



# NAR® Report on Home Staging

Listed below are the highlights from the 2017 study on home staging provided by the National Association of Realtors®. This study shows the *Impact* Home staging can have the outcome of a sale.



Over 97% of "Buyers Agents" say that staging has at least some effect on the buyers view of the home.

\*National Association of Realtors 2017 Profile of Home Staging Report

Over 77% of buyers find it "easier to visualize the property as their future home" when it's staged.

\*National Association of Realtors 2017 Profile of Home Staging Report

Over half (58%) of Seller's Agents believe the staging increased the value of the home 1-20%

\*National Association of Realtors 2017 Profile of Home Staging Report

25% of Home Sellers are paying & getting their home staged before listing it

\*National Association of Realtors 2017 Profile of Home Staging Report

Almost a third (29%) of Seller's Agents believe the staging increased the value of the home 6-20%

\*National Association of Realtors 2017 Profile of Home Staging Report

Almost a third (27%) of buyers are more willing to "overlook property faults" when the home is staged

\*National Association of Realtors 2017 Profile of Home Staging Report

