

2017 Profile of Home Staging



National Association of REALTORS® Research Department

Executive Summary

Buyers' Agent Perspective:

- Forty-nine percent of buyers' agents cited that homes staging had an effect on most buyer's view of the home.
- Seventy-seven percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Staging the living room for buyers was found to be most important (55 percent), followed by staging the master bedroom (51 percent), and staging the kitchen (41 percent).
- About one-third of buyer's agents said that staging a home increased the dollar value offered between one and five percent compared to other similar homes on the market that are not staged.

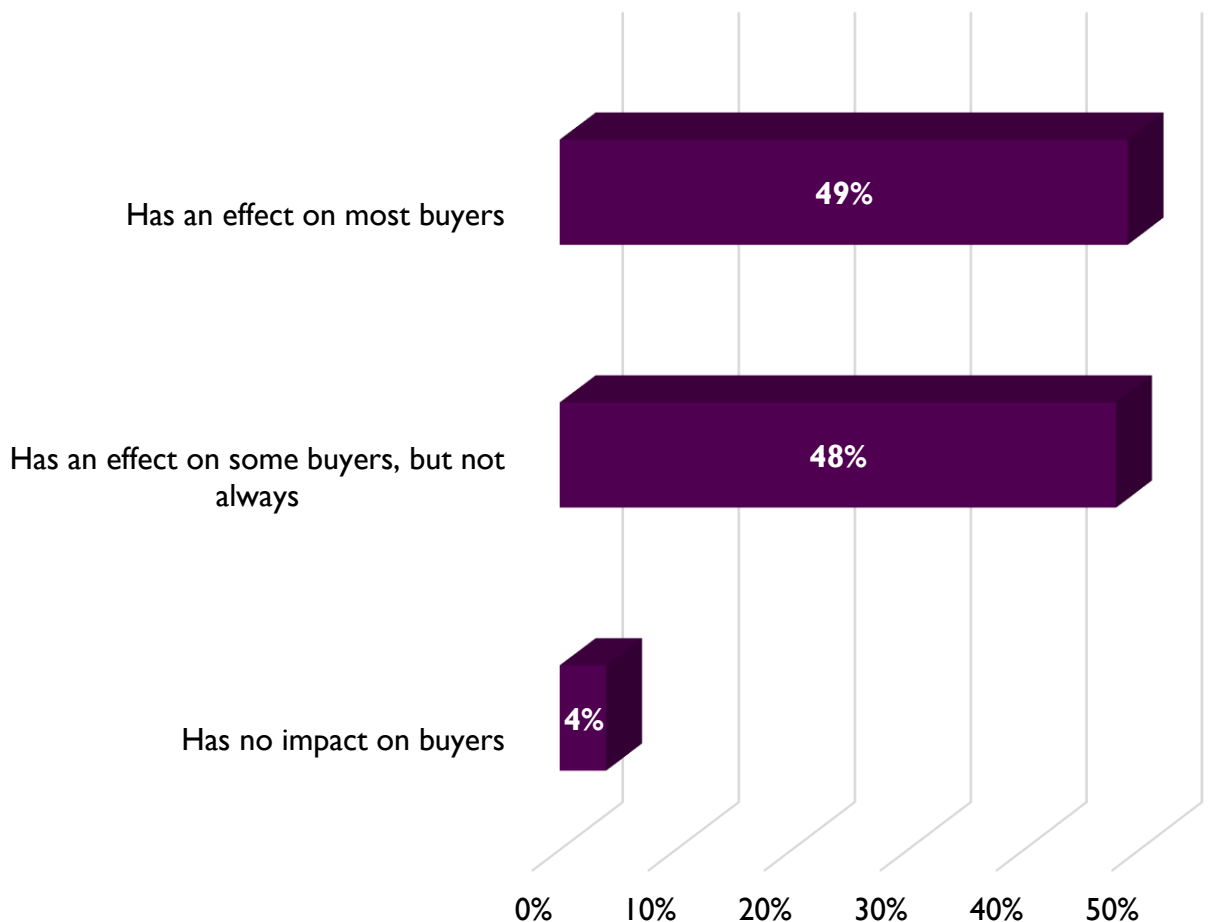
Sellers' Agent Perspective:

- Thirty-eight percent of sellers' agents said they stage all sellers' homes prior to listing them for sale. Fourteen percent noted that they only stage homes that are difficult to sell.
- The most common rooms that are staged include the living room (83 percent), kitchen (76 percent), master bedroom (69 percent), and the dining room (66 percent).
- The costs of staging a home were typically paid by the seller before the home is listed (25 percent).
- When staging a home, 29 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers, in comparison to similar homes. Twenty-one percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- Thirty-nine percent of sellers' agents stated that staging a home greatly decreases the amount of time the home is on the market.
- The most common home improvement items agents recommended to sellers were decluttering the home (93 percent), entire home cleaning (89 percent), carpet cleaning (81 percent), and removing pets during showings (80 percent).

Home Staging Effect on Buyer's View of Home

- Forty-nine percent of buyers' agents cited that homes staging had an effect on most buyer's view of the home.
- Only four percent of respondents said that home staging had not effect on the buyer's view of the home

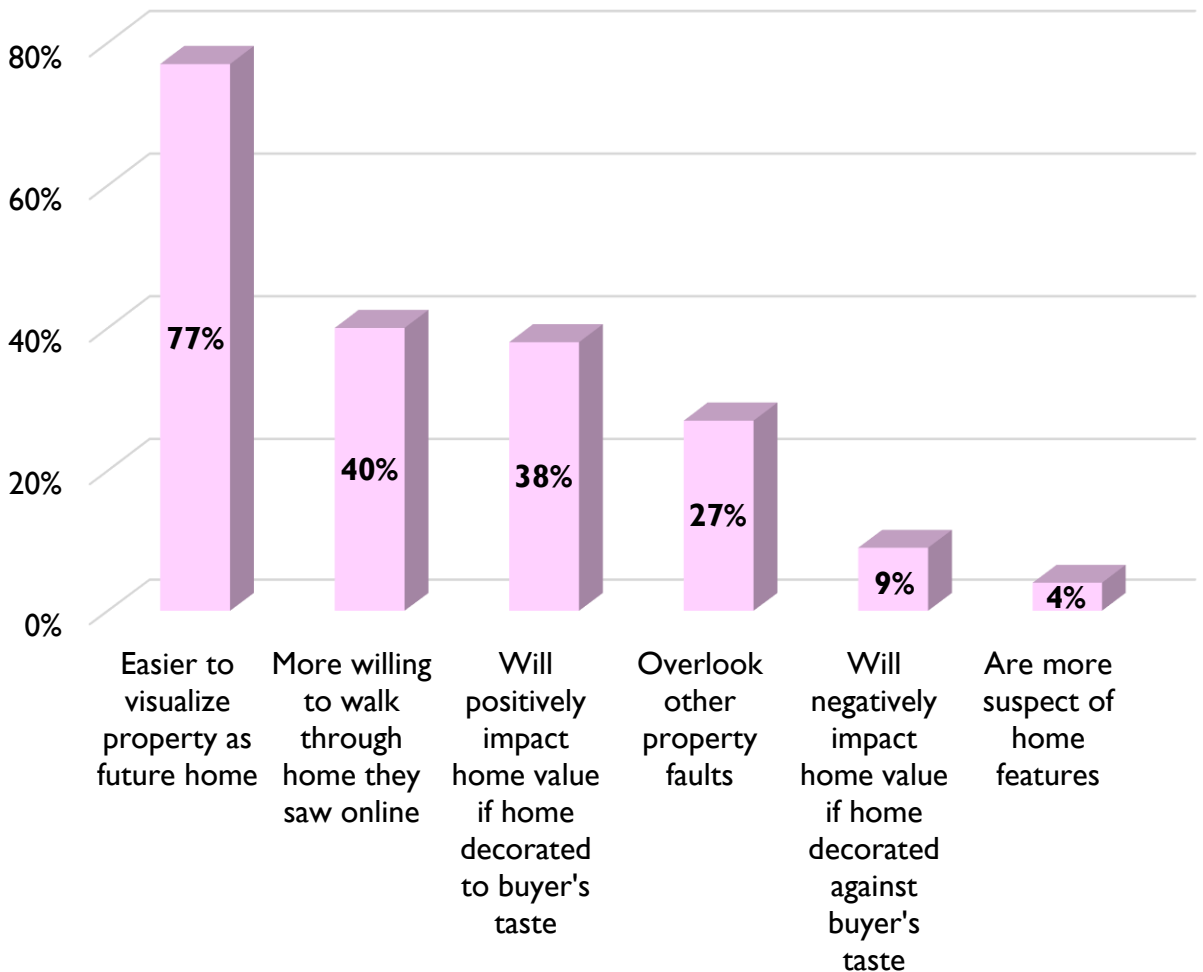
Effect on Buyer's View of Home



Impacts of Buyer Viewing a Staged Home

- Seventy-seven percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Buyers were more willing to walk through a home they saw online (40 percent), and buyers' agents identified that staging would positively impact the home value if the home was decorated to a buyer's taste (38 percent).

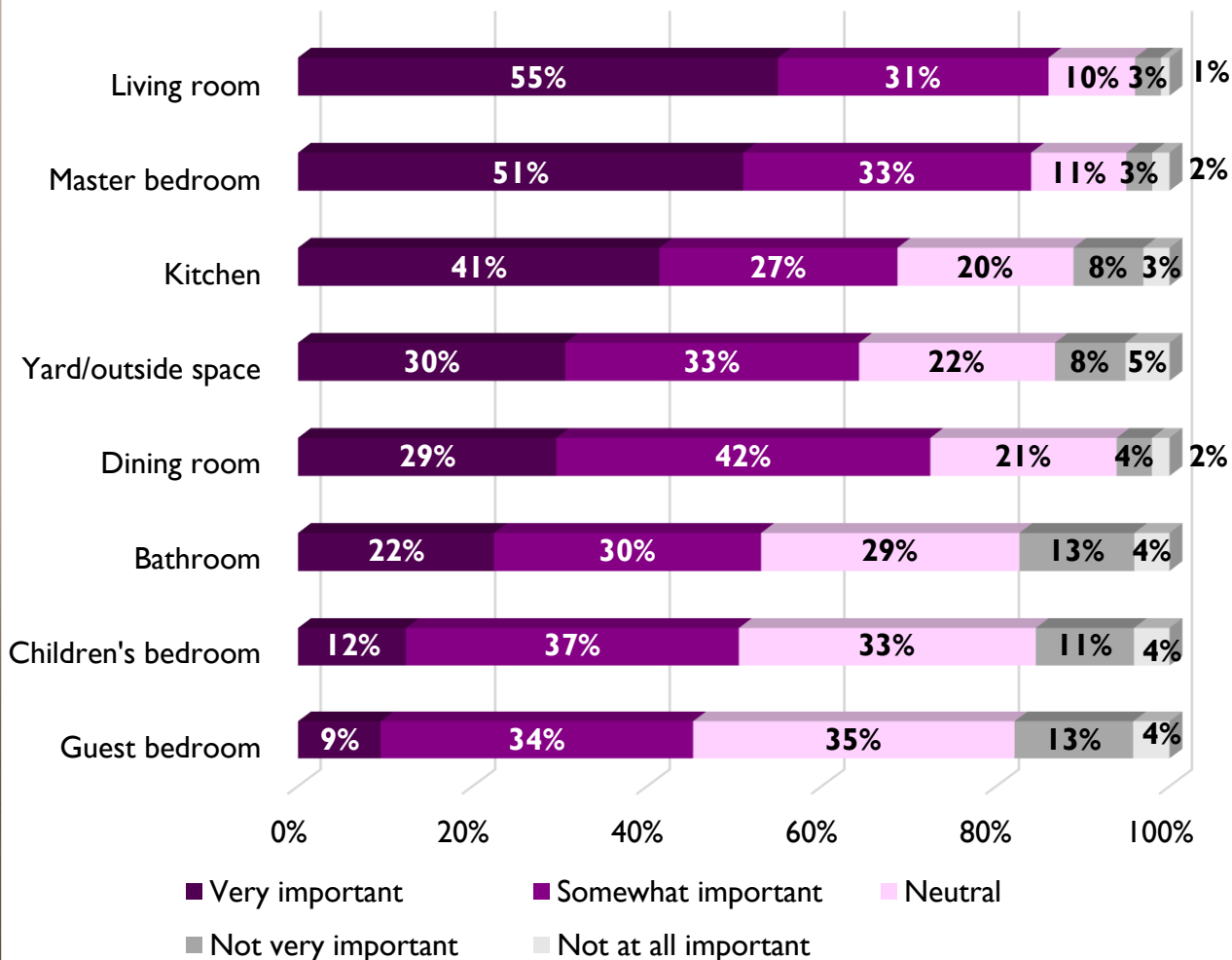
Impact of Buyers Viewing a Staged Home



Importance of Staged Rooms

- Staging the living room for buyers was found to be most important (55 percent), followed by staging the master bedroom (51 percent), and staging the kitchen (41 percent).
- Buyers' agents cited staging the guest bedroom as the least important room, with just nine percent saying that it was very important to stage.

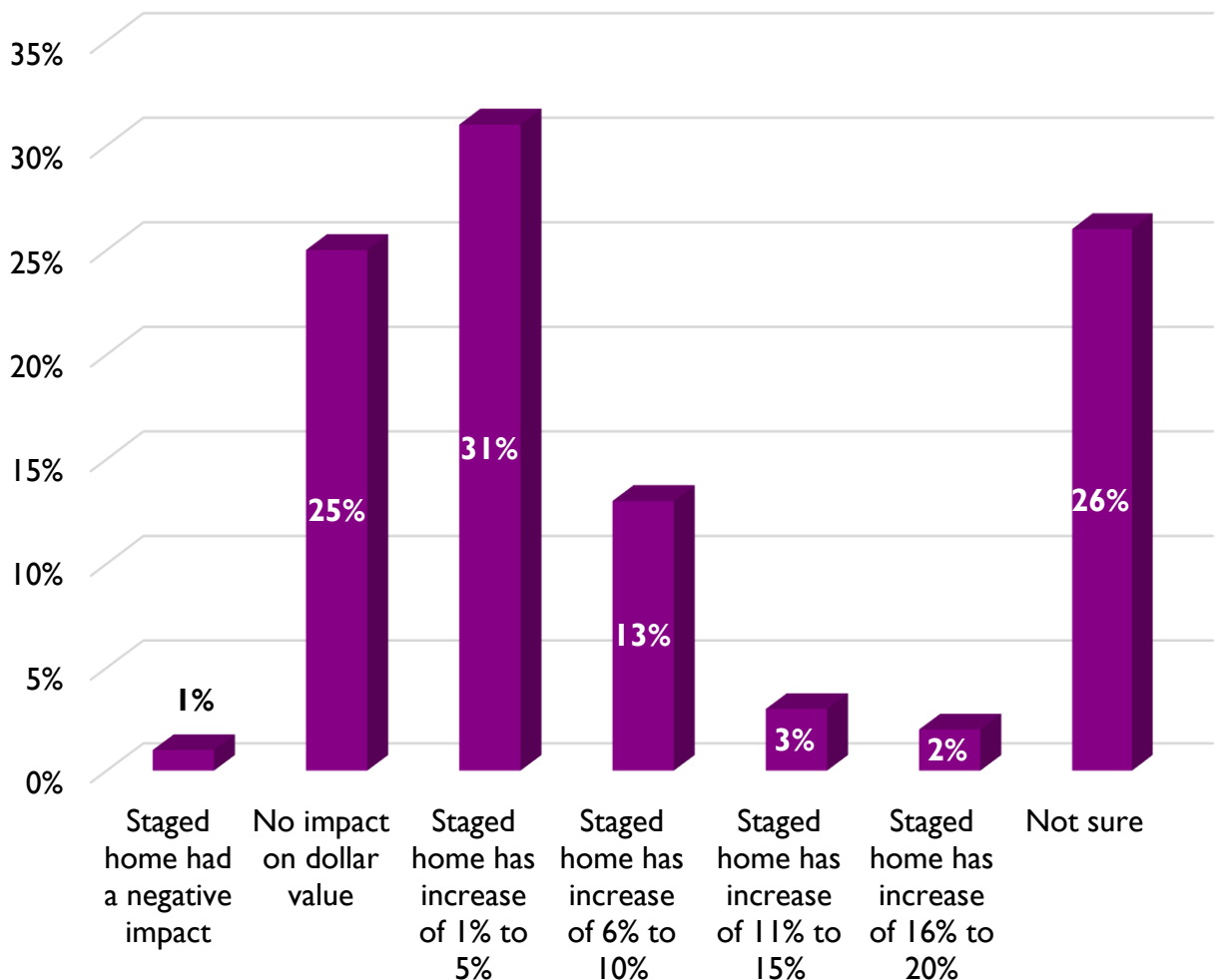
Importance of Rooms Staged for Buyers



Percentage Change in Dollar Value When Home is Staged

- About one-third of buyer's agents said that staging a home increased the dollar value offered between one and five percent compared to other similar homes on the market that are not staged.
- Twenty-five percent of buyers' agents indicated staging a home had no impact on the dollar value that was offered.

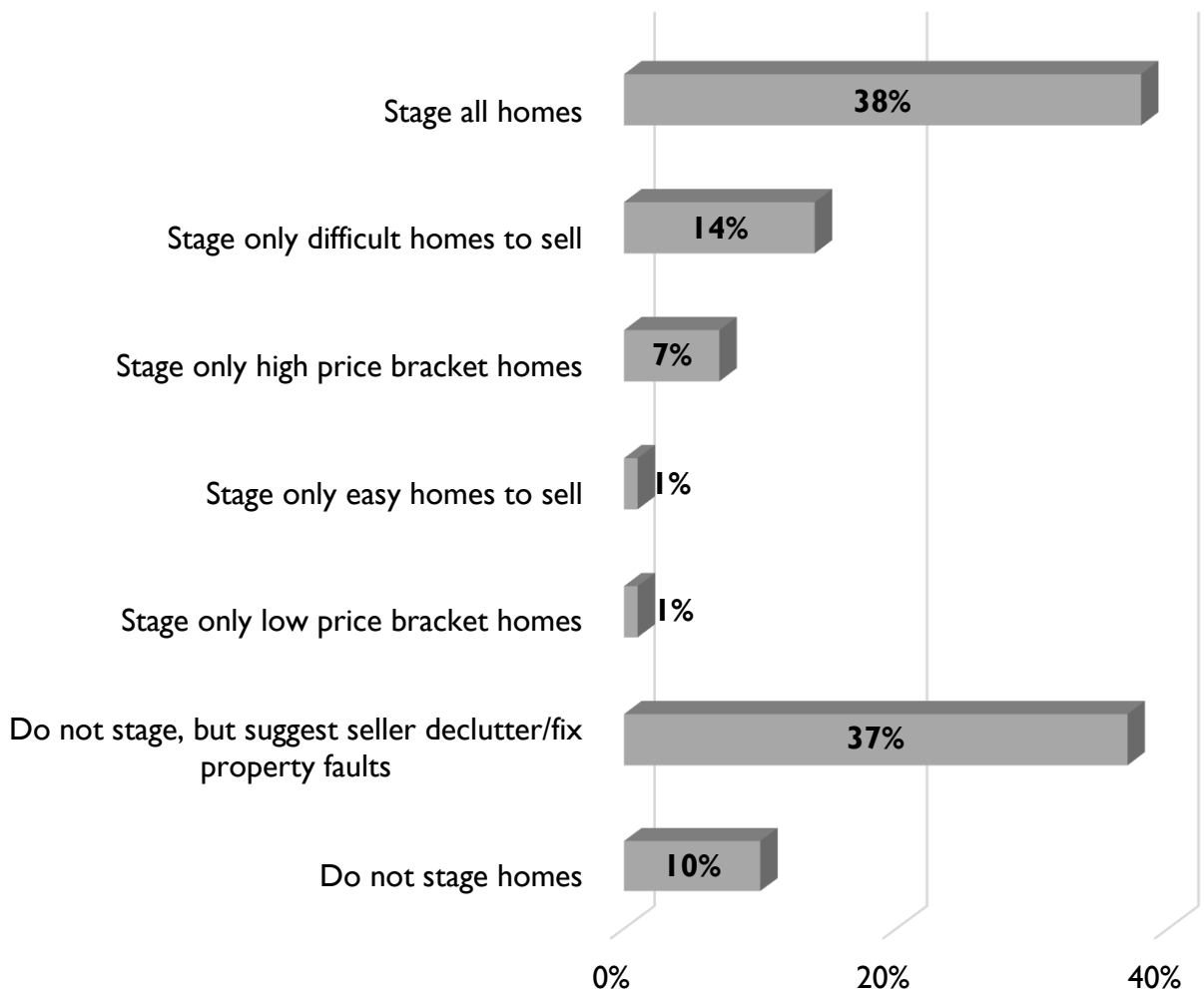
Percent Change in Dollar Value Offer of Staged Home



Staging Homes Before Listing for Sale

- Thirty-eight percent of sellers' agents said they stage all sellers' homes prior to listing them for sale. Fourteen percent noted that they only stage homes that are difficult to sell.
- Thirty-seven percent of sellers' agents stated that they do not stage homes before listing them for sale, but suggest that the seller declutter or fix property faults.

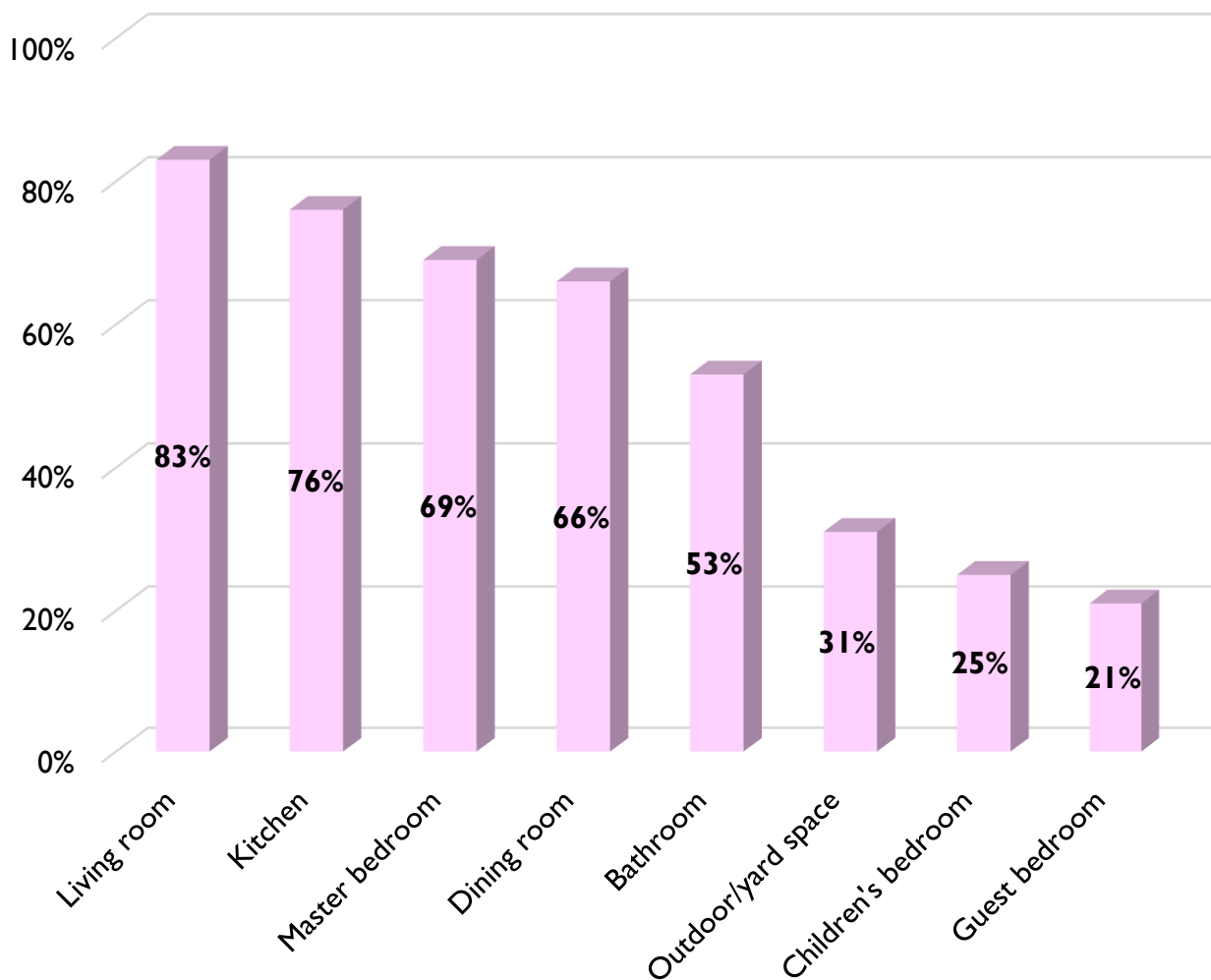
Stage Sellers' Homes Before Listing



Rooms Typically Staged When Selling

- The most common rooms that are staged include the living room (83 percent), kitchen (76 percent), master bedroom (69 percent), and the dining room (66 percent).
- The least common room to stage was a guest bedroom, at 21 percent.

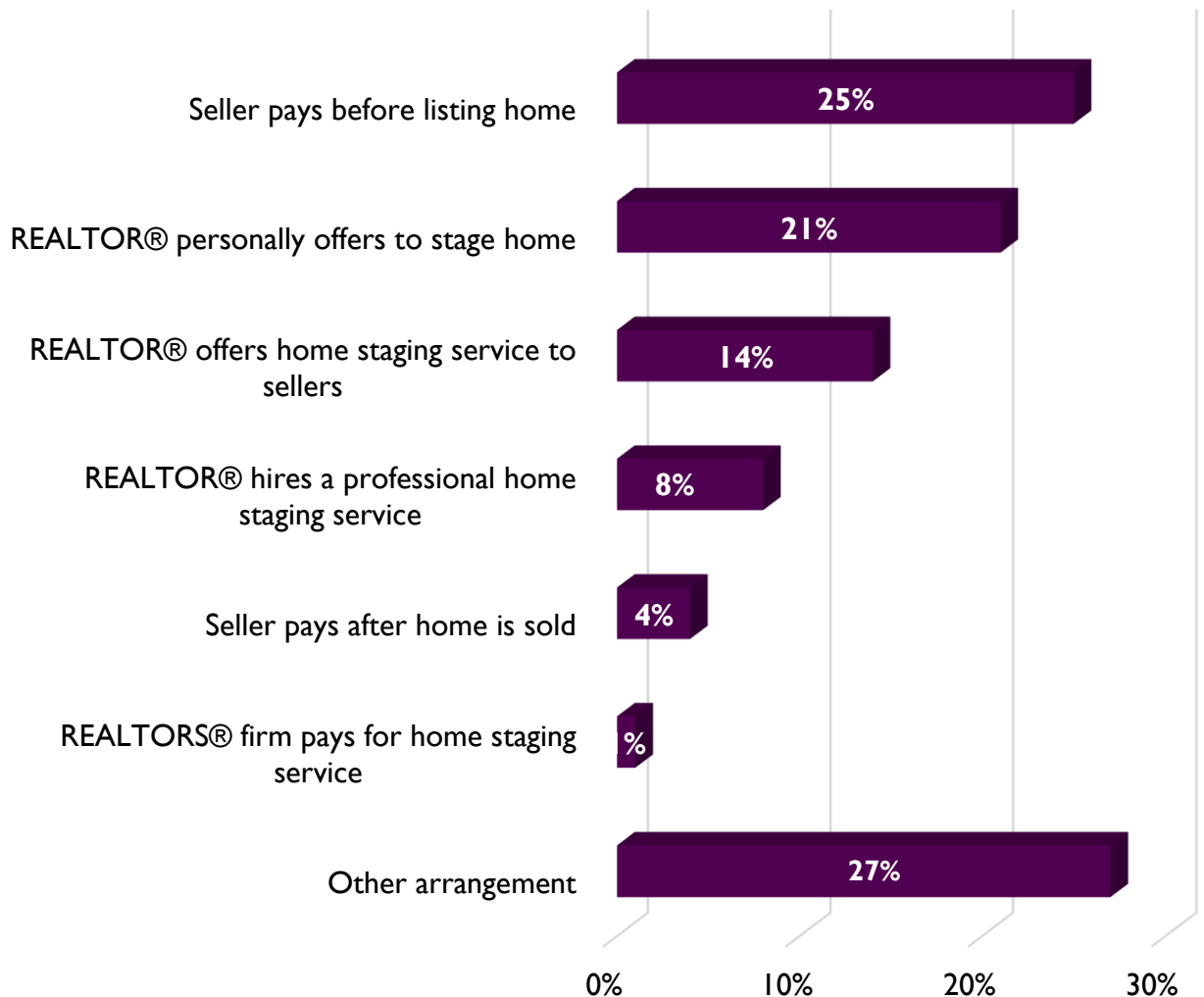
Rooms Staged When Selling



Paying for Home Staging

- The costs of staging a home were typically paid by the seller before the home is listed (25 percent). Sellers' agents commonly personally offered to stage the home (21 percent), and offered a home staging service to sellers (14 percent).

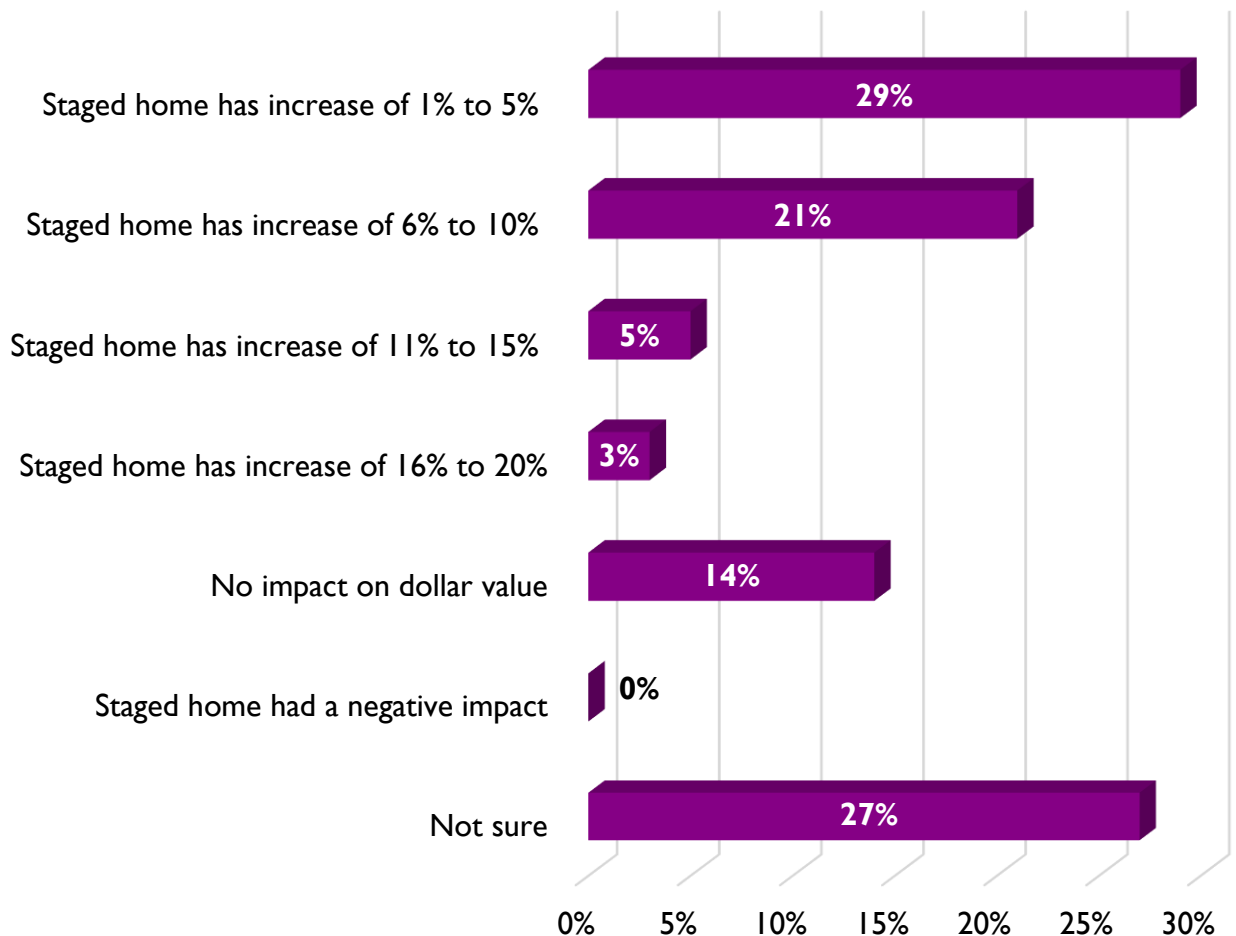
Who Pays for Home Staging



Percentage Change in Dollar Value Sellers Receive

- When staging a home, 29 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers, in comparison to similar homes. Twenty-one percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- None of the respondents reported that staging a home had a negative impact on the home's dollar value.

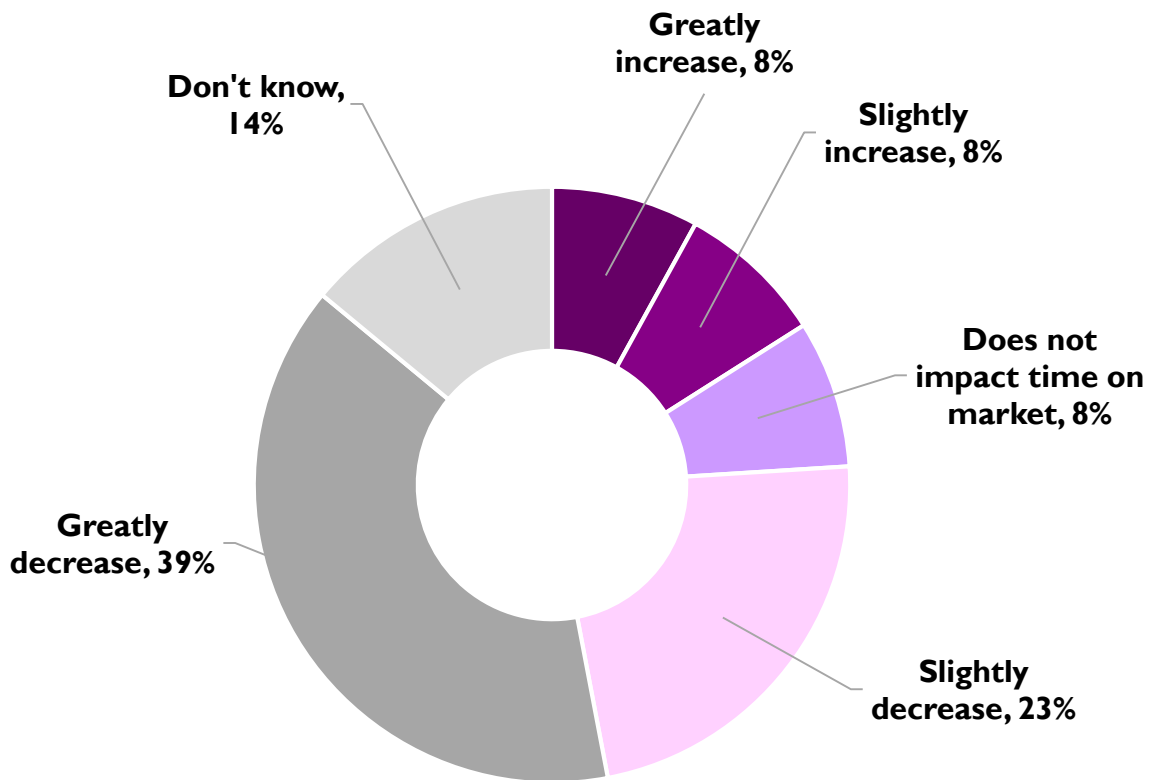
Percent Change in Dollar Value Offered of Staged Home



Impact of Time on Market

- Thirty-nine percent of sellers' agents stated that staging a home greatly decreases the amount of time the home is on the market. Twenty-three percent reported slight decreases in the time on the market, while eight percent stated that staging a home did not affect the time on the market.
- Only eight percent of respondents reported that staging a home greatly increased the time a home was on the market.

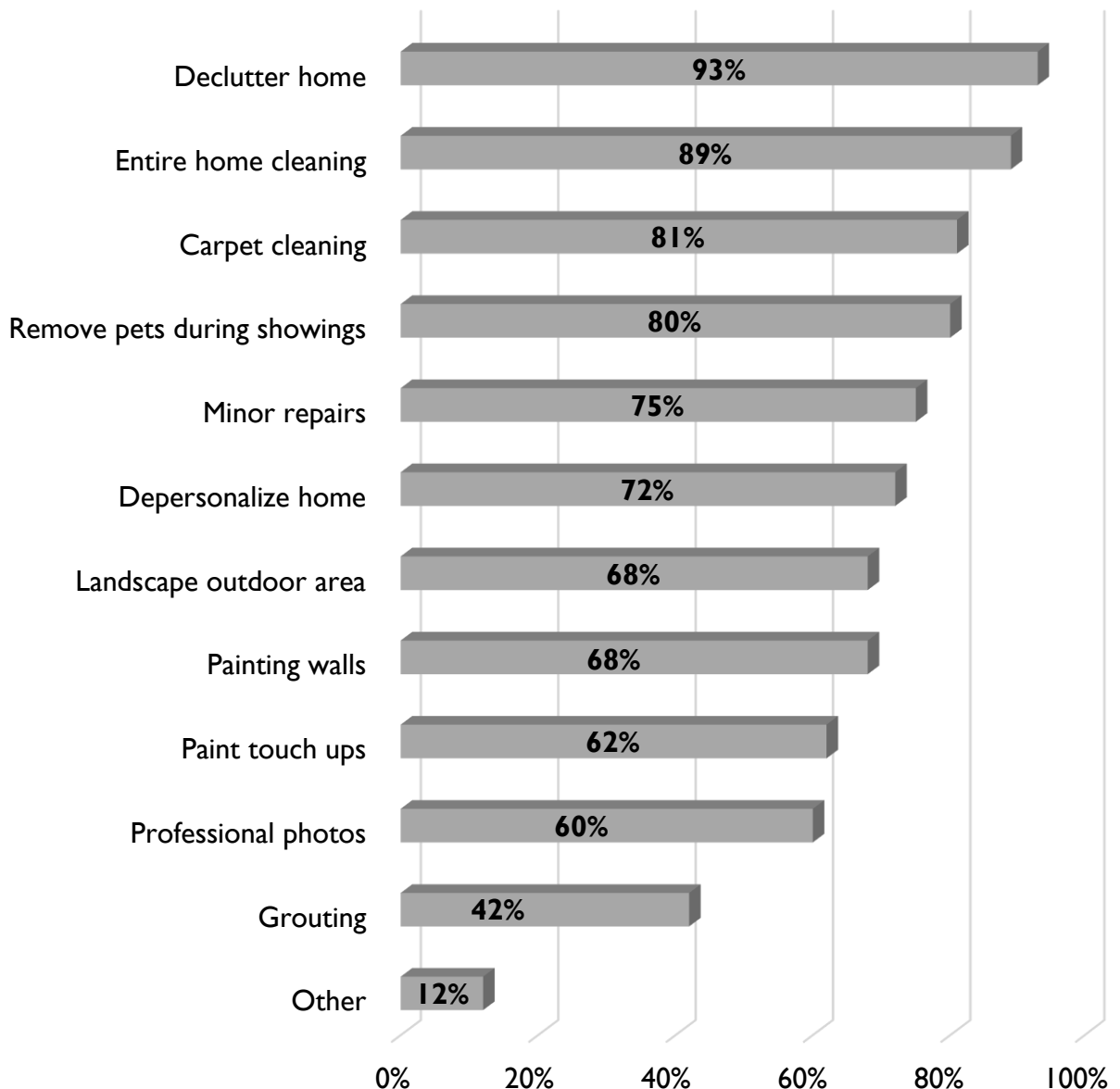
Time the Home is on the Market



Home Improvement

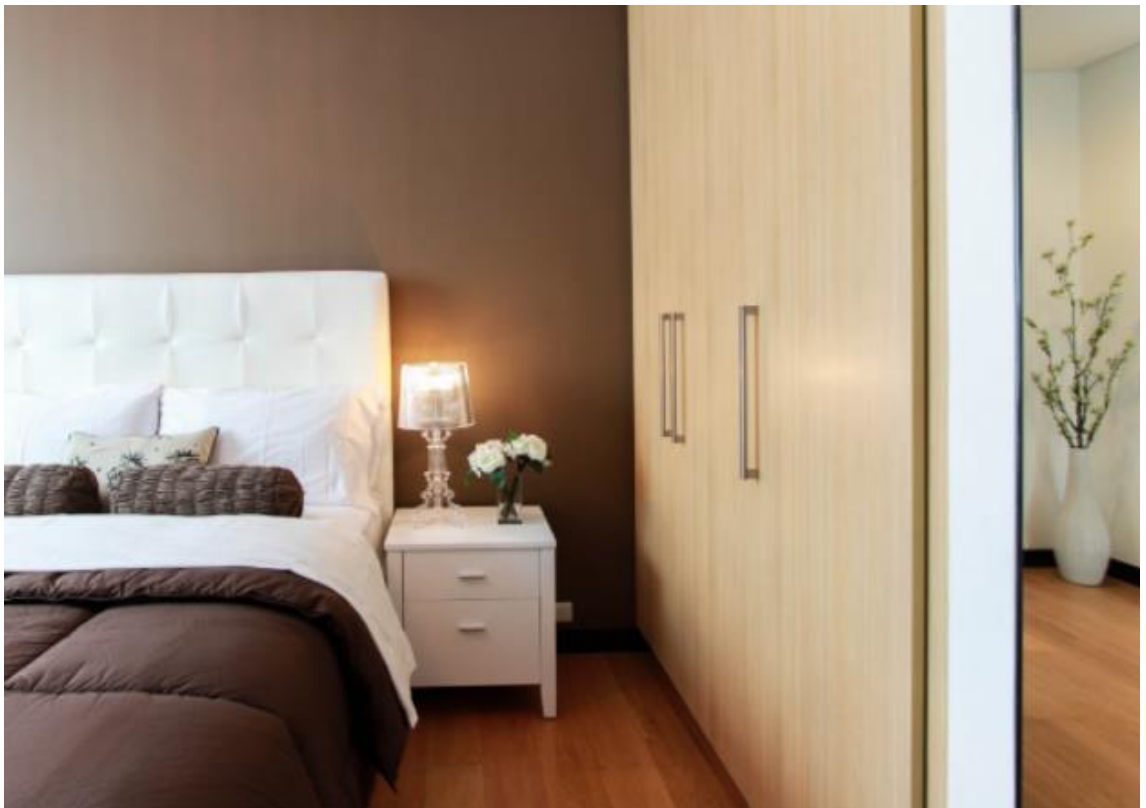
- The most common home improvement items agents recommended to sellers were decluttering the home (93 percent), entire home cleaning (89 percent), carpet cleaning (81 percent), and removing pets during showings (80 percent).

Home Improvement Items Recommended



NAR Survey Respondents

- Respondents most often worked with buyers as clients, at 56 percent. Forty-one percent of respondents worked with sellers as clients.
- Of the real estate agents surveyed, the median age was 54 years—51 percent falling into the age bracket between 50 to 64 years, 17 percent aged 65 years or over, and 11 percent between 45 to 49 years.
- Seventy-one percent of respondents were female, and 72 percent were married.
- The primary functions of survey respondents was a sales agent at 65 percent, followed by a associate broker at 15 percent.
- Respondents have typically been active as a real estate professional for a median of 11 years.
- Nearly six in 10 (56 percent) survey respondents worked suburban/subdivision areas, followed by 34 percent in urban and central city areas, and 24 percent in small towns.



Methodology

In March 2017, NAR invited a random sample of 53,760 active REALTORS® to fill out an online survey. A total of 1,894 useable responses were received for an overall response rate of 3.5 percent. At the 95 percent confidence level the margin of error is plus-or-minus 2.25 percent.

The primary measure of central tendency used throughout this report is the median – the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a particular value.



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NATIONAL ASSOCIATION OF REALTORS®

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