

Staging Makes \$ense

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Happily Better After
Room Redesign & Home Staging

Staging Saves Sellers Money

- Most homes will require some maintenance, repairs, and updates to prepare it for sale - staging addresses many of these issues
- Staging actually **saves** sellers money by reducing the number of days their home is on the market
 - Reduces carrying costs
 - Reduces impact of monthly average price reduction
- Let's take a look at some numbers . . .



Cost to Stay on the Market

Example: Home listed at \$250,000

Carrying Costs

Mortgage \$1,750
+Expenses 350



\$2,100

Price Reduction

Avg. price reduction
rate per month =
1% of list price

List Price: \$250,000

\$2,500

Total Monthly Cost

Carrying Costs
+ Avg. Price Reduction



\$4,600



The True Cost of Not Staging

Unstaged homes spend an average of **263 days (9 months)** on the market

\$4,600 x 9 months = **\$41,400**

Homes staged before listing spend an average of **40 days (1.33 months)** on the market

85% less time than unstaged homes

\$4,600 x 1.33 months = **\$6,118**
+\$2,500* staging investment=
\$8,618

\$41,400 – \$8,618 = \$31,782 saved by staging

* Based on comprehensive staging service equal to 1% of list price.

The True Cost of Not Staging

Unstaged homes spend an average of
263 days (9 months)
on the market

\$4,600 per month x 9 months
= **\$41,400**

Homes staged after listing
spend an average of
60 days (2 months)
on the market

78% less time than unstaged homes

\$4,600 x 2 months = **\$9,200**
+ **\$2,500*** staging investment =
\$11,700

\$41,400 – \$11,700 = \$29,700 saved by staging

* Based on comprehensive staging service equal to 1% of list price.

Bottom line . . .

Staging makes \$ense!