

Staging Statistics

Days on Market

This chart compares the average number of days on market between houses not Staged and listed, houses listed, Staged and sold, and houses Staged first, then listed and sold.

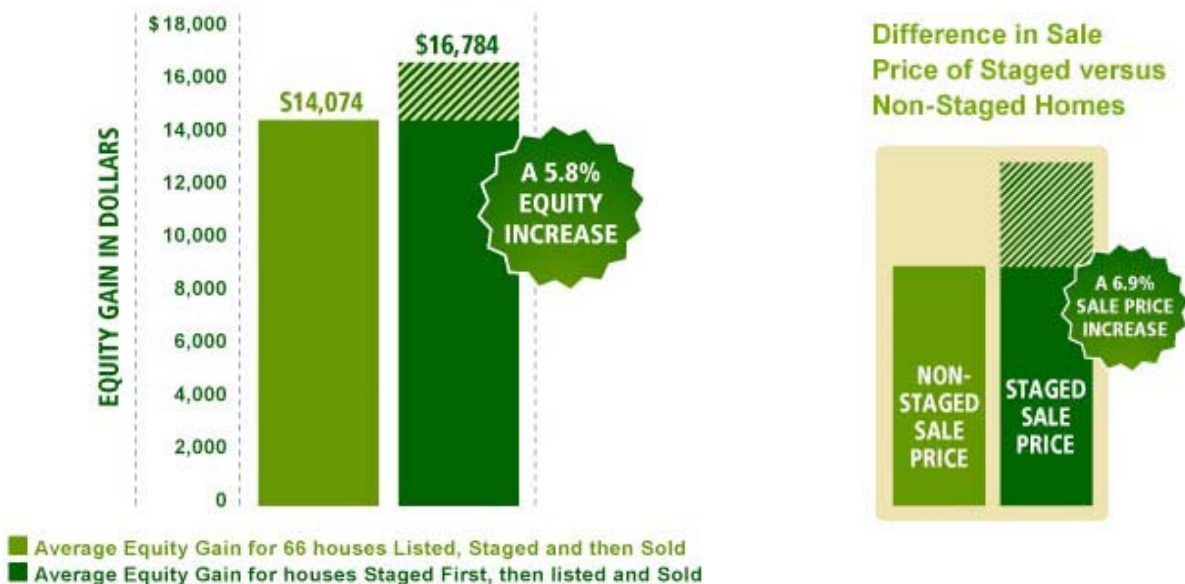
Staging Helps Homes Sell Faster



Equity Gain

This chart compares the average equity gain on houses that were listed, Staged and sold versus houses that were Staged first, then listed and sold.

Gain More Equity with Home Staging



2004-2006 StagedHomes.com study of 300 houses Staged by ASP™ Stagers.

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***"Your Investment in ASP Home Staging
will always be less than your first Price Reduction"***

- Barb Schwarz, The Creator of Home Staging

Return on Staging Investment

This chart shows the average return of your Home Staging investment versus condition-based improvements.

	IMPROVEMENT	TYPICAL COST	INCREASE IN SALES PRICE	AVERAGE RETURN	AGENTS WHO RECOMMEND
HOME STAGING	Lighten and brighten	\$86-110	\$768-935	769%	84%
	Clean & de-clutter	\$305-339	\$2,093-2,378	594%	91%
	Landscape & trim	\$432-506	\$1,594-1,839	266%	72%
	Staging Furniture	\$212-1,089	\$2,275-2,841	169%	76%
	Total	\$1,035-2,044	\$6,730-7,993	478%	81%
HOME REPAIR	Fix plumbing, electrical	\$338-381	\$922-1,208	196%	63%
	Kitchen/bath upgrades	\$1,546-2,120	\$3,823-4,885	138%	83%
	Repair flooring	\$1,531-1,714	\$2,267-2,589	50%	62%
	Paint exterior walls	\$2,188-2,381	\$2,907-3,233	34%	57%
	Replace carpeting	\$2,602-2,765	\$3,585-3,900	39%	65%

Based on 2003 HomeGain Survey of 2,000 real estate agents nationwide found that moderately priced home improvements ranging from \$80-2,800, made in preparation for sale actually yield the highest returns when a house is sold.



"Buyers know what they see, not the way it could be."



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