

STAGED TO SELL

Sixty-two percent of sellers' agents say that staging a home decreases the amount of time a home spends on the market, according to the National Association of REALTORS®' 2017 Profile of Home Staging.

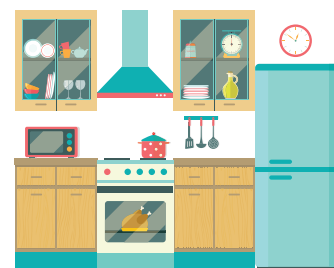
THE MOST POPULAR ROOMS TO STAGE



55%



51%



41%

Agents said staging the living room for buyers was found to be most important, followed by the master bedroom and kitchen.

THE SELLERS' AGENTS' PERSPECTIVE

Thirty-eight percent of sellers' agents said they stage



100%

of sellers' homes **prior to listing them for sale.**

25% of agents said **the costs of staging a home were typically paid by the seller** before the home is listed.

THE BUYERS' AGENTS' PERSPECTIVE

77% of buyers' agents said staging a home made it **easier for buyers to visualize the property** as their future home.



49%

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



To read the full report, visit the Research & Statistics section of NAR.REALTOR.