

The Real Estate Staging Association (RESA) released the following statistics in February 2009:

Vacant Homes Previously on the Market

	<i>Un-Staged Not Sold</i>	<i>Staged, Listed, Sold</i>	<i>SOLD</i>
<i>2008 Study 01-08 to 12-08</i>	<i>190 Days on Market</i>	<i>28 Days on Market</i>	<i>85% Less Time on Market</i>

Occupied Homes Previously on the Market

	<i>Un-Staged Not Sold</i>	<i>Staged, Listed, Sold</i>	<i>SOLD</i>
<i>2008 Study 01-08 to 12-08</i>	<i>57 Days on Market</i>	<i>6 Days on Market</i>	<i>89% Less Time on Market</i>

Staged First, Listed and SOLD

	<i>Occupied Homes NOT Previously on the Market</i>	<i>Vacant Homes Not Previously on the Market</i>
<i>2008 Study 01-08 to 12-08</i>	<i>24 Days on Market</i>	<i>33 Days on Market</i>

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How do your un-staged listings compare? Statistics show that staging works, even in the Down Market of 2008.

The Professionals answer the question, WHY STAGE YOUR HOME?

“...Staging your house can be the difference between its sitting or selling. So what is “staging”? Small tweaks with paint, furniture placement and accessories that make your house look as desirable as possible. A Coldwell Banker Real Estate Corp. survey found that staged homes spent half the time on the market and sold for more than 6% above the asking price.”

By Leslie Pepper
Parade Magazine – May 2008

“...a study showing professionally "staged" homes sold in 13.9 days, half the usual time on the market -- and went for 6.3% over list price, or four times the average markup on unstaged homes.”

By JUNE FLETCHER
of The Wall Street Journal

"It's all about the first impression," she explains. "You're setting a stage, literally. Buyers make their mind up about a home within the first five minutes, so it better look good."

By ANNIE GOWAN,
Washington Post

“Staging speeds up sales in a sluggish market, (it) can bump up prices 2% to 10% in a moderate market. The biggest advantage occurs with luxury homes or in a market with bidding wars over properties, where effective staging can boost prices by 20% to 50%.”

By PENNY DOHERTY
featured in The Wall Street Journal

“Each day that your property doesn’t sell, you are losing money. How long can you wait to do something that's proven to sell in LESS time for MORE money?” John P. Vaile – Investor

Out of 1,000 real estate agents polled in August of 2007, 48.9% said staging increases the selling price by \$5,000 and up...and those homes sell on average twice as quickly as unstaged homes.

[*USA Today*](#)