

# Article by a Real Estate Agent and Staging Statistics

by Home Gain Survey

As a staging professional for 6 years and a real estate expert for more than 20 plus. (God knows I'm old enough to admit it!) I have come across a problem I would like advice from agents to help me resolve. I would like to know how to explain to other agents why Home Staging is not a 'cost' but is a 'return on investment'. It seems that some agents are concerned about asking their client's to spend money on a home they are trying to sell yet it has been proven that Home Staging will return the seller more money at the closing with a return on the investment. With that in mind I've presented the survey numerous times yet there is still a resistance.

## **HERE IS THE PROOF THAT STAGING A HOME FOR SALE WILL GARNER A HIGH RETURN ON INVESTMENT.**

\*Please note all listed improvements are within the scope of work for staging companies.

In August 2007, HomeGain real estate took a survey of 1,000 real estate agents throughout the US. Agents surveyed report the overall prices of a 3bd/2ba (3 bedroom, 2 bathroom) home after spending between \$5,000-\$8,000 on home improvement and staging efforts can result in the following price increases: in the West, as high as \$22,762; in the East, as high as \$23,532; in the South, \$21,470; in the Mid-West, \$20,279. All of those figures reflect over a 150% return on investment.