



UPSTAGED!

BY DARLENE PARRIS

Home Stager Special Report- How Much More Money Can Home Staging Make You?

Everything you need to know about using professional home staging to increase your sales from \$10,000 to \$100,000 or more

Several recent studies show that staged homes sell faster and for more than those that aren't. In fact, less than 10% of home buyers can truly see a home's real potential. And since a buyer has to be shown what *can* be done with a space, this is especially true of homes that are vacant.

The U.S. Housing and Urban Development Department (HUD), has reported that homes that are staged sell an average of 17% higher than their un-staged counterparts.

Likewise, in a study conducted by the Real Estate Staging Association (RESA), 89 **vacant, occupied and un-staged homes** that had been listed for sale were examined. These 89 homes averaged 166 days on the market while un-staged. These same homes however, when staged and re-listed, received their first offer, on average, 32 days after being professionally staged. That amounts to a staggering **81% less time on the market** then when they un-staged.

RESA also conducted additional research of 359 homes that were **professionally staged before** they were listed and placed on the market. Their study revealed that these homes were listed for an average of 26 days before receiving their first offer. Of these, RESA reports that **69% received multiple offers**. The study further proves that investing in professional home staging before a home is listed for sale improves the rate of sale, in terms of speed, by 87%.

In a recent **HGTV** show called "The 25 Biggest Real Estate Mistakes",

“NOT staging a home when selling” was their #1 biggest mistake. Not only does not staging a home to sell help the competition but a Seller is actually leaving money on the negotiation table.

And according to Audra Slinkey of Home Staging Resource, the average cost of staging your home to sell is approximately 1-3% of the home’s value but the **return on the investment** in staging can be as much as 8-10%.

So, one must remember, there are dollars in the details. And those same details are what prospective buyers will be looking at. There is much to gain in staging a home for a quick sale. Most of all... DOLLARS, because **numbers don’t lie**.

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