



Real Estate Staging Association

Advancing Professionalism and Excellence in Real Estate Staging

Real Estate Staging  
Statistics Report By RESA®  
Released February 2010



*Delicious Decors*



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## Vacant Homes Previously on the Market

87 Homes	Listed Un-Staged Not Sold	Those same homes were Staged, Listed, SOLD	SOLD
2009 Study 01-09 to 12-09	277 Average DOM	63 Average DOM	78% Less time on market

Our study includes 87 vacant homes (not staged) previously on the market an average of 277 days unsold. Those homeowners had their properties staged. Those same homes **sold in 63 days on average** after staging.

**This is 78% less time on the market.**



## Occupied Homes Previously on the Market

39 Homes	Listed Un-Staged Not Sold	Those same homes were Staged, Listed, SOLD	SOLD
2009 Study 01-09 to 12-09	233 Average DOM	53 Average DOM	78% Less time on market

Our study includes 39 occupied homes (not staged) previously on the market an average of **233 days unsold**. Those homeowners had their properties staged. Those same homes sold in 53 days on average after staging.

**This is 78% less time on the market.**



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## Vacant and Occupied Homes Previously on the Market

126 Vacant and Occupied Homes	Listed Un-Staged Not Sold	Those same homes were Staged, Listed, SOLD	SOLD
2009 Study 01-09 to 12-09	263 Average DOM	60 Average DOM	78% Less time on market

Our study includes 126 vacant and occupied homes (not staged) previously on the market an average of 263 days unsold. Those same homes were staged and sold in 60 days on average after staging.

**This is 78% less time on the market.**



## Vacant and Occupied Homes Staged Before They Went On The Market

284  
Vacant and Occupied Homes

2009 Study  
01-09 to 12-09

SOLD on average in  
40.5 days

Our study includes 284 vacant and occupied homes that were **staged before they went on the market and sold in 40.5 days** on average after staging.



## Staged First, Listed and SOLD

	167 Occupied Homes Not Previously on the Market	117 Vacant Homes Not Previously on the Market
2009 Study 01-09 to 12-09	Sold on average in 39 days	Sold on average in 42 days

Our study includes 167 **occupied homes** that were staged before they went on the market. **These homes sold in 39 days on average after staging.**

Our study includes 117 **vacant homes** that were staged before they went on the market. **These homes sold in 42 days on average after staging.**



## How much money could you save by staging your home before listing?

Our study shows 126 homeowners had their property on the market on average of 263 days before they decided to stage. **263 days = 9 months!!!**

Those same homes were staged and sold in 60 days on average after staging. **This is 78% less time on the market. This is 7 months less time on the market.**

**As an example, using this formula you can determine approximately how much money you will continue to spend while your home is on the market un-staged.**

<b>If your mortgage is :</b>	<b>\$1800.00</b>
<b>If your direct expenses are:</b>	<b>\$300.00</b>
<b>Total carrying cost per month:</b>	<b>\$2,100.00</b>

Our study shows home owners had their property on the market for an average of 9 months. **\$2,100.00 X 9 months = \$18,900.00 in expenses.**

Had those homeowners staged first, their time on market would have been cut by 223 days on average (7 months).  $\$2,100.00 \times 7 \text{ months} = \$14,700.00$

**Staging their homes first would have saved them \$ 14,700.00.**

These numbers are all relative to individual mortgage and expenses. Use this simple formula to determine how much you will save by staging your home or listing before putting it on the market:

**Mortgage + expenses (utilities etc.) = Monthly expenses**

**Monthly expenses X 9 months (avg. time un-staged) = Cost to list house un-staged**

**Savings: Expenses x 7 months (average time on market reduced) – staging fee = Savings if you stage your house first!**

**\*\* If you have a price reduction you can also add that into the loss you are taking by listing a property un-staged.**

