

# SIGNIFICIANCE OF STAGING

**THE NATIONAL ASSOCIATION OF REALTORS 2019  
PROFILE OF HOME STAGING AND THE VALUE STAGING  
A HOME BRINGS TO THE SELLING PROCESS**



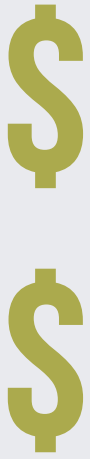
**83%**

**OF BUYERS' AGENTS SAY THAT  
STAGING MAKES IT EASIER  
FOR BUYERS TO 'VISUALIZE'  
THE PROPERTY AS THEIR  
FUTURE HOME**



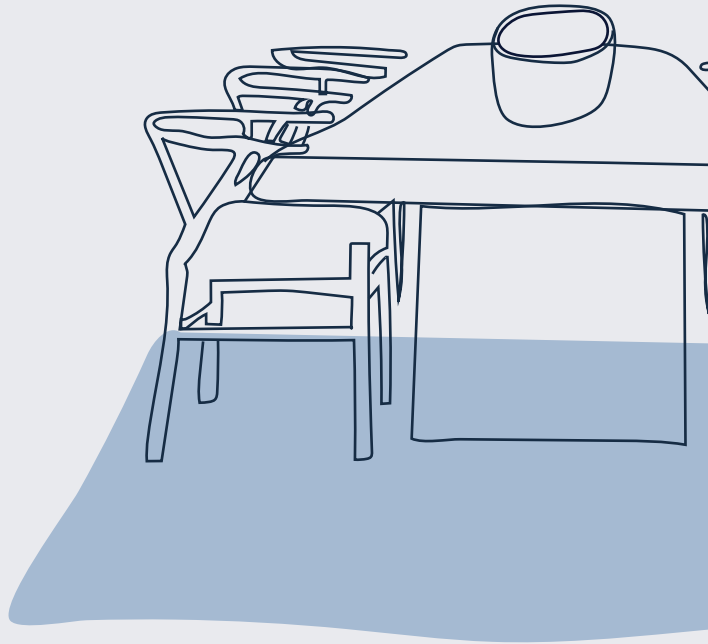
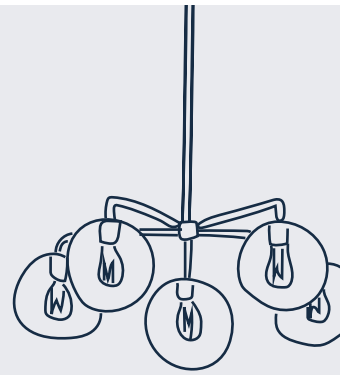
44%

OF BUYERS' AGENTS SAY THAT  
STAGING A HOME INCREASES THE  
DOLLAR VALUE OFFERED



53%

OF SELLERS' AGENTS SAY THAT STAGING  
A HOME **DECREASES** THE AMOUNT OF  
TIME SPENT ON THE MARKET



# THE MOST COMMONLY STAGED ROOMS WHEN SELLING:

**93%**

**LIVING ROOM**

**84%**

**KITCHEN**

**78%**

**MASTER BEDROOM**



# 95%

**OF AGENTS RECOMMEND THAT SELLERS  
DECLUTTER THEIR HOME BEFORE  
PUTTING IT ON THE MARKET**

