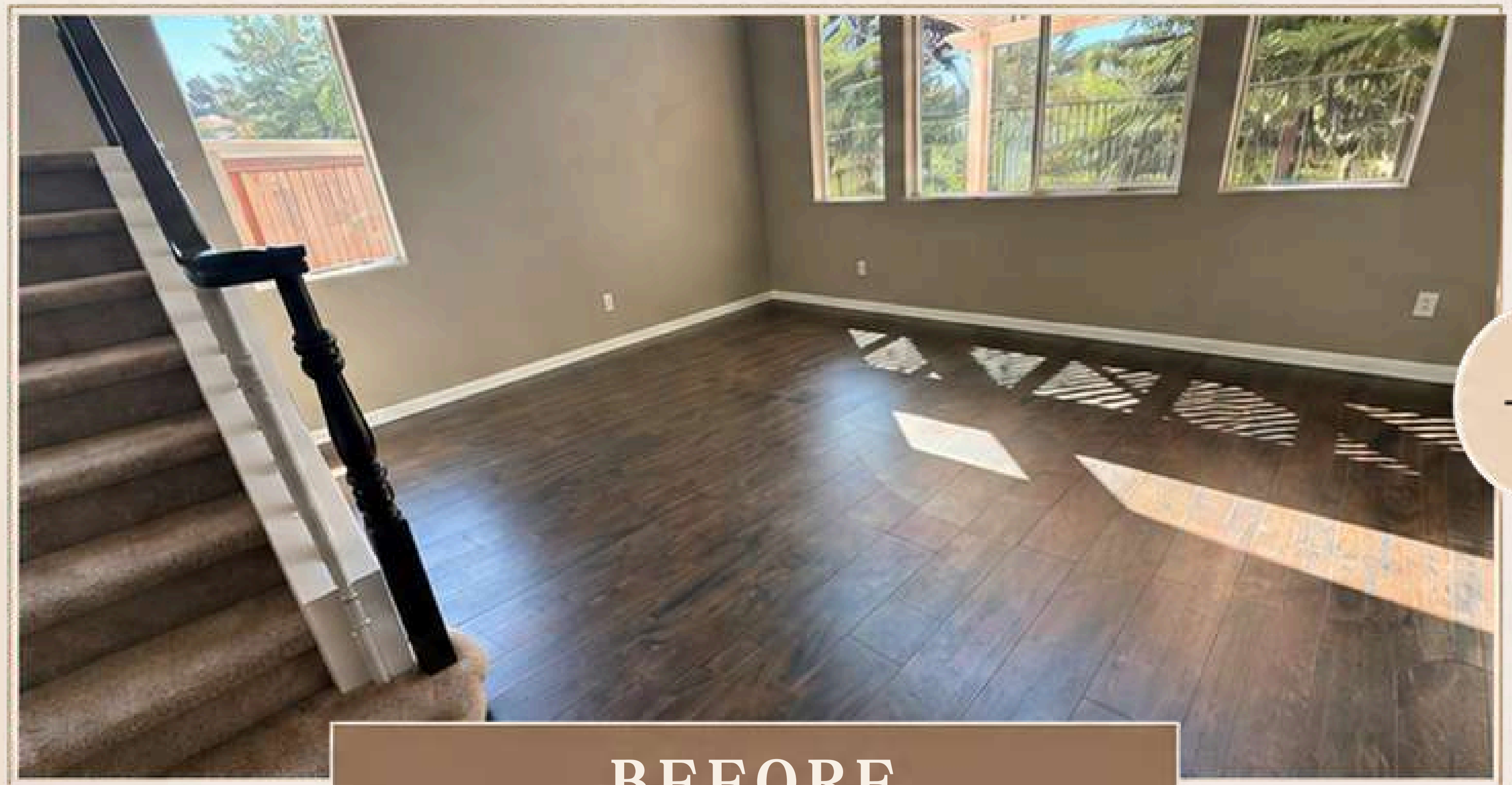
Before & After

FOLSOM, CA



BEFORE

AFTER

THIS PROPERTY SAT ON THE MARKET FOR OVER A YEAR - NEW AGENT TOOK OVER THE LISTING AND STAGED THE PROPERTY AND THE LISTING WENT PENDING IN 2 WEEKS.

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Let's Talk *Stats*

Recent numbers compiled from 84 homes staged and sold, this data comes directly from the Real Estate Staging Association's Sold Over List Price Club, a program designed to track staging's real return on investment.

AVERAGE OVER LIST PRICE	SALE TO LIST RATIO	AVERAGE INVESTMENT IN STAGING SERVICES	AVERAGE RETURN ON STAGING INVESTMENT	AVERAGE DAYS ON MARKET FOR STAGED PROPERTIES
$56,000	107%	$3,588	2,334%	12 DAYS

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How much do sellers invest in staging — *and is it worth it?*

PROPERTIES STAGED WITH A $4K–$5K INVESTMENT

RETURNED AN AVERAGE OF

2,433% ROI

THAT'S $24.33 BACK FOR EVERY STAGING DOLLAR SPENT.

HOMEOWNERS WHO INVESTED $1K–$2K IN STAGING SERVICES

SOLD FOR

110%

OVER LIST PRICE.

RESA
Real Estate Staging Association
Advancing Professionalism and Excellence in Real Estate Staging

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GLOBAL CB LUXURY