

Understanding home staging and how it works

Home staging has become the norm, not an option, in successfully selling real estate

Thanks to HGTV home improvements shows like Property Brothers, Love it or List it and Fixer Upper, consumers' visual expectations around housing are higher than ever. Nearly 40% of likely home buyers say these shows have impacted their buying process. In the same study, National Association of Realtors research cites staged homes sell 88% faster and up to 15% more than non-staged homes.

Post Coronavirus crisis, the way homes are sold has dramatically changed. Gone are the days of open houses and physical walkthroughs. Today online research drives the sales. The importance of an impressive online presence is critical. Vacant rooms or rooms filled with old furnishings will not earn the same interest.

How much does home staging cost?

Professional staging by a reputable company can range from .5 to 1% of the sale price of the home.

Why the range and what are you paying for?

Factors like home improvements, size of home, how many rooms need staging and timing can impact pricing. When you hire a professional stager, you are paying for their expertise, the installation and removal of furnishings, logistics and the rental cost of what is installed and associated project costs like trucks, insurance and the team of 3-4 people to do the project.

Why is the initial period the most expensive?

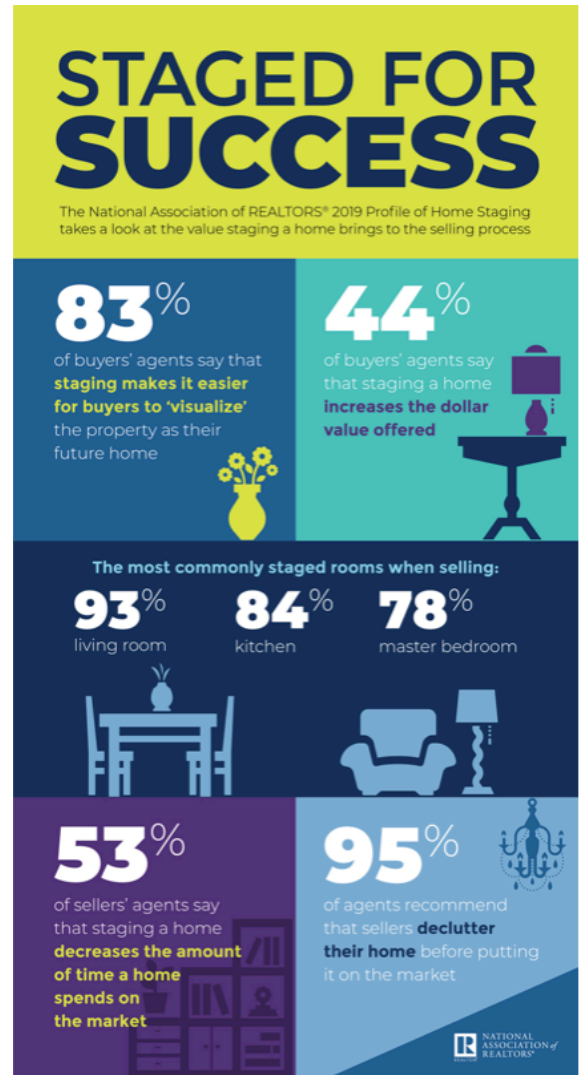
The initial period of staging, usually the first 30 days, includes both set-up, removal of the furnishings and rental of furnishing costs.

Will a stager install items that reflect my personal décor style?

No, unlike interior design, home staging is about appealing to the largest pool of buyers. A good stager considers the home's architectural style and target buyer profile to design the staging.

Why does staging pricing range with different companies?

Type, size, quantity of furniture, quality of work and availability all can be pricing factors.



In the past, online photos helped generate showings. Today more of the sales process will occur without physical walk-throughs. The very best impression and on-line presence is paramount to selling properties quickly and for the highest price. **Don't risk selling a home slower and for less.**

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