

Can Home Staging Make or Break a Sale?

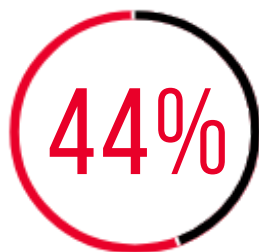
When it comes to selling a home and attracting potential buyers, first impressions are everything! Here's how real estate agents view home staging.

Buyers' Agents

Sellers' Agents



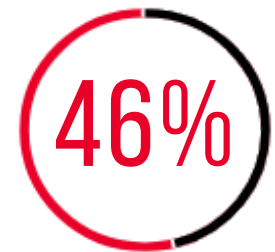
of buyers' agents said staging made it easier for a buyer to visualize the property as a future home



of buyers' agents reported a one to 20 percent increase in the dollar value offered on staged homes



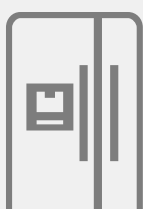
of sellers' agents said staging decreased the amount of time a home spent on the market



of sellers' agents reported a one to 20 percent increase in the dollar value offered on staged homes

Most Important Staged Rooms for Buyers

- 47% Living room
- 42% Master bedroom
- 35% Kitchen



Rooms Commonly Staged by Sellers

- 93% Living room
- 84% Master bedroom
- 78% Kitchen