

2021

Profile of Home Staging

National Association of REALTORS®
Research Group



NATIONAL
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Executive Summary

Home Staging: Buyers' Agent Perspective:

- Forty-seven percent of buyers' agents cited that home staging had an effect on most buyers' view of the home.
- Eighty-two percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Staging the living room was found to be very important for buyers (46 percent), followed by staging the master bedroom (43 percent), and staging the kitchen (35 percent).
- Among buyers' agents, having photos (83 percent), videos (74 percent), and virtual tours (73 percent) available for their listings was more important since the beginning of the COVID-19 pandemic.
- Twenty-three percent of buyer's agents said that staging a home increased the dollar value offered between one and five percent, compared to other similar homes on the market that are not staged.

Home Staging: Sellers' Agent Perspective:

- Thirty-one percent of sellers' agents said they staged all sellers' homes prior to listing them for sale. Thirteen percent noted that they only staged homes that are difficult to sell.
- The most common rooms that were staged included the living room (90 percent), kitchen (80 percent), master bedroom (78 percent), and the dining room (69 percent).
- It was most common that sellers' agents used a staging service (49 percent). Sellers' agents also personally offered to stage the home (26 percent), and said that paying for staging was dependent on the situation (26 percent).
- The median dollar value spent when using a staging service was \$1,500, compared to \$300 when the sellers' agent personally staged the home.
- When staging a home, 23 percent of sellers' agents reported an increase of one to five percent of the dollar value offered by buyers, in comparison to similar homes.
- Twenty-two percent of sellers' agents stated that there were slight decreases in the time on the market when the home is staged.
- Among sellers' agents, having photos (58 percent), virtual tours (45 percent) and videos (43 percent) available for their listings was much more important since the beginning of the COVID-19 pandemic.

Executive Summary

Buyer Expectations:

- Eighty-one percent of respondents said that buyers had ideas about where they wanted to live, and what they wanted in an ideal home (76 percent) before starting the buying process.
- Forty percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- A median of 10 percent of respondents cited that buyers felt homes should look the way they were staged on TV shows.
- A median of 10 percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- A median of 20 percent of respondents cited that buyers brought family members with them to view homes.
- A median of 30 percent of respondents cited that buyers consulted with family members during the buying process.
- Thirty-one percent of respondents said that TV shows which displayed the buying process impacted their business.
- Seventy-one percent of respondents said that TV shows which display the buying process impacted their business by setting unrealistic expectations or increased expectations.
- In the last five years, 59 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home. A median of 25 percent of respondents said that buyers who plan to remodel will do so within the first three months of owning a home.
- Fifty-three percent of respondents stated that buyers typically did not have an expectation of the number of homes they would see before buying.
- Among those who did have an expectation, buyers expected to view a median of 10 homes in-person and a median of 15 homes virtually.
- Thirty-six percent of respondents stated that buyers' expectation of the number of homes they saw before buying matched the market.

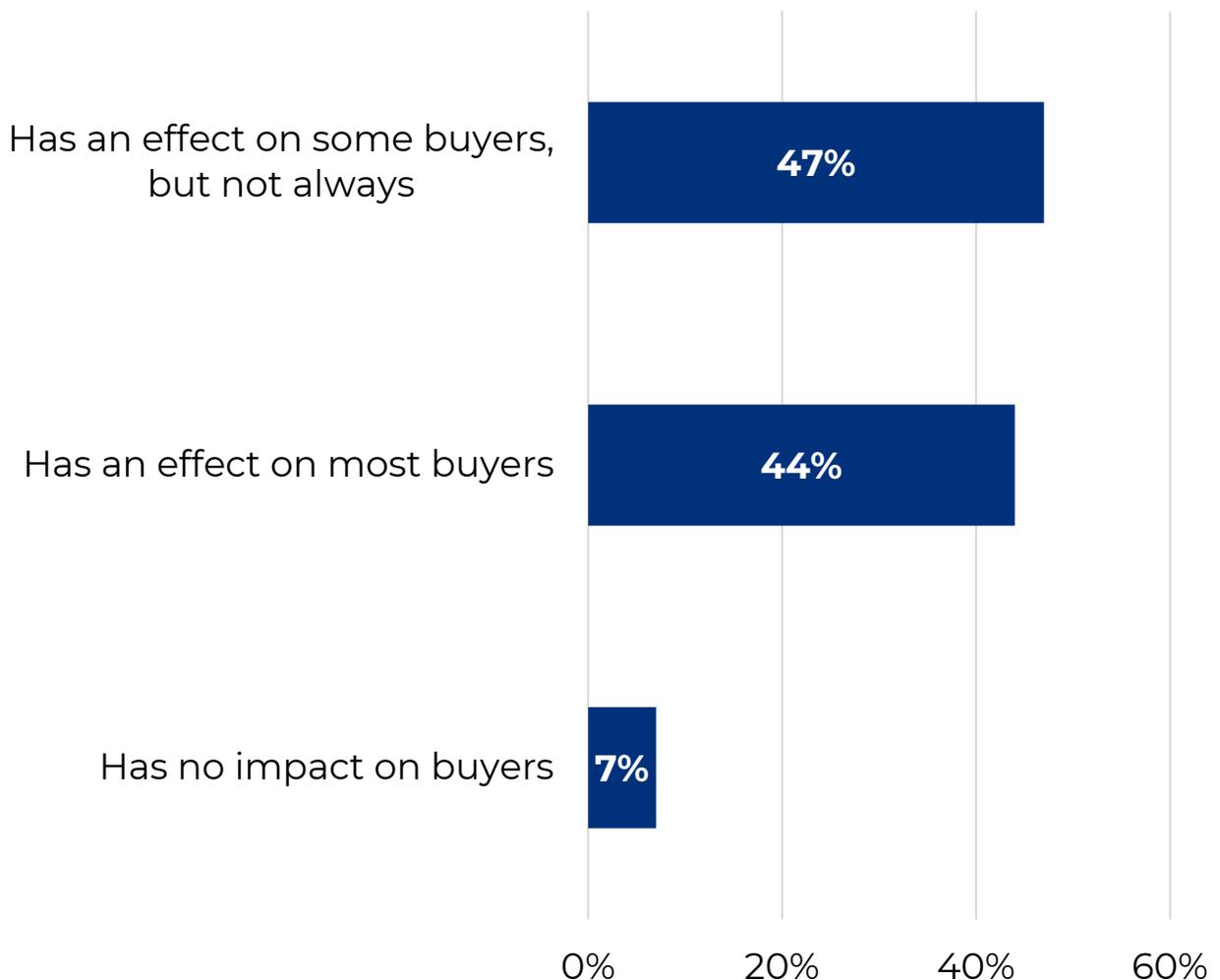
Section 1: Home Staging: Buyer's Agent Perspective



Home Staging Effect on Buyer's View of Home

- Forty-seven percent of buyers' agents cited that home staging had an effect on most buyers' view of the home most of the time, but not always.
- Only seven percent of respondents said that home staging had no effect on the buyer's view of the home.

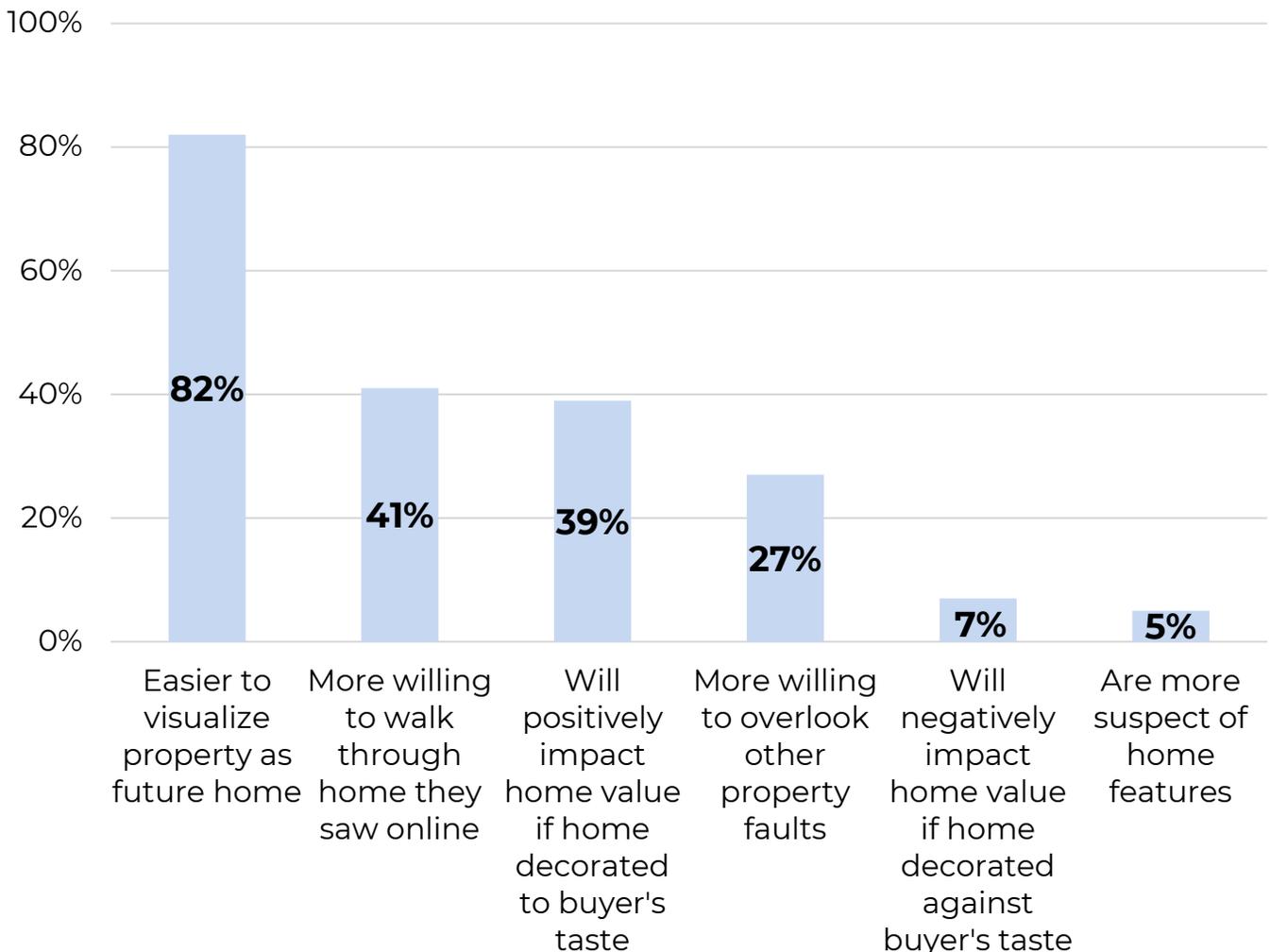
Effect on Buyer's View of Home



Impact of Buyer Viewing a Staged Home

- Eighty-two percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Buyers were more willing to walk through a home they saw online (41 percent), and buyers' agents identified that staging would positively impact the home value if the home was decorated to a buyer's taste (39 percent).

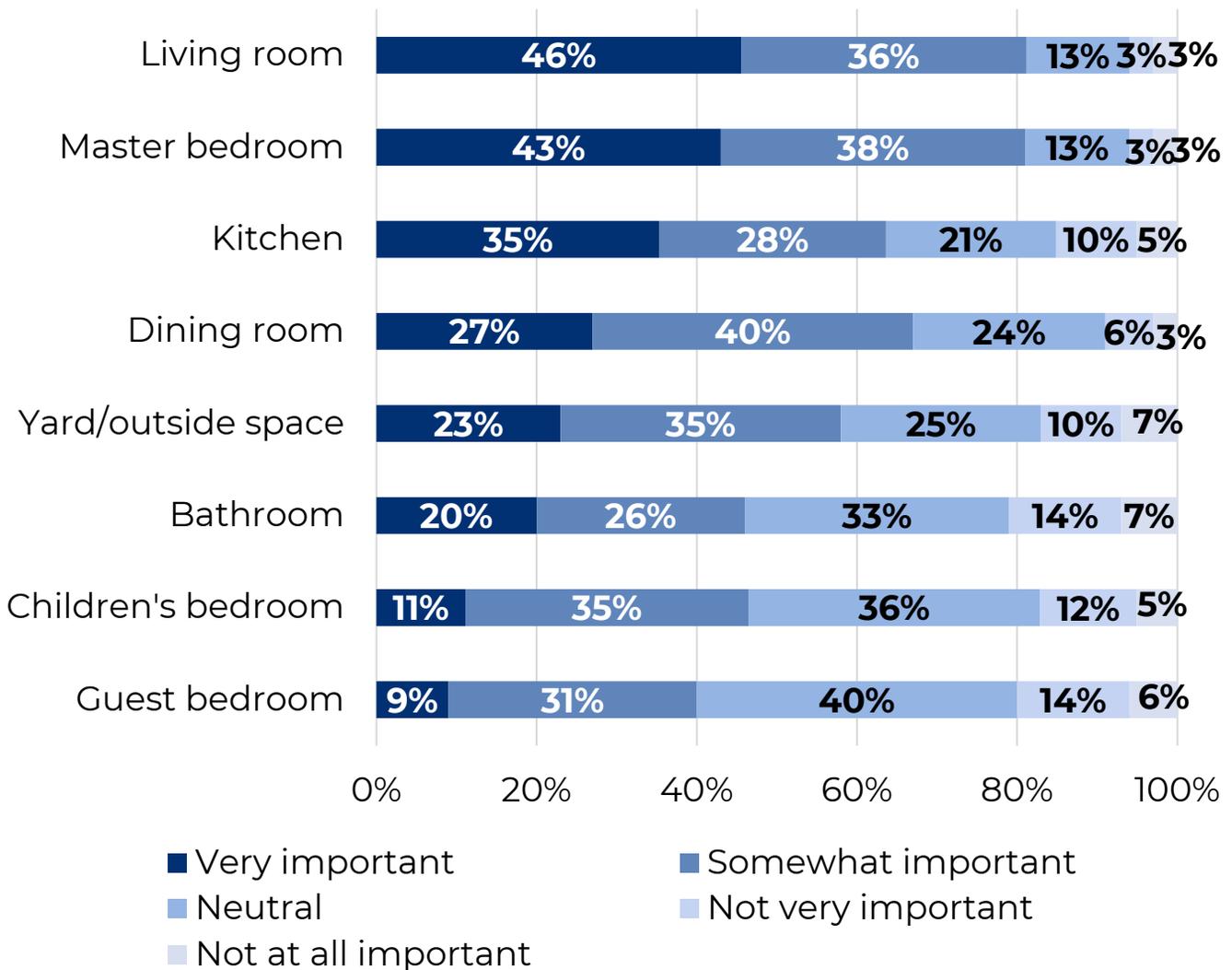
Impact of Buyers Viewing a Staged Home



Importance of Staged Rooms

- Staging the living room was found to be most important for buyers (46 percent), followed by staging the master bedroom (43 percent), and staging the kitchen (35 percent).
- Buyers' agents cited staging the guest bedroom as the least important room, with just nine percent saying that it was very important to stage.

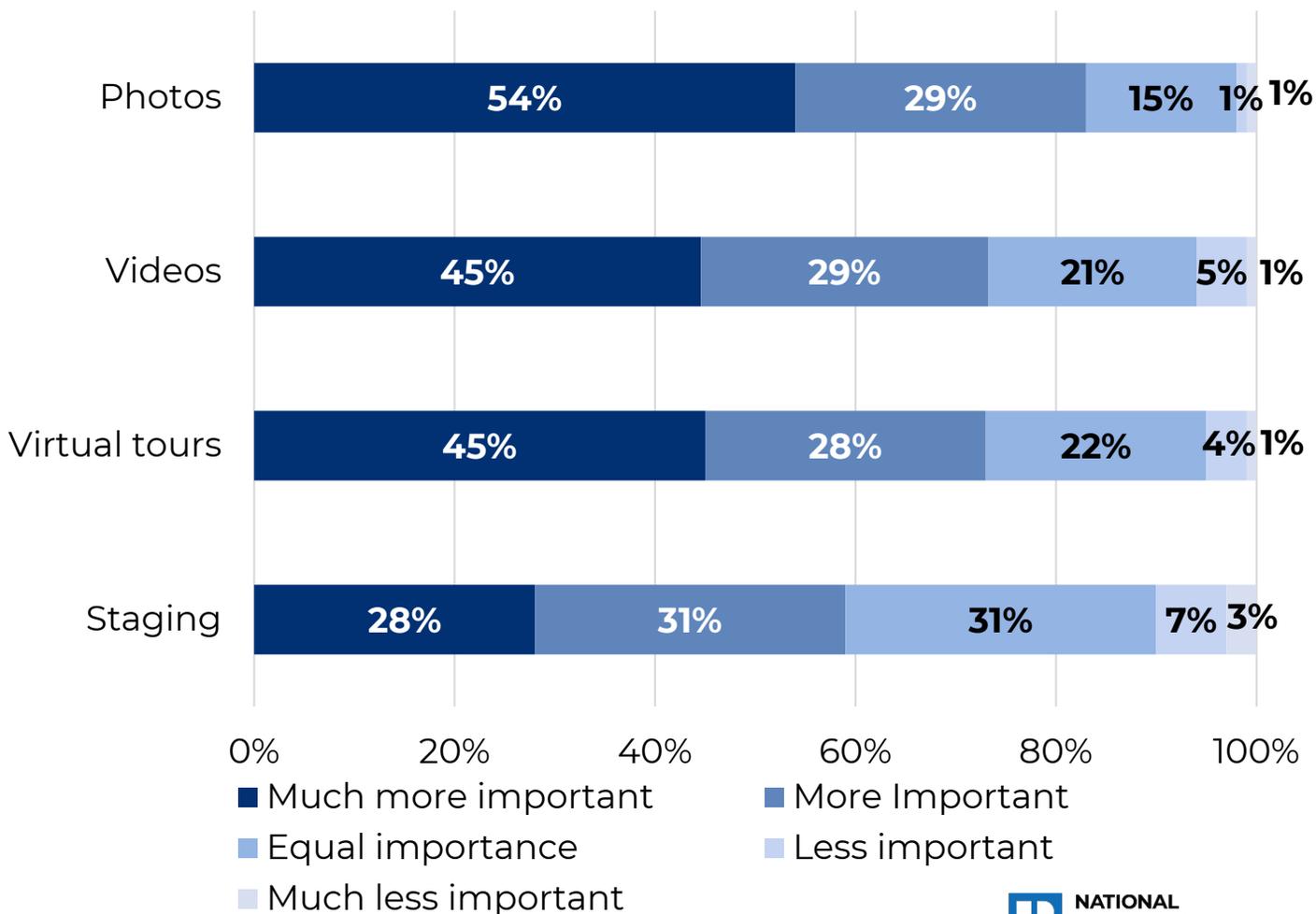
Importance of Rooms Staged for Buyers



Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings

- Among buyers' agents, having photos (83 percent), videos (74 percent), and virtual tours (73 percent) available for their listings was more important since the beginning of the COVID-19 pandemic.
- Thirty-one percent of buyers' agents said that staging was of equal importance, and 31 percent said that staging was of less importance since the beginning of the COVID-19 pandemic.

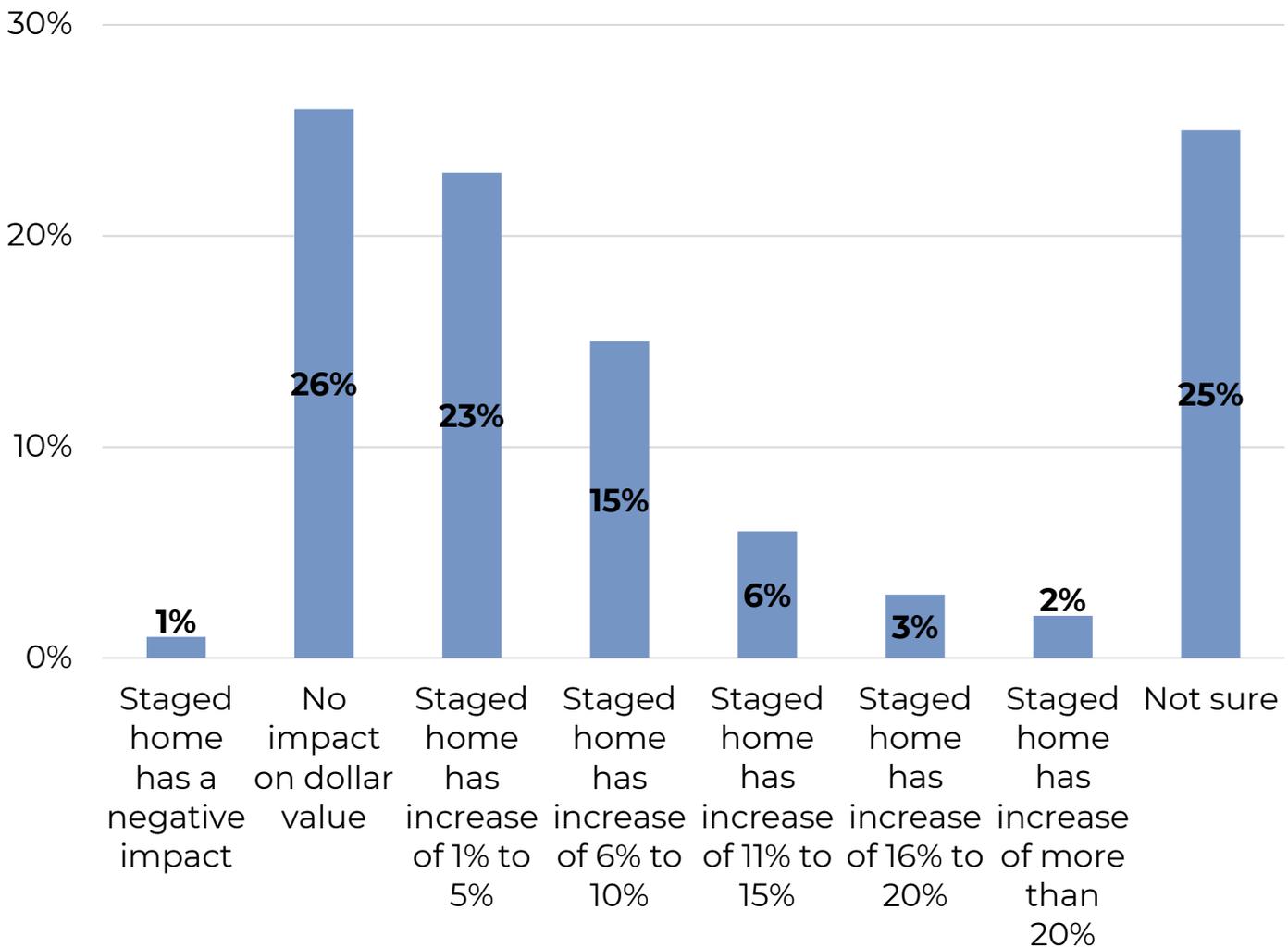
Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings



Percentage Change in Dollar Value When Home Was Staged

- Twenty-three percent of buyers' agents said that staging a home increased the dollar value offered between one and five percent, compared to other similar homes on the market that were not staged.
- Twenty-six percent of buyers' agents indicated that staging a home had no impact on the dollar value that was offered.

Percent Change in Dollar Value Offer of Staged Home



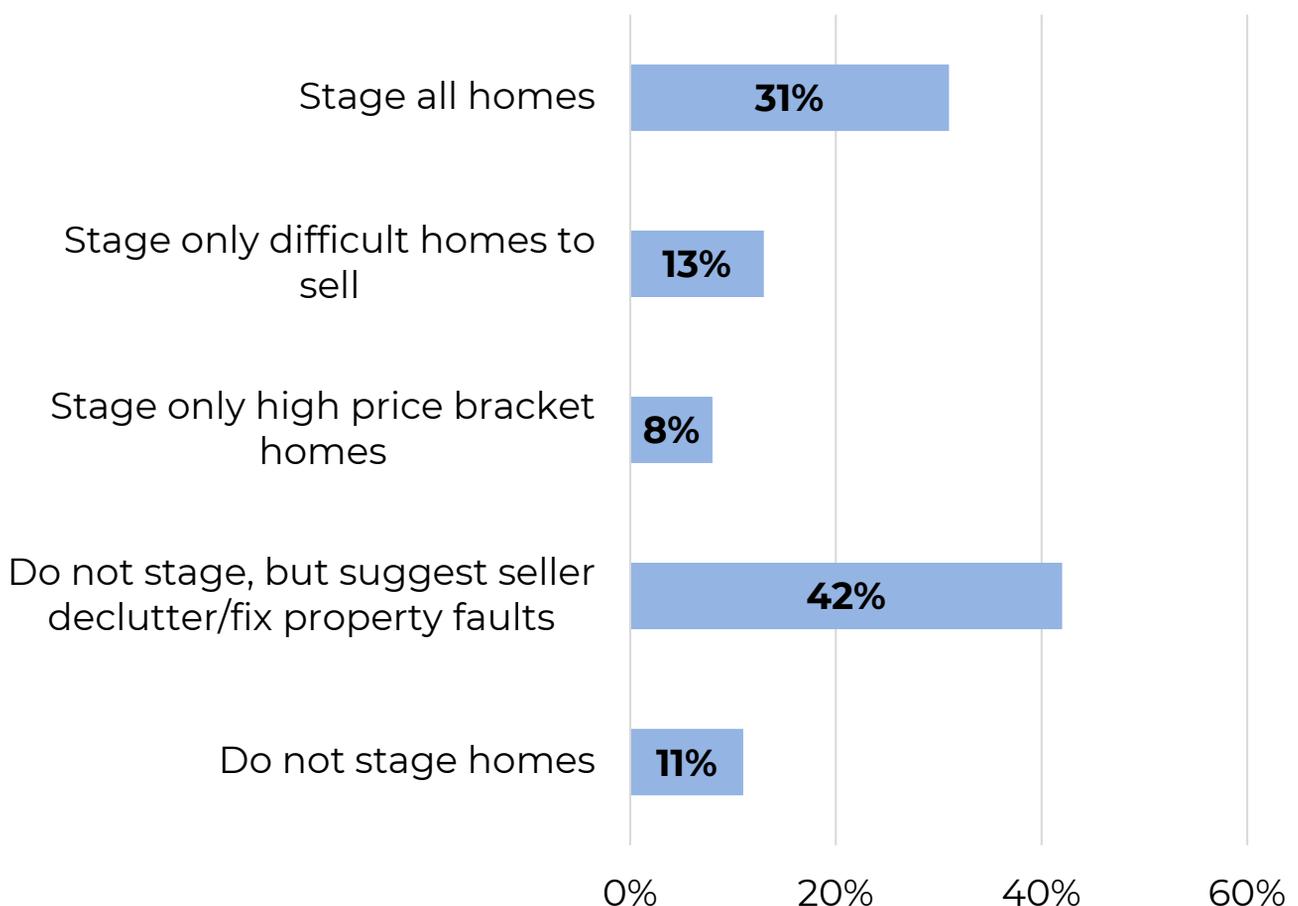
Section 2: Home Staging: Seller's Agent Perspective



Staging Homes Before Listing for Sale

- Thirty-one percent of sellers' agents said they staged all sellers' homes prior to listing them for sale.
- Thirteen percent noted that they only staged homes that were difficult to sell.
- Forty-two percent of sellers' agents stated that they did not stage homes before listing them for sale, but suggested that the seller declutter or fix property faults.

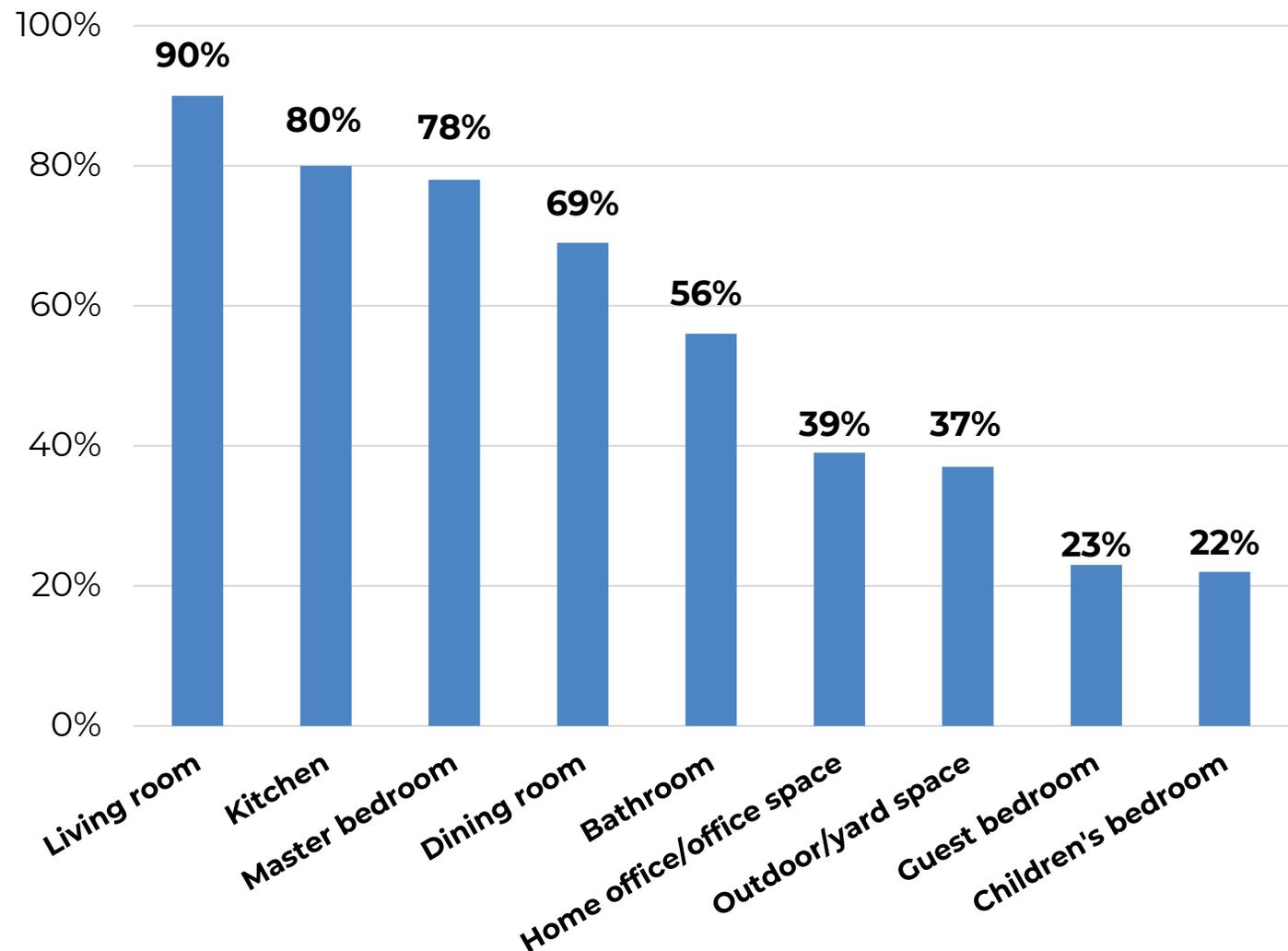
Stage Sellers' Homes Before Listing



Rooms Typically Staged When Selling

- The most common rooms that were staged included the living room (90 percent), kitchen (80 percent), master bedroom (78 percent), and the dining room (69 percent).
- Thirty-nine percent staged a home office or office space.
- The least common room to stage was children's bedrooms, at 22 percent.

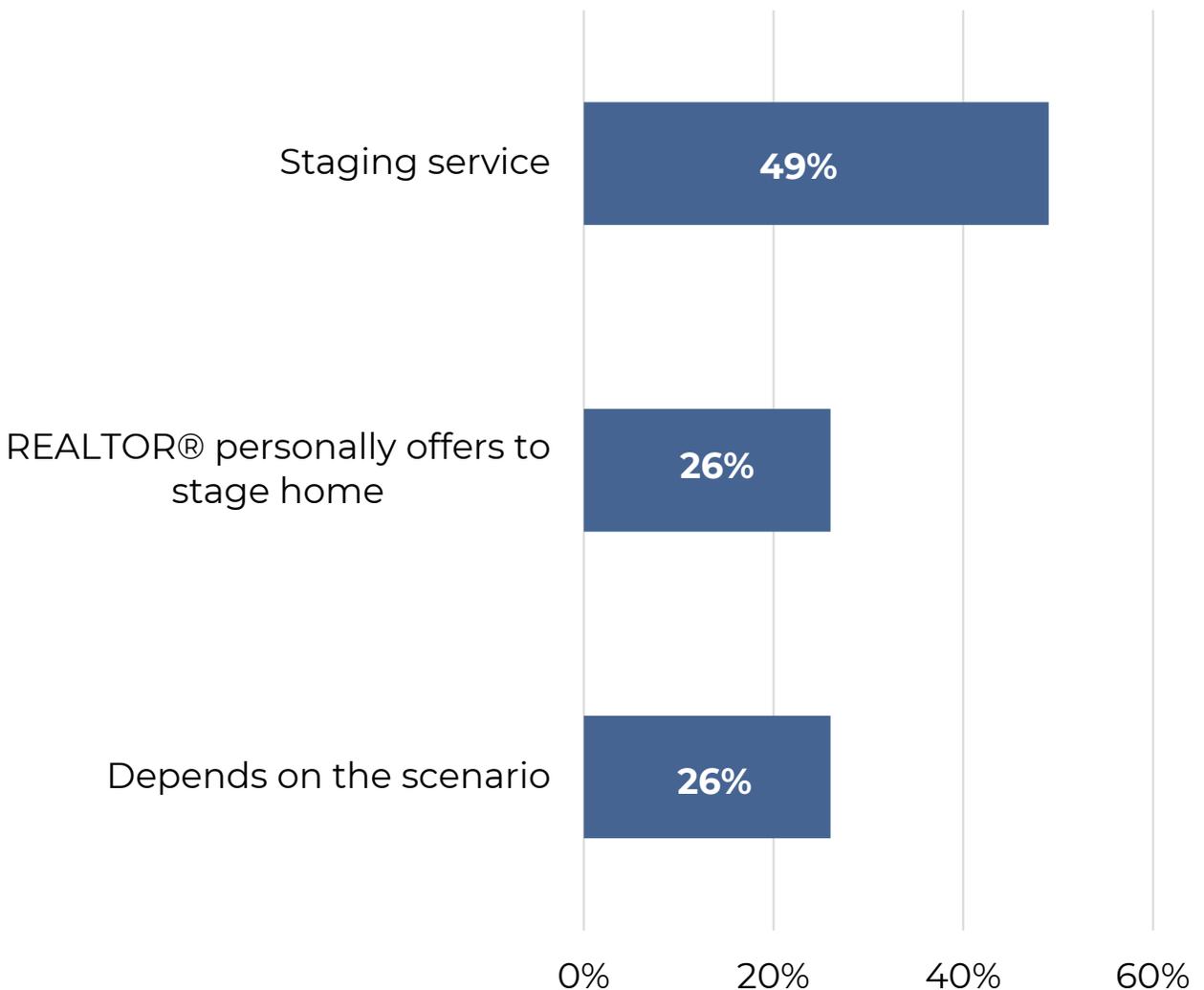
Rooms Staged When Selling



Paying for Home Staging

- It was most common that sellers' agents used a staging service (49 percent). Sellers' agents also personally offered to stage the home (26 percent), and said that paying for staging was dependent on the situation (26 percent).
- The median dollar value spent when using a staging service was \$1,500, compared to \$300 when the sellers' agent personally staged the home.

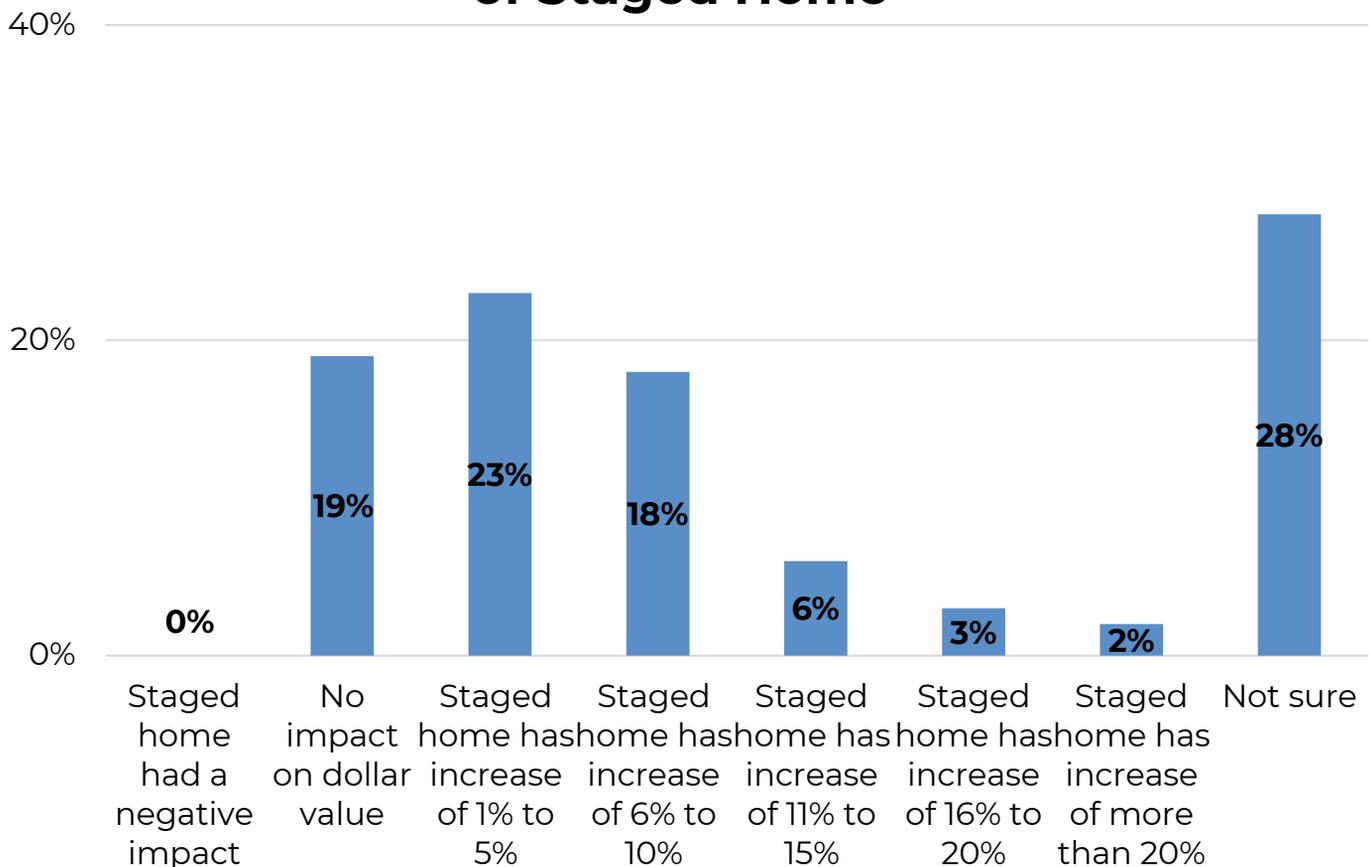
Who Pays for Home Staging



Percentage Change in Dollar Value Sellers Receive

- When staging a home, 23 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers, in comparison to similar homes.
- Eighteen percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- None of the respondents reported that staging a home had a negative impact on the home's dollar value.

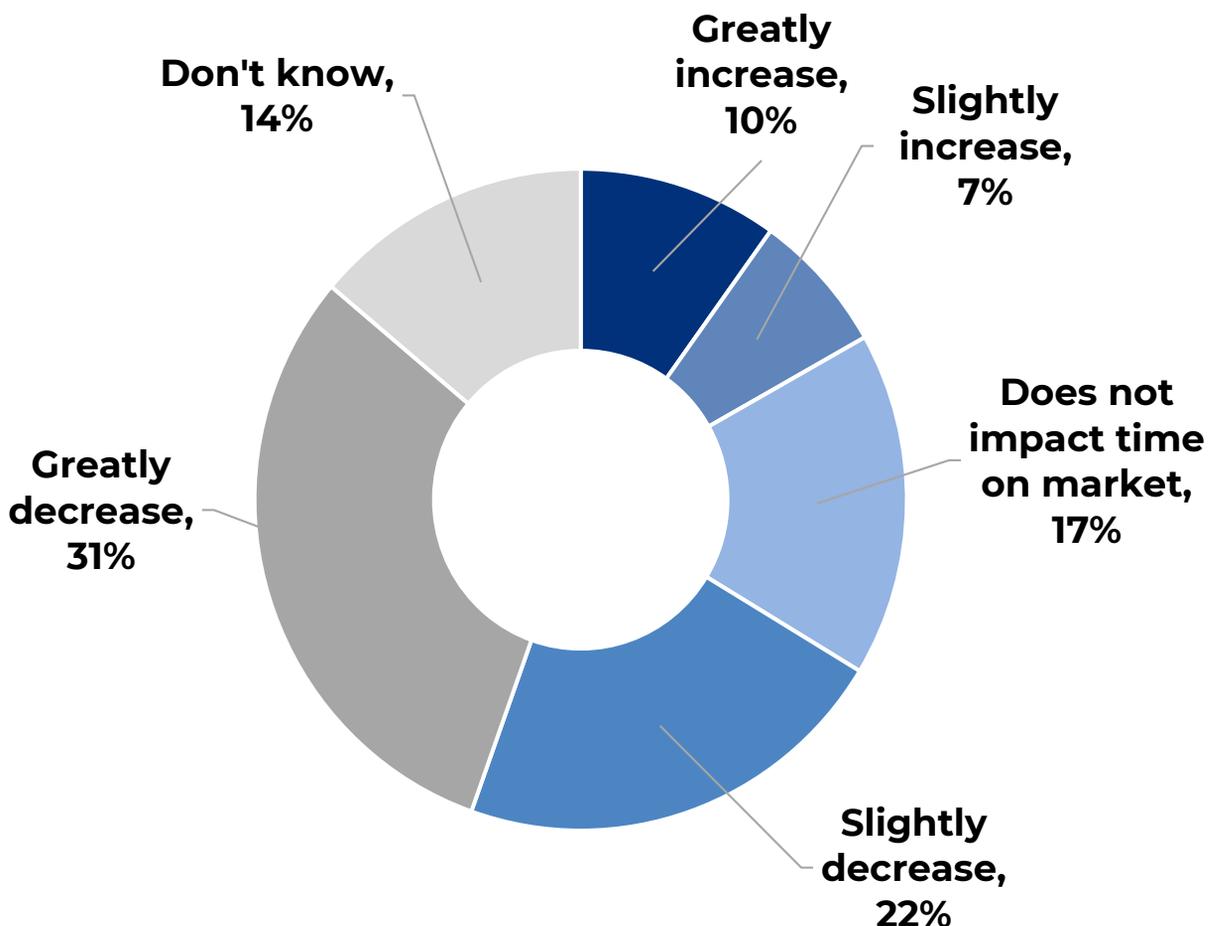
Percent Change in Dollar Value Offered of Staged Home



Impact of Time on Market

- Twenty-two percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.
- Thirty-one percent reported that staging a home greatly decreased the amount of time the home was on the market, while 17 percent stated that staging a home did not affect the time on market.
- Only 10 percent of respondents reported that staging a home greatly increased the time a home was on the market.

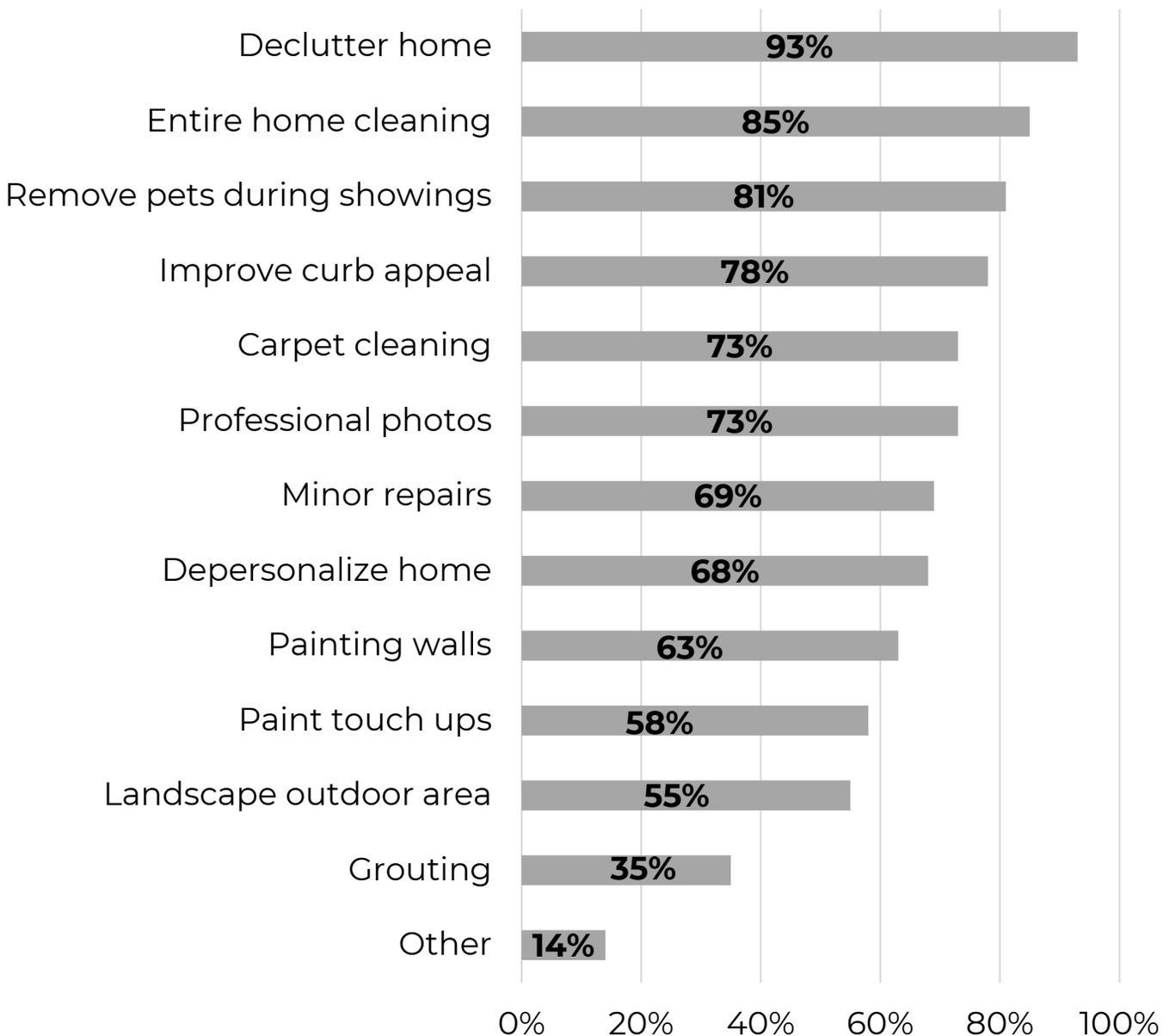
Time the Home Was on the Market



Home Improvement

- The most common home improvement items agents recommended to sellers were decluttering the home (93 percent), entire home cleaning (85 percent), removing pets during showings (81 percent), and improving curb appeal (78 percent).

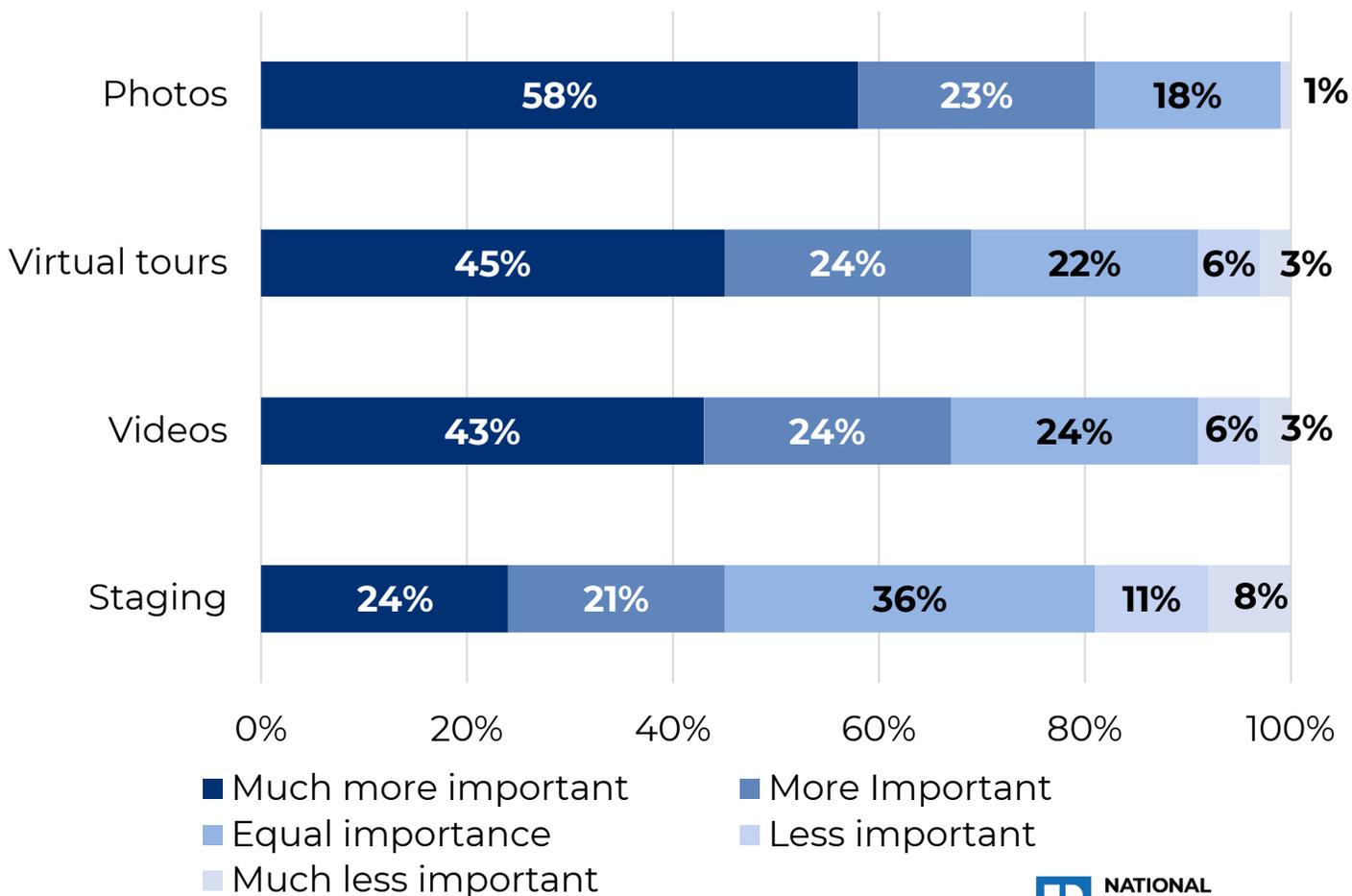
Home Improvement Items Recommended

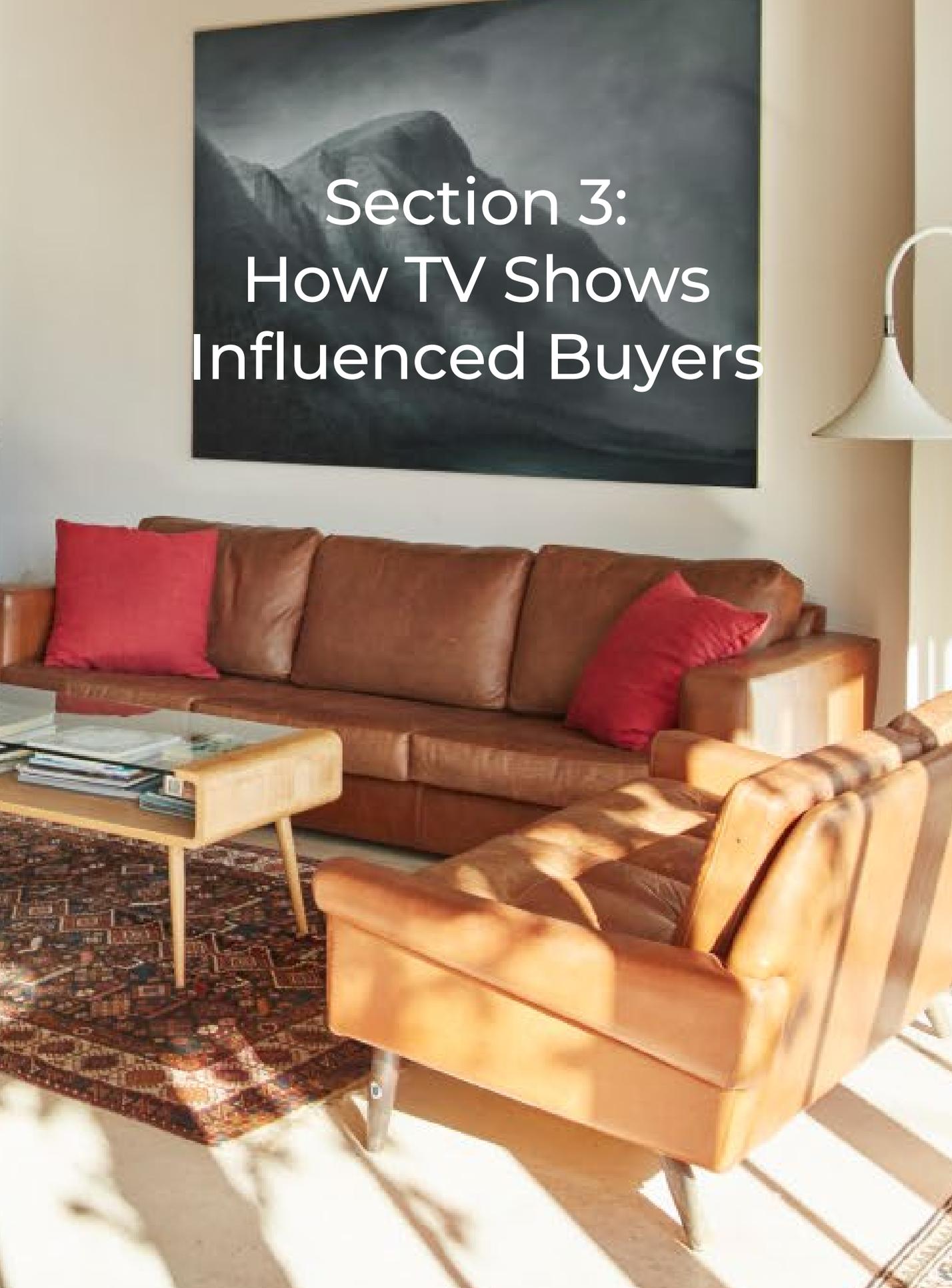


Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings

- Among sellers' agents, having photos (81 percent), virtual tours (69 percent) and videos (67 percent) available for their listings was more important since the beginning of the COVID-19 pandemic.
- Thirty-six percent of sellers' agents said that staging was of equal importance, and only 11 percent said that staging was of less importance since the beginning of the COVID-19 pandemic.

Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings



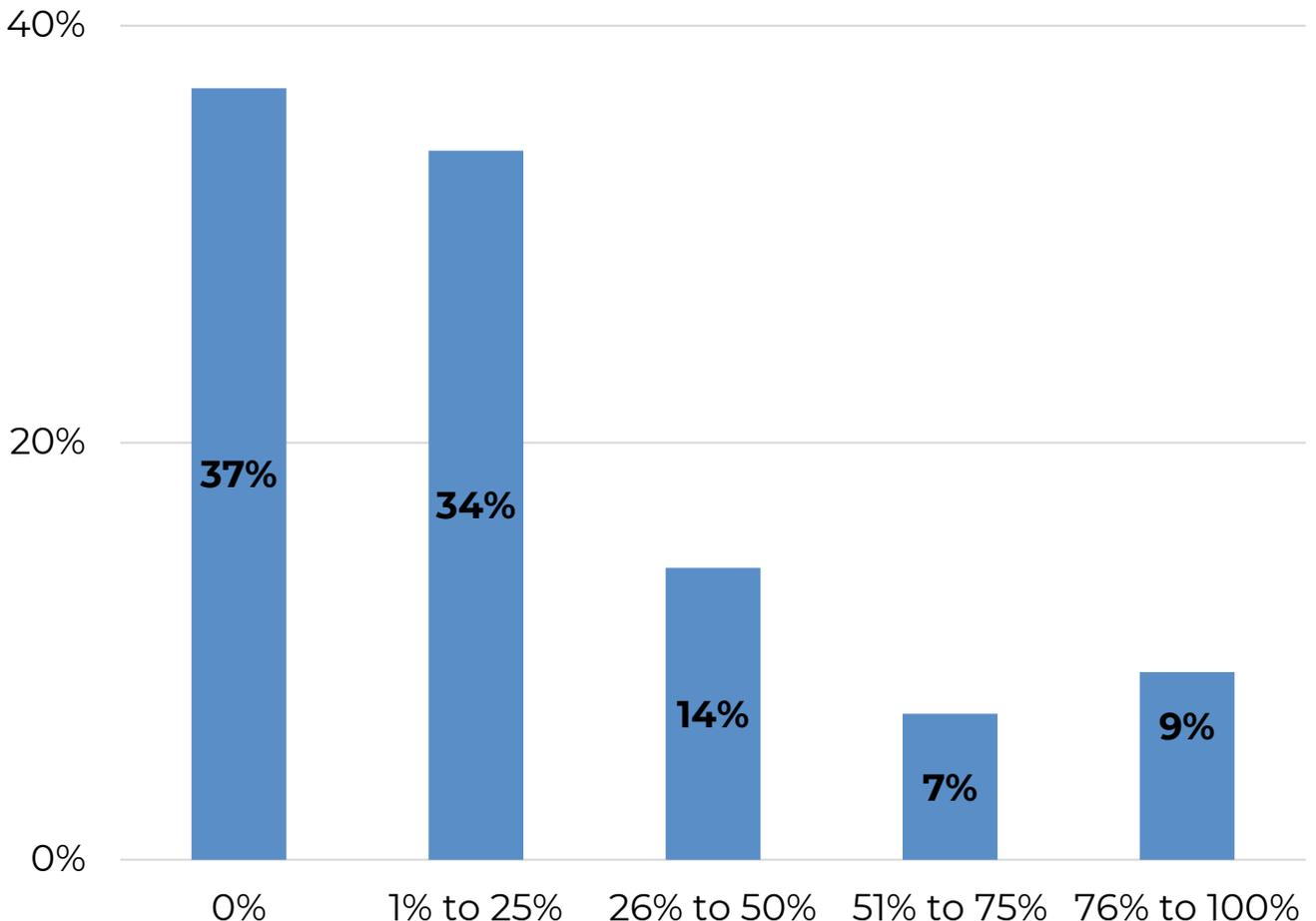
A living room with a brown leather sofa, a wooden coffee table, and a large abstract painting on the wall. The sofa has two red pillows. The coffee table has some papers on it. The painting is dark and abstract, with the text overlaid on it. A lamp is visible on the right side of the frame.

Section 3: How TV Shows Influenced Buyers

Buyers Who Cited Homes Should Look Like They Were Staged on TV Shows

- A median of 10 percent of respondents cited that buyers believe that homes should look like they were staged on TV shows.
- Thirty-seven percent of respondents said that buyers did not cite that homes should look like they were staged on TV shows.
- Sixty-three percent of respondents said that buyers did cite that homes should look like they were staged on TV shows.

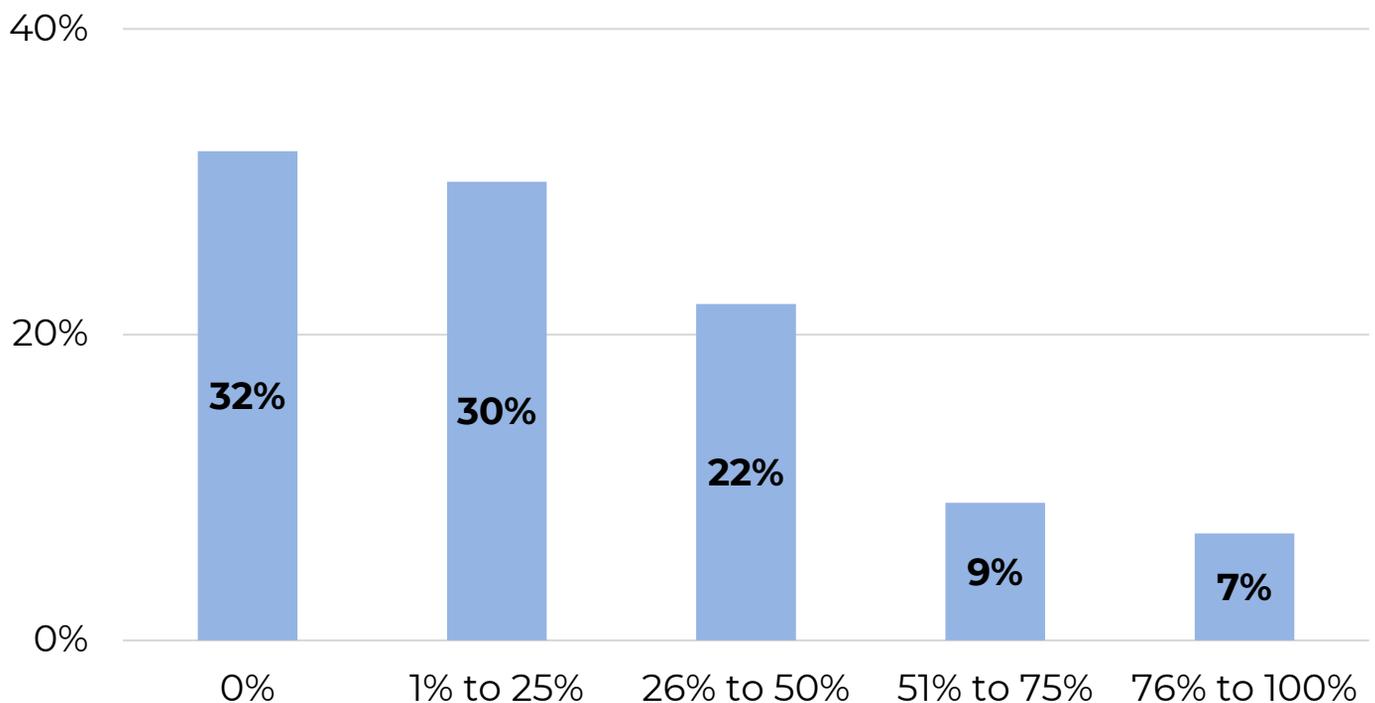
Percentage of Buyers That Cited Homes Should Look Like They Were Staged on TV Shows



Buyers Who Were Disappointed By How Homes Looked Compared to On TV Shows

- A median of 10 percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- Thirty-two percent of respondents said that buyers were not disappointed by how homes looked compared to homes they saw on TV shows.
- Sixty-eight percent of respondents said that buyers were disappointed by how homes looked compared to homes they saw on TV shows.

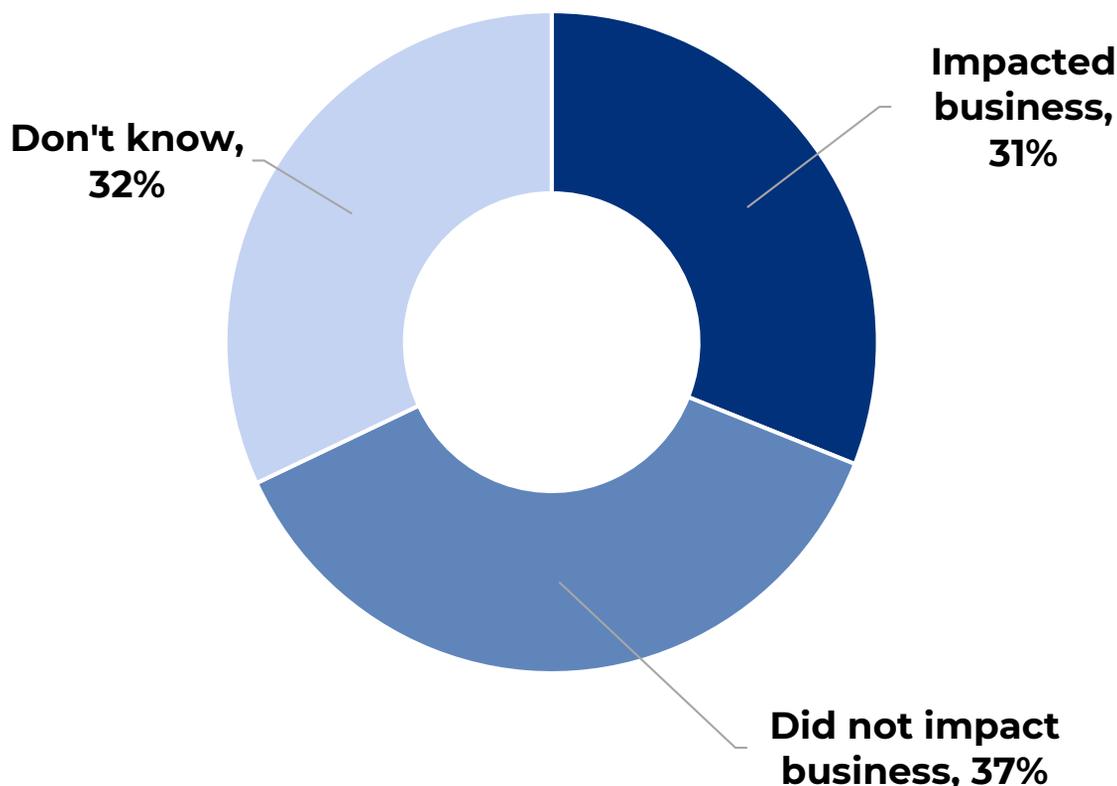
Percentage of Buyers Who Were Disappointed By How Homes Looked Compared to On TV Shows



TV Shows Displaying the Buying Process' Impact On Business

- Thirty-one percent of respondents said that TV shows which display the buying process impacted their business.
- Thirty-seven percent of respondents said that TV shows which display the buying process did not impact their business.

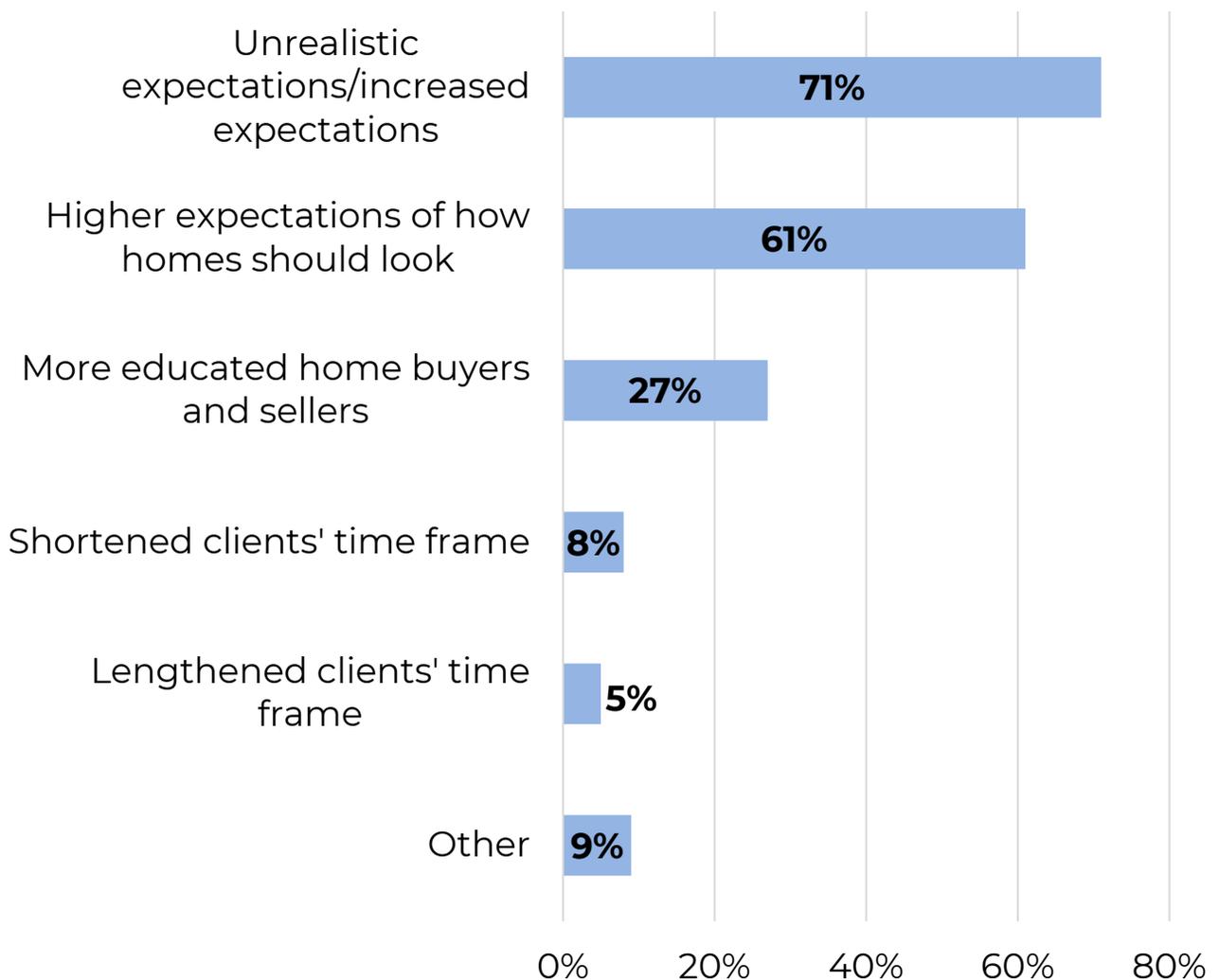
TV Shows Displaying the Buying Process' Impact On Business



How TV Shows Displaying the Buying Process Have Impacted Business

- Seventy-one percent of respondents said that TV shows which display the buying process impacted their business by setting unrealistic expectations or increased expectations.
- Sixty-one percent of respondents said that TV shows set higher expectations of how homes should look, and 27 percent said that TV shows result in more educated home buyers and home sellers.

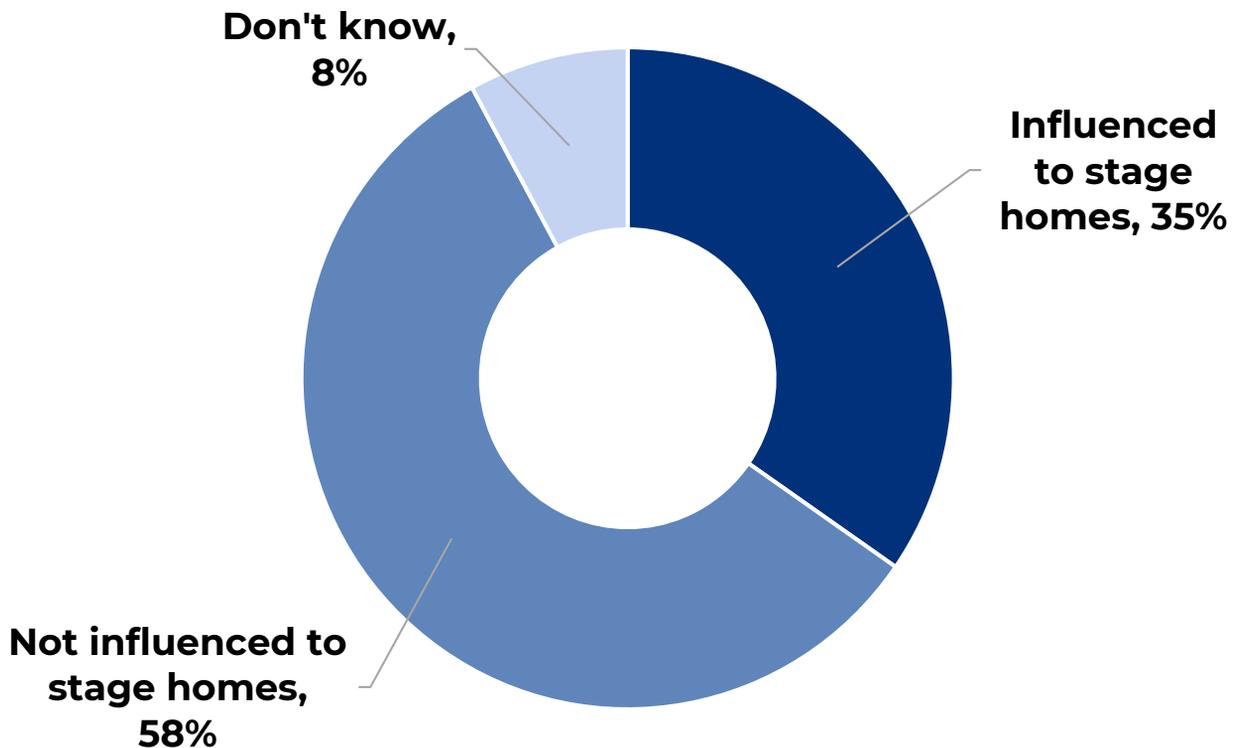
How TV Shows Have Impacted Business



Influenced to Stage Homes As Shown on TV

- Fifty-eight percent of respondents stated that they were not influenced to stage homes as they would see them on TV.
- Thirty-five percent of respondents stated that they were influenced to stage homes as they would see them on TV.

Influenced to Stage Homes As They Were Shown on TV



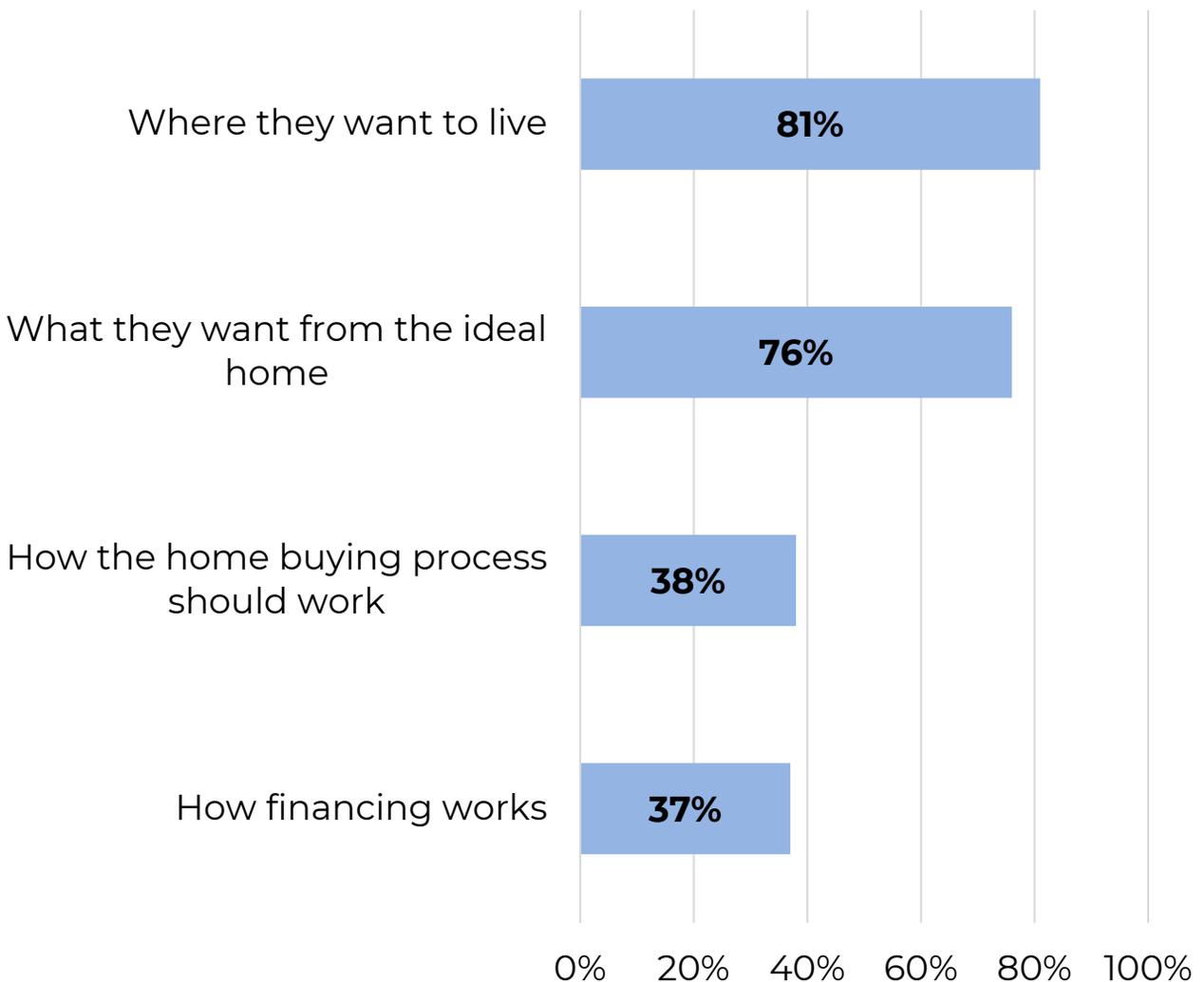
Section 4: Buyer Expectations



Buyer Had Ideas Before the Home Buying Process

- Eight-one percent of respondents said that buyers had ideas about where they wanted to live, and what they wanted in an ideal home (76 percent) before starting the buying process.
- Respondents stated that typically buyers were less sure about how the home buying process should work (38 percent), and how financing worked prior to starting the home buying process (37 percent).

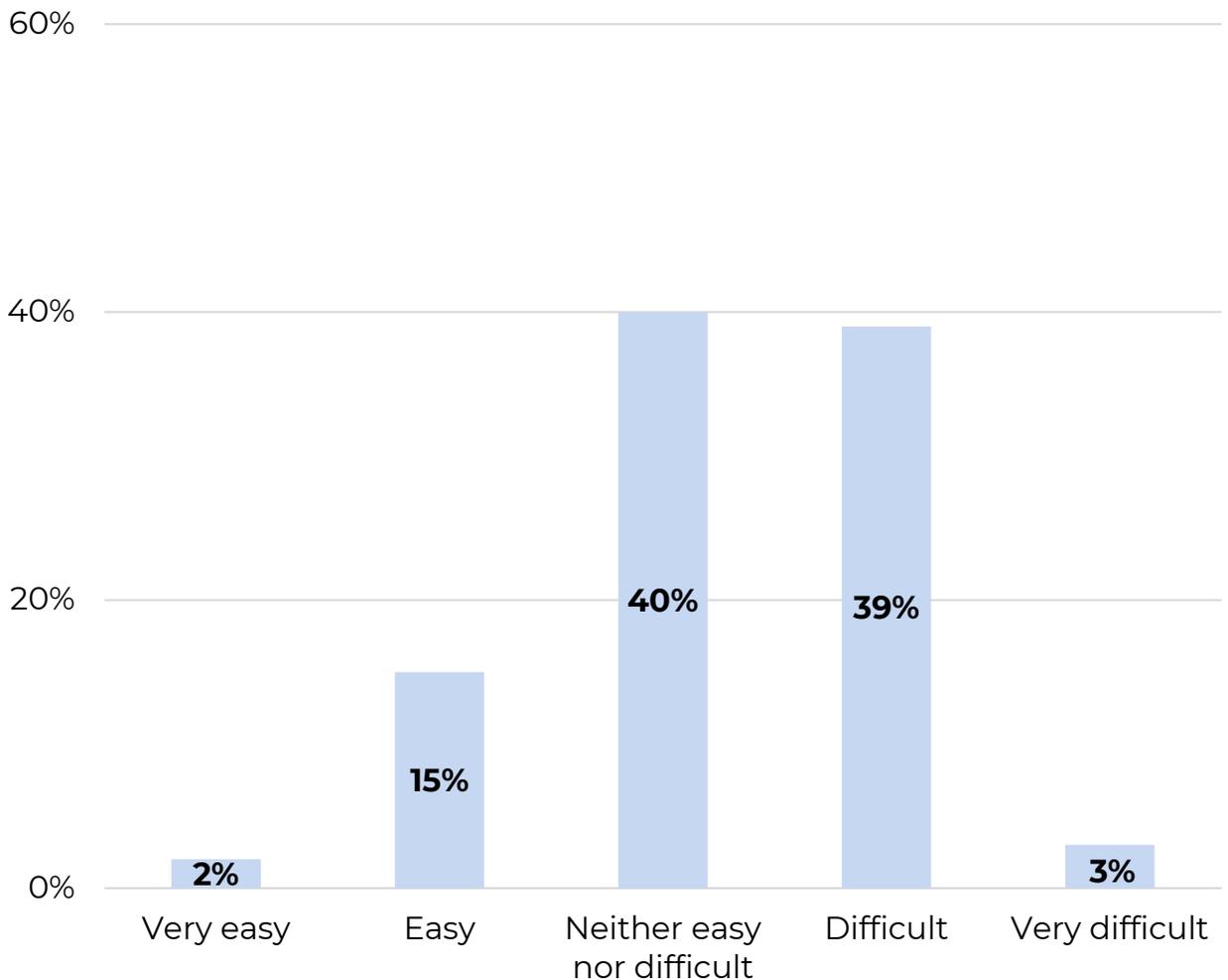
Buyer Has Ideas Before the Buying Process



How Easy or Difficult Buyers Thought the Home Buying Process Would Be

- Forty percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- Thirty-nine percent said that buyers thought that the home buying process would be difficult.

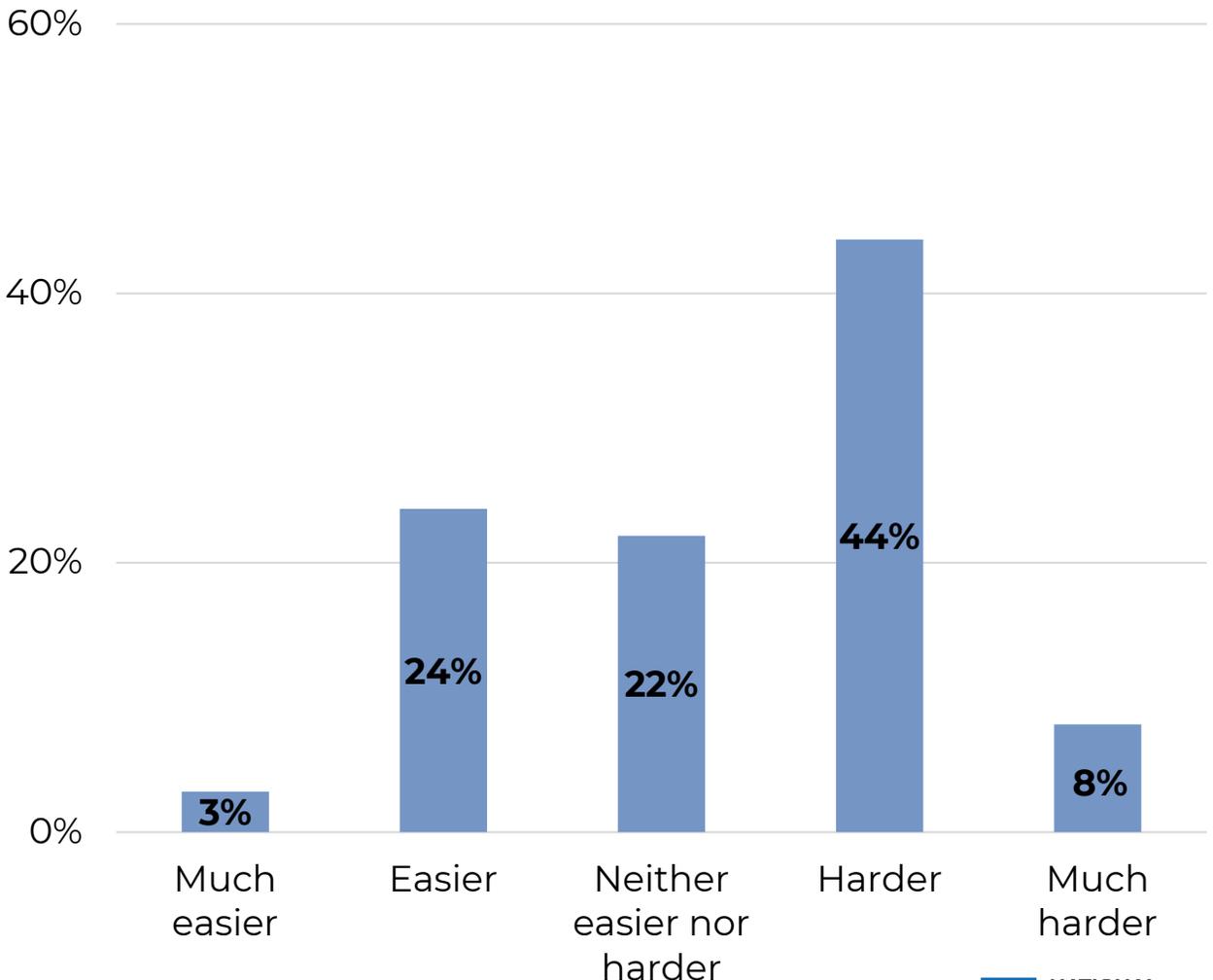
How Easy or Difficult Buyers Thought the Home Buying Process Would Be



How the Home Buying Process Compared to Expectations

- Forty-four percent of respondents stated that buyers found the home buying process to be harder compared to their expectations.
- Twenty-four percent said that buyers found the home buying process to be easier compared to their expectations.

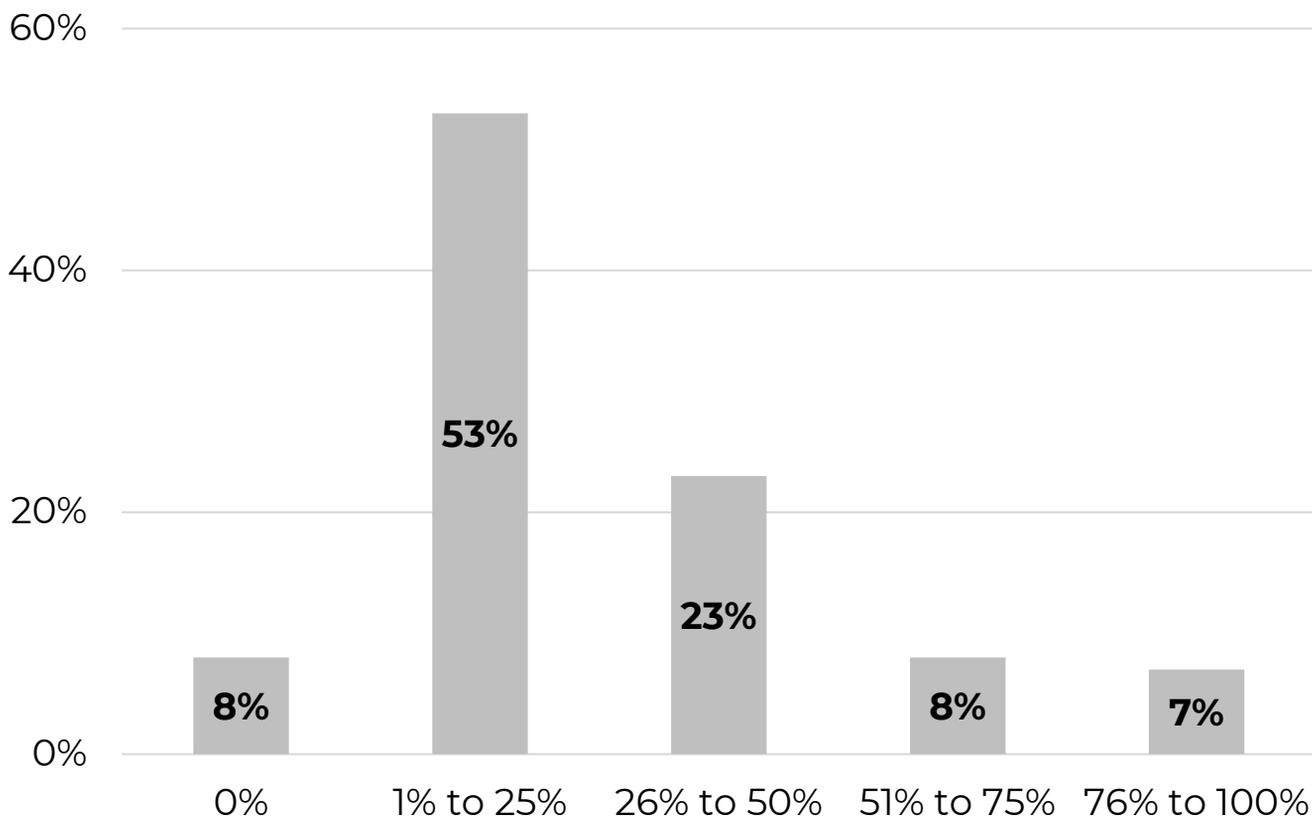
How the Home Buying Process Compared to Expectations



Buyers Who Brought Family Members With Them to View Homes

- A median of 20 percent of respondents said that buyers brought family members, who were not purchasing the home, with them to view homes.
- Ninety-two percent of respondents said that buyers brought family members, who were not purchasing the home, with them to view homes.
- Only eight percent of respondents said that no buyers brought family members with them to view homes.

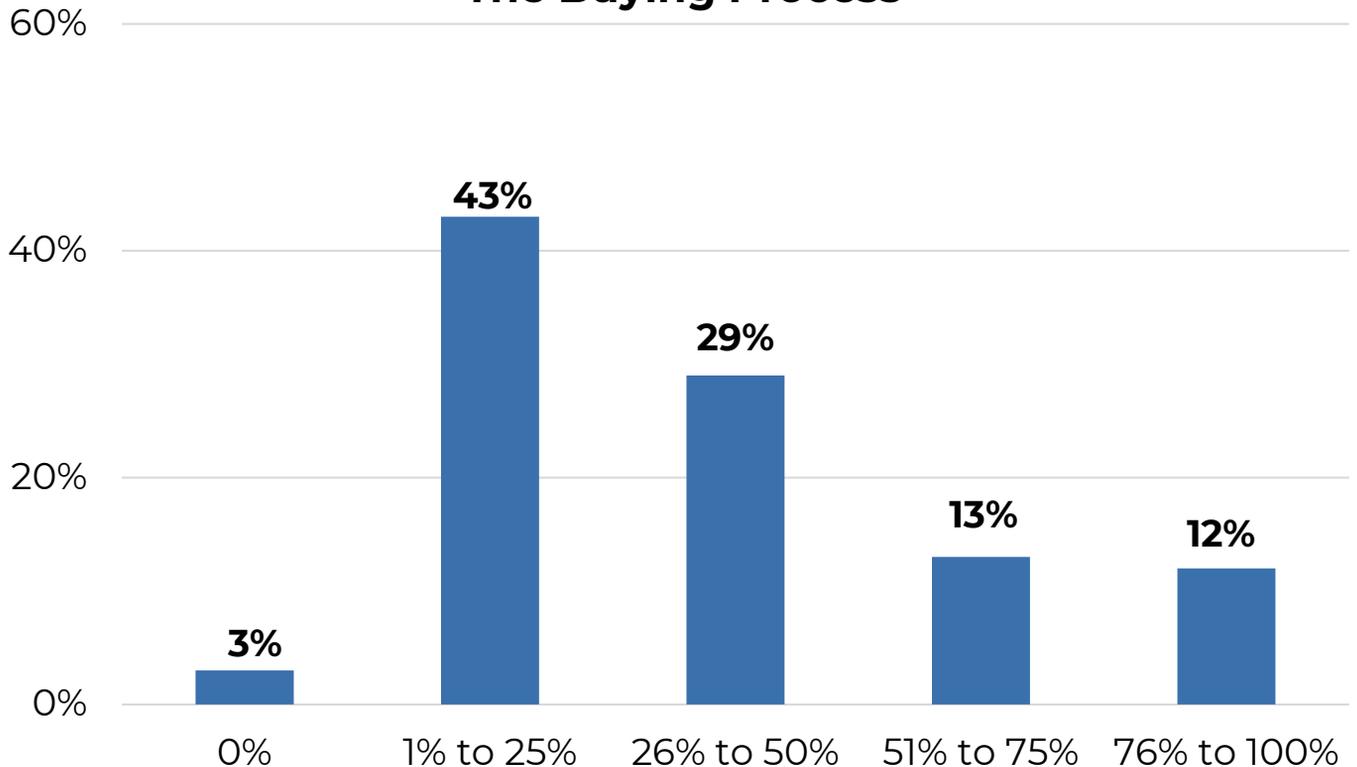
Buyers Who Brought Family Members With Them to View Homes



Buyers Who Consulted Family Members During The Buying Process

- A median of 30 percent of respondents said that buyers consulted with family members during the buying process, though they would not live in the home.
- Ninety-seven percent of respondents said that buyers consulted with family members during the buying process, though they would not live in the home.
- Only three percent of respondents said that no buyers consulted with family members.

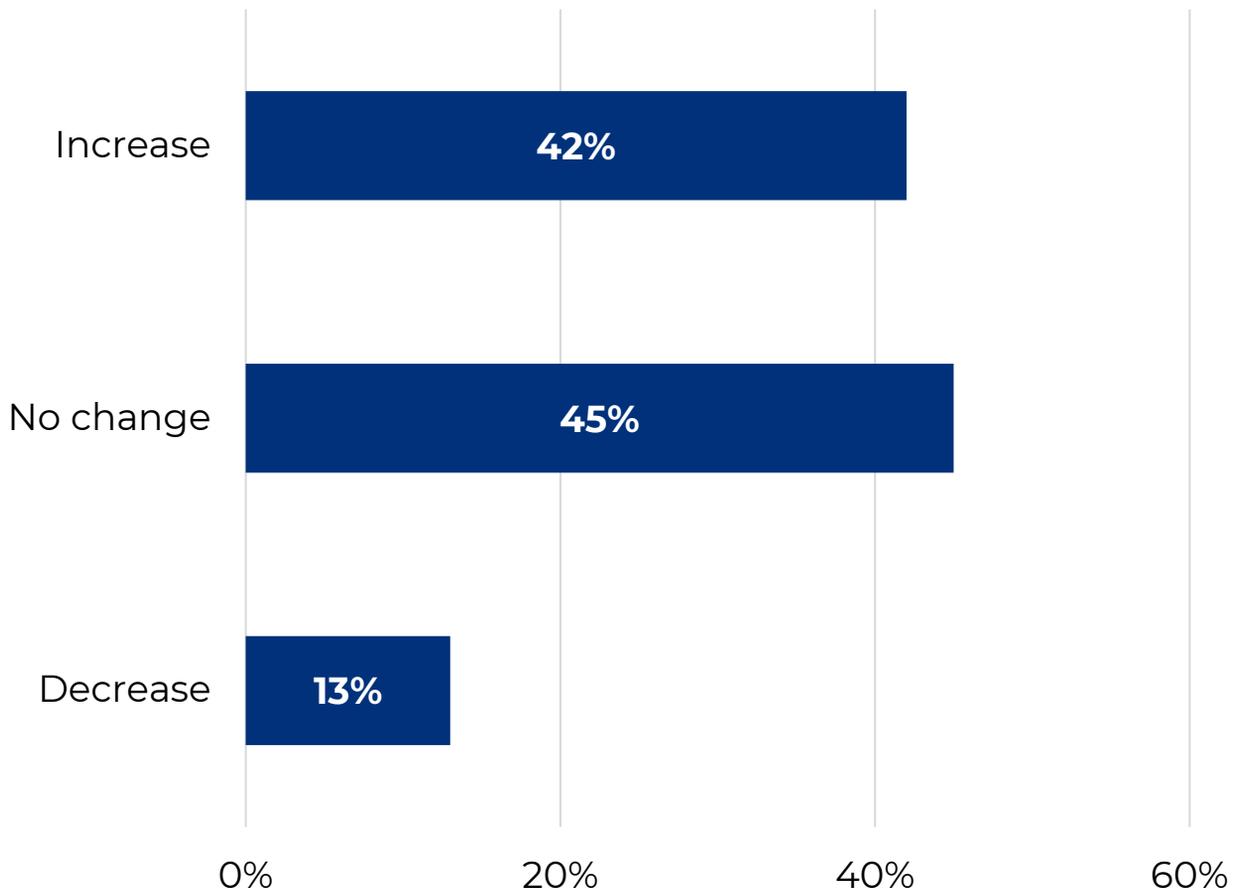
Buyers Who Consulted With Family Members In The Buying Process



Change in Share of Buyers Who Planned to Flip a Home

- In the last five years, 45 percent of respondents cited they have seen no change in the share of buyers who planned to flip a home.
- Forty-two percent of respondents cited they have seen an increase in the share of buyers who planned to flip a home.

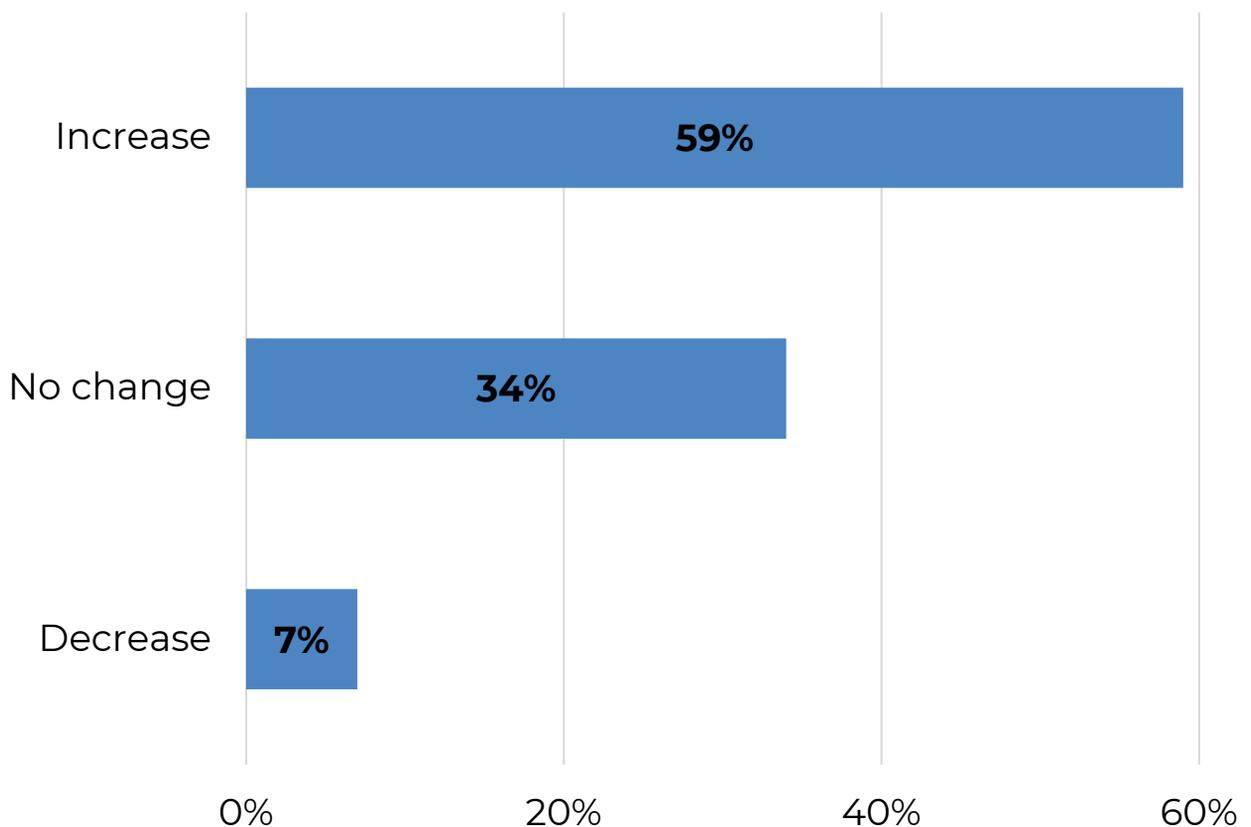
Change in Share of Buyers Who Planned to Flip a Home in the Last Five Years



Change in Share of Buyers Who Planned to Remodel Home

- In the last five years, 59 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home.
- Thirty-four percent of respondents cited they have seen no change in the share of buyers who planned to remodel a home.
- A median of 25 percent of respondents said that buyers who plan to remodel will do so within the first three months of owning a home.

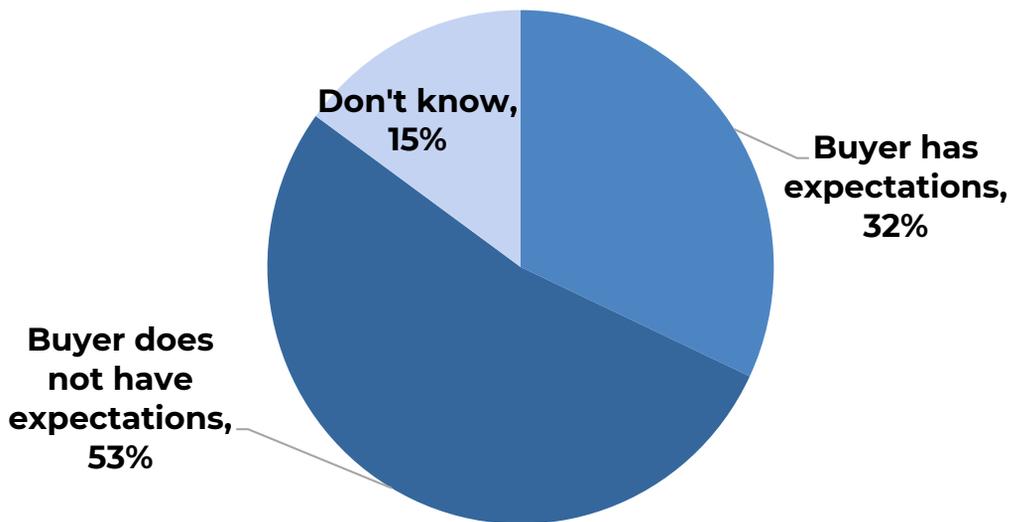
Change in Share of Buyers Who Planned to Remodel a Home in the Last Five Years



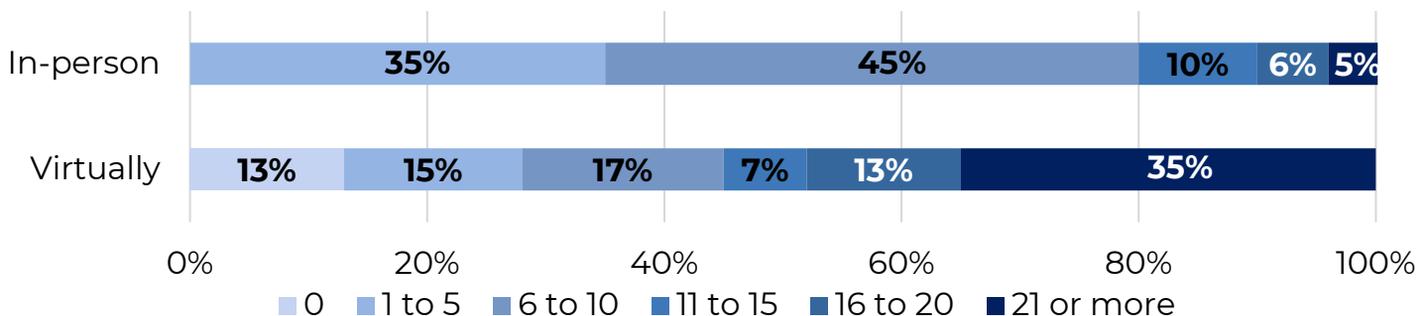
Buyer Expectation of the Number of Homes Buyer Would See Before Buying

- Fifty-three percent of respondents stated that buyers typically did not have an expectation of the number of homes they would see before buying.
- Thirty-two percent of respondents stated that buyers did have an expectation of the number of homes they would see.
- Among those who did have an expectation, buyers expected to view a median of 10 homes in-person and a median of 15 homes virtually.
- Forty-five percent of respondents cited that buyers expected to view between six to 10 homes in-person.

Buyer Expectation of the Number of Homes They Would See Before Buying



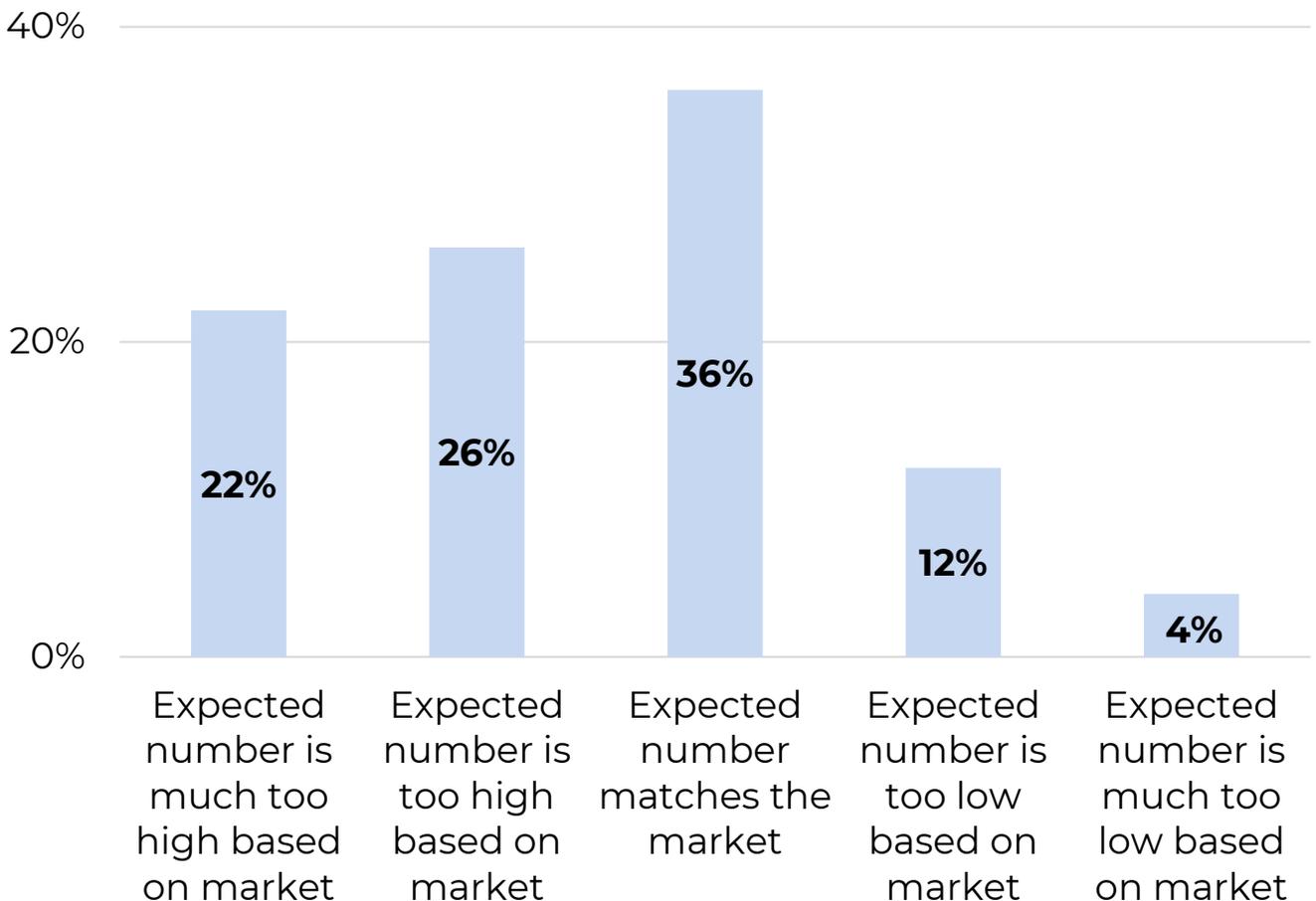
Number of Homes Buyers Expected to See



Expectation of the Number of Homes Matched Market

- Thirty-six percent of respondents stated that buyers' expectation of the number of homes they would see before buying matched the market.
- Twenty-six percent of respondents stated that buyers' expectation of the number of homes they would see before buying was too high based on the market.
- Only four percent of respondents stated that the expected number of homes was much too low based on the market.

Impact of Buyers Viewing a Staged Home



Methodology

In January 2021, NAR invited a random sample of 58,300 active REALTORS® to fill out an online survey. A total of 2,347 useable responses were received for an overall response rate of 4.0 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2.02 percent.

The primary measure of central tendency used throughout this report is the median – the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a particular value.

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The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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