



Which Home Repairs Result in the Greatest Return on Investment (ROI)?

In HomeGain's Prepare-to-Sell study, real estate agents said that it is the small improvements that pay the biggest dividends when a home is sold. The majority of agents who were surveyed normally advise homeowners to do as little as possible – such as perform touch-ups on floor tiling instead of replacing the entire floor or shampoo the carpets instead of replacing them.

The following is a summary of the results of HomeGain's 2007 national survey, based on the ten areas of home improvement identified by real estate agents in HomeGain's original survey in 2003.

| Project | Typical Cost | Price Increase | Return on Investment* | % of Agents Recommending |
|-------------------------------|-----------------|-----------------|-----------------------|--------------------------|
| Lighten & brighten | \$233 - 370 | \$1,178 - 1,566 | 355% | 97% |
| Clean and de-clutter | \$190 - 318 | \$1,505 - 1,937 | 578% | 97% |
| Landscape front/back yards | \$378 - 546 | \$1,718 - 2,158 | 319% | 97% |
| Stage home for sale | \$403 - 584 | \$1,938 - 2,431 | 343% | 91% |
| Repair electrical or plumbing | \$436 - 621 | \$1,205 - 1,590 | 164% | 93% |
| Repair damaged flooring | \$628 - 878 | \$1,633 - 2,061 | 145% | 94% |
| Update kitchen & bathrooms | \$1,404 - 1,828 | \$3,216 - 3,934 | 121% | 87% |
| Replace or shampoo carpeting | \$562 - 808 | \$1,532 - 1,950 | 154% | 98% |
| Paint exterior walls | \$663 - 938 | \$1,757 - 2,205 | 147% | 88% |
| Paint interior walls | \$651 - 920 | \$1,741 - 2,179 | 150% | 97% |

HomeGain surveyed over 2,000 real estate agents in each of the U.S. regions. All agents might not necessarily agree on the same pre-sale strategy. See "% of agents recommending" column above. Differences of opinions may vary based on the climate of the market, region of the country or condition of the home in question. The percentage of agents that agree on the positive impact of a particular pre-sale activity is summarized here.

Staging Statistics

- An article published February 2007 by [Realtor Magazine Online](#) reported that staged homes sell **50%** faster than non-staged homes. Also reported in that same article, it stated professionally staged homes sell on average for **7%** more money than non-staged properties.
- According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent.

NEW! Results from the National Association of Realtors - Profile of Home Buyers and Sellers 2007

- **44% of recent buyers reported that their first step in the home buying process was looking online for properties or information. (32% looked at properties and 12% information)** - *This stresses the importance of using professionally staged rooms for photographs since it follows that the agents who do this will be chosen by those first looking buyers!*
- **84% of home buyers used the Internet to search for homes** - *This stresses the importance of using MANY professionally staged rooms for photographs as well as "featuring the home" and [Home Staging Shows](#)*
- **The typical home buyer searched for eight weeks and viewed 10 homes** - *Since buyers only typically visit 10 homes, it's important to make the listing "stand out" if there are more than 10 homes for sale in the area and category!*
- **Over half of recent home sellers reported that they undertook home improvement or remodeling projects within three months prior to putting their home on the market** - *Those who "don't want to spend the money" will not be able to compete against the 50+% who did!*
- **For one-quarter of sellers, their most important expectation is that the real estate agent will help sell the home within a specific timeframe** - *Realtors are setting themselves up to "disappoint" their client's if they don't sell the home fast and since client's usually won't flex on the price immediately, professional staging is the only thing that can help them compete and sell faster!*
- **The typical home buyer is 39 years old, while the typical repeat buyer is 46** - *Is the home your staging a "first buyer" type of home or larger, repeat buyer home?*

Source: www.realestatestagingassociation.com



Staging Benefits

- Professionally staged homes present and show better than competing houses for sale, including new construction homes and higher-priced houses
- Staged properties will sell faster when compared with non-staged houses—from the date of listing until the day of closing, home staging shortens this time frame, even in a slow real estate market
- Staged properties have a higher perceived value, resulting in higher offer prices
- Buyers view professionally staged listings as well-maintained
- Buyers' agents recognize that professionally staged listings are move-in ready and are more inclined to show your house
- Photos of professionally staged listings look better in print and web media, which attracts buyers
- Professionally staged listings stand out in prospective buyers' minds

What Upstage, LLC Can Do For You

- We help people sell their homes quickly and profitably
- Our staging and marketing techniques prepare homes to attract buyers and increase the perceived value of the home
- **The results:** higher offer prices and faster sales than non-staged homes

Benefits Sourced From: www.realestatestagingassociation.com