

National Association of Realtors 2017 *Profile of Home Staging*

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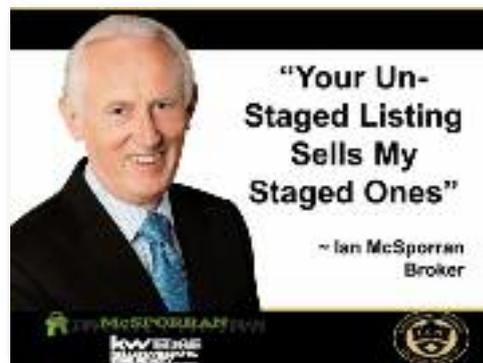
The National Association of Realtors' (NAR) 2017 Profile of Home Staging found its results from surveying its members. More than half of the Realtors® surveyed believe staging decreases the amount of time on the market, some were indifferent, and at least 8% said it has no real impact. What the results show is, there are still real estate agents and sellers who need to be sold on the importance of preparing a property properly.

Overcome Objections

Since 2001, resistance to taking the extra step to staging property stems from misconceptions regarding costs and a seller's viewpoint of the true condition of the property. In 2007, with a combined launch of the *CSP Staging Standard Magazine*, the release of my best-selling book *Home Staging for Dummies: A Reference for the Rest of Us*, and the launch of the CSP education tool for agents CSP Elite™ agent workshop, I took the first major steps to educate the public, agents, and sellers about the value of staging and the impact it would have on their property sales. Since then, I am proud to say, thousands of graduates of the CSP staging business program have picked up the baton, successfully staging properties with fantastic results, around the world. It doesn't happen by happenstance, accident, or chance; it takes a decision, time, talent, and proven processes to make all the moving parts work well. Staging well isn't as simple as most people think.

More than Decluttering

The NAR survey reports 93% of agents recommend sellers declutter before putting property on the market; everyone easily agrees it is a crucial step in the process of preparing property for sale, but there is more to it than decluttering. Preparing for sale means paying attention to all



the areas where equity leaking can take place. Deferred maintenance, cleaning, packing, storing off property, and updating as much as possible are all top priorities. Freshly painted walls in a neutral color is the number one interior feature most buyers want. Staging also involves showcasing, which is the process of marrying furniture, lighting, and accessory placement with a color strategy to secure outstanding photos that will show the best views of the property online.

Buyers Wants Are Key

Interestingly, 77% of buyers' agents said staging makes it easier for buyers to visualize the property as their future home, and 40% of buyers are more willing to walk through a staged listing they first saw online. 38% of buyers' agents said staging positively affects property value if it is styled with the buyer in mind. This proves sellers need to set their own feelings and belongings aside and feature only what buyers are interested in seeing. A buyer will pay more for a house if it satisfies their needs.

Cost vs. Value

Price is what you pay, value is what you get! The NAR report also found that both buyers' and sellers' agents agree staging improves the dollar value of the property by at least

STAGED FOR SUCCESS

The National Association of REALTORS® 2017 Profile of Home Staging takes a look at the value staging a home brings to the selling process

77%

of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home



49%

of buyers' agents say that staging a home **increases the dollar value offered**



62%

of sellers' agents say that staging a home **decreases the amount of time** a home spends on the market



The most commonly staged rooms are the:

living room
83%

kitchen
76%

master bedroom
69%



93%

of agents recommend that seller's **declutter their home** before putting it on the market



1% to 5%. In current markets, the reality is that this statistic is very conservative. Many agents undersell and undervalue staging in case it doesn't work or in case they offend the seller, tell me which seller wouldn't want to know how to maximize their equity return, reduce the stress from the selling process, and have fewer days on market? I believe every agent has a fiduciary responsibility to inform and educate sellers on the value of staging. THAT is the difficult part if you are only partially aware of the power of the service.

Professionalism vs. Hobby

Caveat emptor! All stagers not created equal! When hiring a stager, just like in any other profession, the client should look for designations, credentials, a portfolio, and testimonials from past clients. The NAR® research results begs the question: Did the non-believing agents work with a cookie-cutter stager who did the bare minimum, neglected to research the potential buyer, staged for the edification and delight of the agent, and didn't inject emotional buying signals into the property to arouse a

buyer? Real estate staging is a serious responsibility involving systematic and coordinated methodology including skills, knowledge, and abilities of real estate, property renovations, and creative design principles married with a plan to secure a buyer! You need a stager who brings all of this and more to their work. The real estate staging industry is still emerging and developing. Like many industries, it is non-regulated; however, you shouldn't have to worry about the quality of work you receive. The "wild west" was eventually tamed. CSP International™ is like having a Sheriff in town. Like the home inspection industry, the staging industry will eventually be accepted and respected for the impact it has on the result of a property sale. In the meantime, don't choose a stager on price alone! ■

To find out more about what you don't know about staging and for a powerful education opportunity, check out www.stagingtraining.com/csp-elite and send me an e-mail to christine@stagingtraining.com to save \$50 on the purchase of the training.