

COLUMBUS
HOME STAGING
Sell It Beautiful



*An Investment
that pays off!*
STAGING STATISTICS

"BUYING A HOUSE IS MORE THAN A FINANCIAL DECISION; IT IS AN EMOTIONAL DECISION AS WELL. BUYERS AREN'T JUST MAKING AN INVESTMENT IN A PROPERTY, THEY ARE PURCHASING A PLACE TO CALL HOME; TO RAISE THEIR CHILDREN; TO BEGIN A NEW CHAPTER; OR TO RETIRE TO A NEW SEASON OF LIFE."

-NATIONAL ASSOCIATION OF REALTORS' PRESIDENT JOHN SMABY

Average staging investment is 1-3% of home's asking price which equals 8-10% ROI

-National Association of Realtors 2017

The most common rooms that were staged included the living room (93%), kitchen (84%), master bedroom (78%), and the dining room (72%).

-National Association of Realtors, March 2019

It is estimated that only 10% of home buyers can visualize the potential of a home. That means 90% are not going to be able to look past dirt, clutter, and imperfections.

-www.realhomestagingsolutions.com

90% of buyers search online first, pictures matter!

-National Association of Realtors 2017



The Real Estate Staging Association has shown through their most recent staging statistics study that the SAME HOME staged after not selling on the market sold in approximately 78% less time. This means that a home that was on the market for 100 days unstaged, once staged, sold in an average of 27 days.

-www.realhomestagingsolutions.com

In a 2018 HSR survey of over 4,200 homes (worldwide), 85% of staged homes sold for 6-25% more than unstaged homes and 68% of staged homes sold for at least 9% more than their "un-staged neighbor's" home. Some even sold for as much as 23% more!

-www.homestagingresource.com

There is a DIRECT correlation between the stagers who charged a bit more and the homes that got the BEST results in price! In other words, you get what you pay for when it comes to "staging investment".

-www.homestagingresource.com

Hiring a professional home stager was listed as #2 for "top home improvement projects for sellers"

- Zillow

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