



Creating first impressions that last

Report by RESA Statistics (Real Estate Staging Association) February 2009

Occupied Homes Previously on the Market			
	<i>Un-Staged Not Sold</i>	<i>Staged, Listed, SOLD</i>	<i>SOLD</i>
2007 Study 01--07 to 12-07	106 Days on Market	44 Days on Market	46.6% Less time on Market
2008 Study 01-08 to 12-08	57 Days on Market	6 Days on Market	89% Less time on market

In 2007 occupied homes in our study that were previously on the market on average of 106 Days as un-staged properties had not sold. Those same homes were then taken off the market and staged and re-listed. Those properties on average sold after 44 days on market after they were staged, which is 46.6% less time on market.

In 2008 occupied homes in our study that were previously on the market an average of 57 days as un-staged properties, had not sold. Those same homes were taken off the market and staged and re-listed. Those properties on average sold after 6 days on market after they were staged, which is 89% less time on market. Staging is still working in a down market.

2008 was statistically a worse market than 2007 and staging proved to sell properties at a significantly higher rate than non-staged properties.

Vacant Homes Previously on the Market			
	<i>Un-Staged Not Sold</i>	<i>Staged, Listed, SOLD</i>	<i>SOLD</i>
2007 Study 01--07 to 12-07	131 Days on Market	42 Days on Market	68% Less time on Market
2008 Study 01-08 to 12-08	190 Days on Market	28 Days on Market	85% Less time on market

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Staging is still working in a down market. 2008 was statistically a worse market than 2007 and staging proved to sell

Staged First, Listed and SOLD		
	<i>Occupied Homes Not Previously on the Market</i>	<i>Vacant Homes Not Previously on the Market</i>
2007 Study 01--07 to 12-07	39 Days on Market	44 Days on Market
2008 Study 01-08 to 12-08	24 Days on Market	33 Days on Market

In 2007 occupied homes in our study that were never on the market previously were staged, listed and sold on average in 39 days.

In 2008 occupied homes in our study that were never on the market previously were staged, listed and sold on average in 24 days.

In 2007 vacant homes in our study that were never on the market previously were staged listed and sold on average in 44 days were staged, listed and sold on average in 44 days.

In 2008 vacant homes in our study that were never on the market previously were staged, listed and sold on average in 33 days.

How to your un-staged listings compare?

Staging Still Works, Even in the Down Market of 200—2008

With more people becoming internet savvy, (per Realtor.com, 2008), 92% of buyers look to the internet to view homes BEFORE they contact a Realtor. Staging continues to be a valuable tool to gain more buyer interest beginning with their initial search on the internet. Homes today are being eliminated from the “must see” list based on photographs from the Internet. Professional staging is key to the quality of those photos.

Consistent with that thought, the Remodel and Realtor magazine 2008-2009 Cost vs. Value Survey reports on additions, upgrades and replacements in regions across the country that bring the most value per dollar spent. Curb appeal ranked highest in all regions. A recent RESA study found that 99.2% of professional stagers recommend repairs and upgrades to seller when preparing a home for sale, 89% of sellers are willing to address the repairs recommended, 73.5% report their clients invest between \$500 to \$2000 in repairs.

Professional stagers are instrumental in bringing their first hand experience of their region and the improvements and upgrades that bring more value to the homeowners and Realtors they serve

Proper list price is the Number One factor in a sale to be evaluated with condition, location and terms that will result in a sale. The Number One factor that can push the SOLD price to the top of the Sold price range is indisputably staging. The two in concert are the path to maximizing equity in any market and a faster sale in ALL markets.

Professional stagers do more than just “arrange furniture and reduce clutter”. Professional stagers have targeted skill sets that include demographics, color, green consults, updating consults, curb appeal AND the support of specialized teams to meet every homeowner selling situation.

Buyers benefit by purchasing homes that have issues resolved and that are move in ready. A Maritz survey says that 63% of buyers will pay more for move-in ready homes.

Staging is no longer a “nice to have”, it is mandatory to maximize equity and makes good business sense for Realtors, homeowners and prospective buyers.

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