

Staging Benefits Buyers

In a September 2007 Survey Conducted by the Real Estate Staging Association
Professional Stagers Reported the Following:

99.2% if Professional Stagers recommend repairs to sellers

72.4% of Professional Stagers report that between 60% to 100% of sellers are willing to address repairs

66.4% Professional Stagers report that on average their sellers invest \$500 to \$2,500 in upgrades

21.9% Professional Stagers report that on average their sellers invest \$2,500 to \$5,000 in upgrades

73.2% of Professional Stagers report their clients invest between \$500 to \$2,000 in repairs

20.8% of Professional Stagers report their clients invest between \$2,000 to \$5,000 in repairs

Overall Professional Stagers agree that staging a property prior to going on the market benefits everyone involved with the sale and purchase of the property. Professional stagers recommend repairs and upgrades that are needed to get the property ready to go on the market. Staging gives buyers piece of mind knowing that any potential issues have been addressed in addition staging also shows buyers the properties true potential. Staging often gives buyers design and color aspects they may not have previously considered.

Buyers often do not have the funds to move into a property and come up with more money to address repairs, painting etc. Buyers have come to realize and appreciate the benefits of purchasing a staged property. Staged properties are move in ready.

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Advancing Professionalism and Excellence in Real Estate Staging

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