

The Value of Real Estate Staging

Average Home Price = \$173,100 by NAR Zillow Reports = 1% monthly reduction
Trulia Reports = 9% price reduction under \$2M, 14% reduction over \$2M

Vacant & Occupied Homes: Previously on the Market	Listed, Un-Staged - NOT SOLD	Same Homes - Staged, Listed, SOLD	SOLD
2009 Study of 126 Homes	263 Average DOM	60 Average DOM	78% Less Time on Market
Occupied Homes	Staged Before Going on the Market	SOLD	
2009 Study	167 Homes	On Average in 39 Days	
Vacant Homes	Staged Before Going on the Market	SOLD	
2009 Study	117 Homes	On Average in 42 Days	

The above study shows that 126 homes were listed on the market for approximately **9 months** before deciding to stage.

It also shows that 284 homes (vacant & occupied) that were staged prior to being listed sold on average in 40.5 days, or approximately **7 months faster** than the unstaged homes.



Average Monthly Mortgage = \$1300 ($\$173,100 \times .0075$) + Average Carrying Costs = \$200
 Total monthly payments = \$1500 x 7 months = \$10,500

Estimated Savings due to Staging \$22,617

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