Impact
HOME STAGING EXPERTS

The Art and Science of Home Staging in 2025

Home staging goes beyond simple decluttering and rearranging furniture. It's a smart and strategic approach to preparing a property for sale.

Photo: Impact Home Staging Experts, Premier Package in Royal Oak

Professional Home Staging: Measurable Impact on Your Home's Sale

The effectiveness of home staging is backed by compelling statistics from the National Association of Realtors (NAR):

81% of buyer's agents say staging helps buyers visualize the property as their future home.

Staging is a powerful tool that directly impacts a buyer's ability to connect with the space on an emotional level and imagine themselves living there.

Staged homes often command higher prices compared to unstaged homes

This suggests that the money sellers invest in staging their home can lead to a substantial financial return.
Even if staging costs a few thousand dollars, increase in the sale price makes it a worthwhile investment.

Competitive Edge: homes staged prior to listing spend 73% less time on the market compared to their unstaged competition.

In a competitive market, staging can give a home a significant advantage. Buyers are often willing to pay more for a home that is move-in ready and visually appealing

While the cost of professional staging can vary, the return on investment is often significant. Architectural Digest reports investing 1.3% of your home's asking price in staging results in a 7.1% average over-list return, which can translate to thousands of dollars.

Call us today for a free quote!

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