



## Staging Statistics and Useful Information for Sellers

Vacant Homes Previously on the Market			
<b>87 Homes</b>	<b>Listed Un-Staged Not Sold</b>	<b>Same homes were Staged, Listed, SOLD</b>	<b>SOLD</b>
2009 Study 01-09 to 12-09	277 Average DOM	63 Average DOM	78% Less time on market
Occupied Homes Previously on the Market			
<b>39 Homes</b>	<b>Listed Un-Staged Not Sold</b>	<b>Same homes were Staged, Listed, SOLD</b>	<b>SOLD</b>
2009 Study 01-09 to 12-09	233 Average DOM	53 Average DOM	78% Less time on market
Vacant and Occupied Homes Staged Before They Went On the Market			
<b>284 Vacant and Occupied Homes</b>		<b>SOLD</b>	
2009 Study 01-09 to 12-09		40.5 Average DOM	

Source: [www.realestatestagingassociation.com](http://www.realestatestagingassociation.com)

### Results from the National Association of Realtors 2009 Profile of Home Buyers and Sellers

- 47% of buyers are first time buyers
- 90% of buyers used the Internet to search for homes; 76% did so frequently
- Searching online was the very first step in the buying process for most buyers, even before contacting a real estate agent
- 35% of buyers made no compromises in their desired home characteristics

Value of Website Features				
	Very Useful	Somewhat Useful	Not Useful	Did Not Use/Not Available
<b>Photos</b>	84%	13%	1%	2%
<b>Detailed Info</b>	82%	15%	1%	2%
<b>Virtual Tour</b>	63%	26%	4%	7%



## 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](http://www.realestatestagingassociation.com)*