

2019 Profile of Home Staging

March 2019

National Association of REALTORS® Research Group



NATIONAL
ASSOCIATION of
REALTORS®



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Executive Summary

Home Staging: Buyers' Agent Perspective:

- Forty percent of buyers' agents cited that home staging had an effect on most buyers' view of the home.
- Eighty-three 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 most important for buyers (47 percent), followed by staging the master bedroom (42 percent), and staging the kitchen (35 percent).
- One-quarter 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:

- Twenty-eight 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 (93 percent), kitchen (84 percent), master bedroom (78 percent), and the dining room (72 percent).
- It was common that sellers' agents personally offered to stage the home (26 percent).
- The median dollar value spent on home staging was \$400.
- When staging a home, 22 percent of sellers' agents reported an increase of one to five percent of the dollar value offered by buyers, in comparison to similar homes. Seventeen percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- Twenty-eight percent of sellers' agents stated that there were slight decreases in the time on the market when the home is staged.
- The most common home improvement items agents recommended to sellers were decluttering the home (95 percent), entire home cleaning (89 percent), removing pets during showings (83 percent), and carpet cleaning (78 percent).

Executive Summary

Buyer Expectations:

- Eighty-two percent of respondents said that buyers had ideas about where they wanted to live, and what they wanted in an ideal home (74 percent) before starting the buying process.
- Forty-two percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- Thirty-nine percent of respondents stated that buyers found the home buying process to be harder compared to their expectations.
- 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 25 percent of respondents cited that buyers brought family members with them to view homes.
- A median of 40 percent of respondents cited that buyers consulted with family members during the buying process.
- Thirty-eight percent of respondents said that TV shows which displayed the buying process impacted their business.
- In the last five years, 56 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home.
- Fifty-eight percent of respondents stated that they were not influenced to stage homes as they saw them on TV.
- Thirty-two percent of respondents stated that buyers did have an expectation of the number of homes they saw. Among those who did have an expectation, buyers expected to view a median of 10 homes.
- Fifty-four percent of respondents stated that buyers' expectation of the number of homes they saw before buying matched the market.

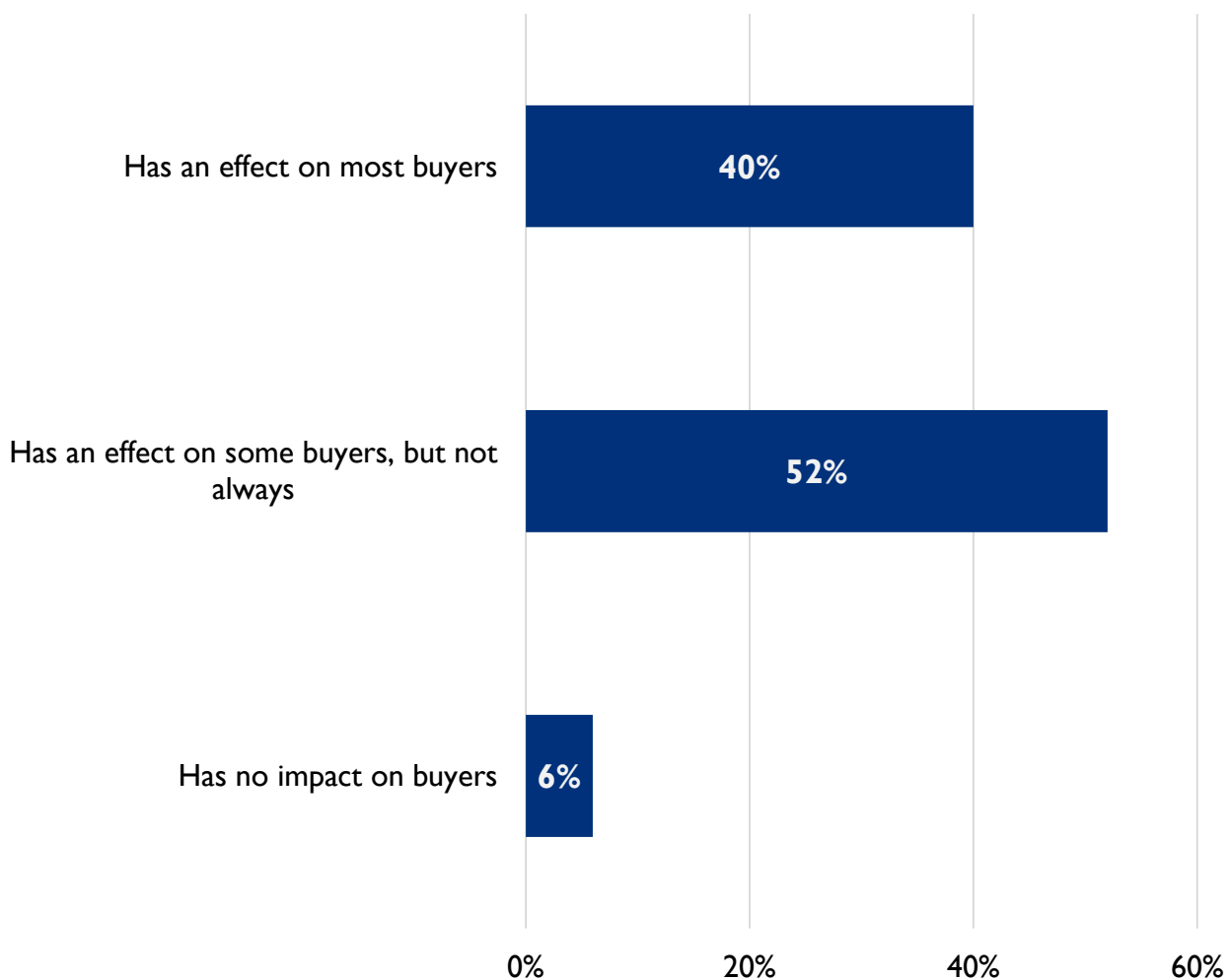


Section 1: Home Staging: Buyer's Agent Perspective

Home Staging Effect on Buyer's View of Home

- Forty percent of buyers' agents cited that home staging had an effect on most buyers' view of the home.
- Only six percent of respondents said that home staging had no effect on the buyer's view of the home.

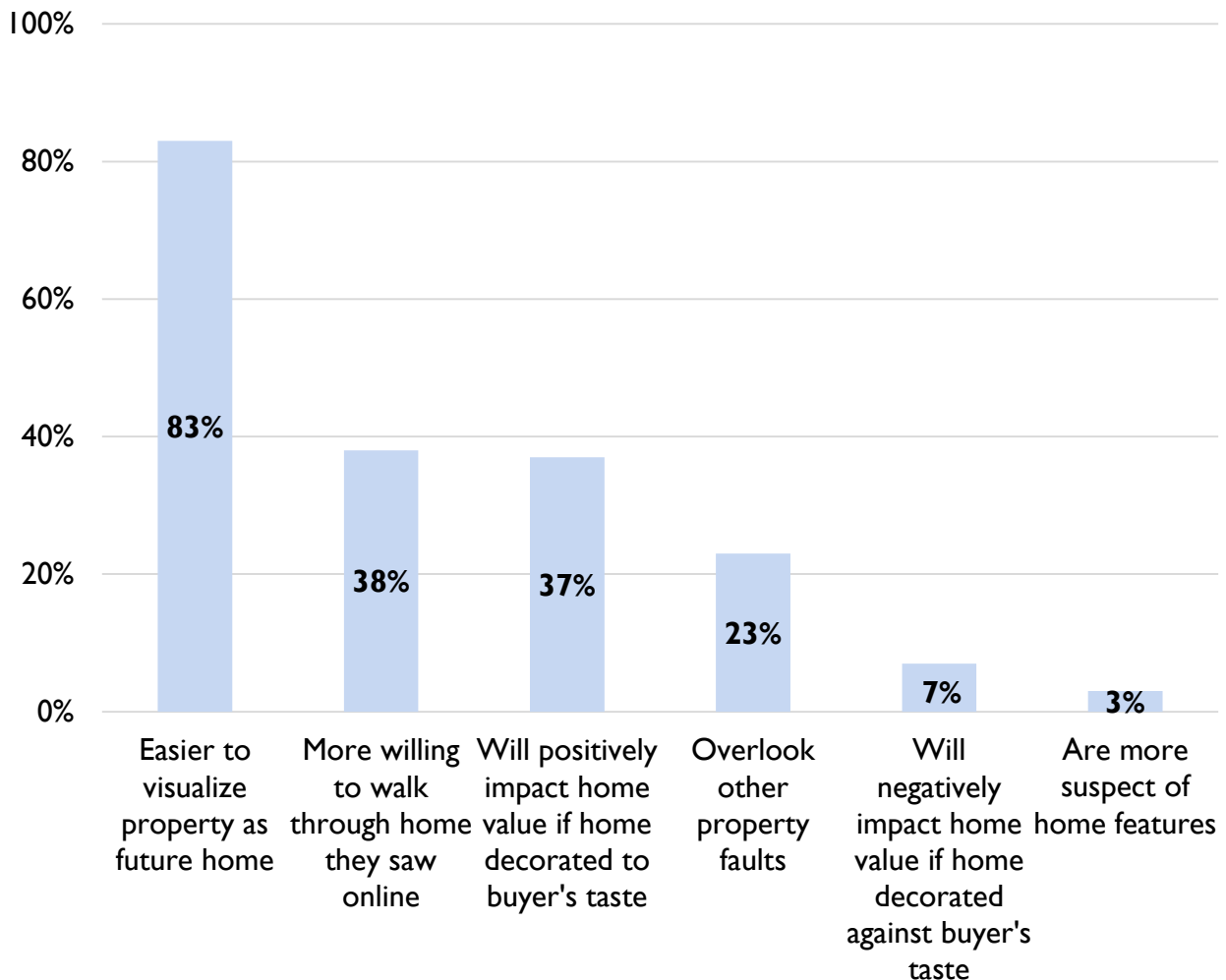
Effect on Buyer's View of Home



Impact of Buyer Viewing a Staged Home

- Eighty-three 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 (38 percent), and buyers' agents identified that staging would positively impact the home value if the home was decorated to a buyer's taste (37 percent).

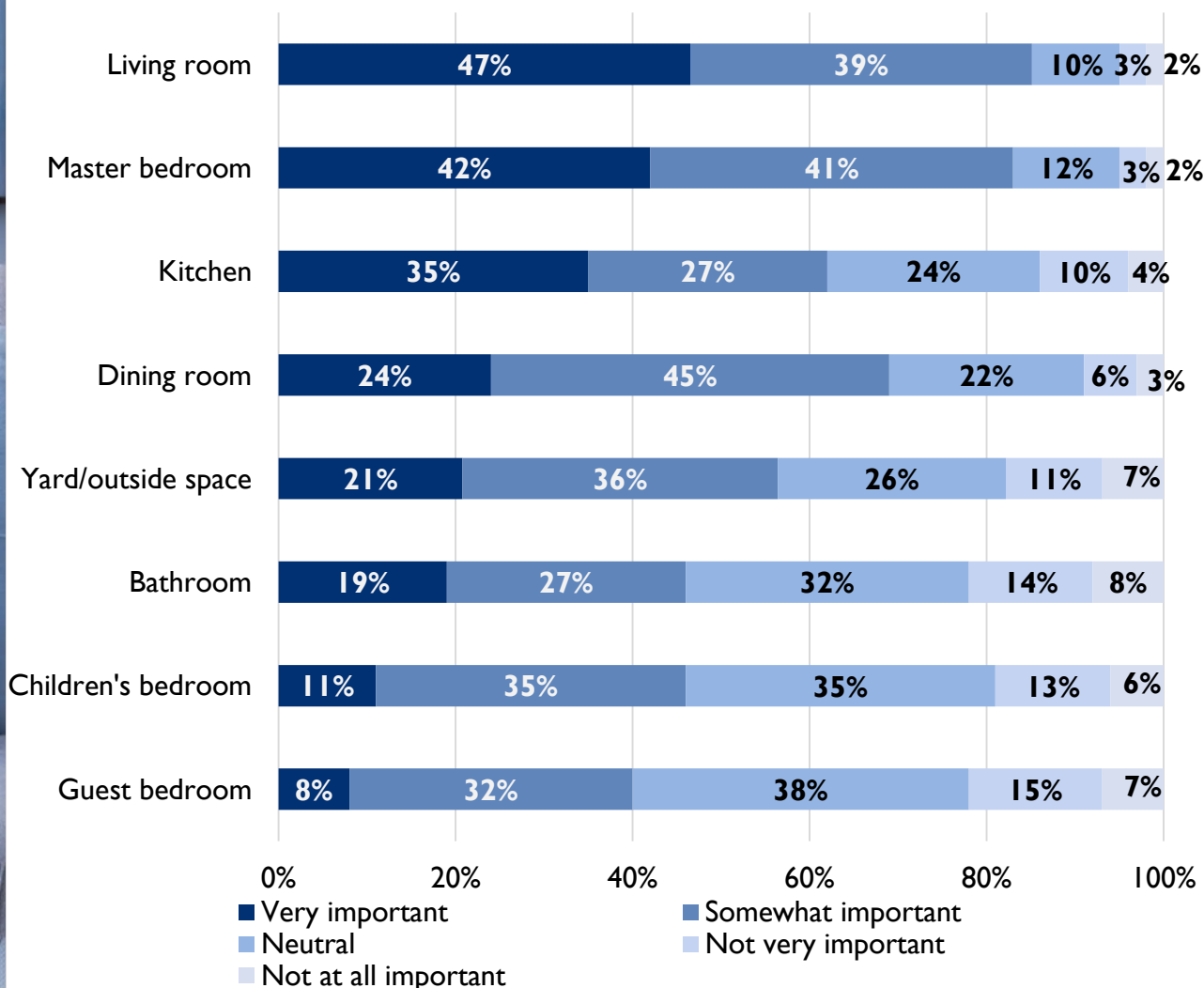
Impact of Buyers Viewing a Staged Home



Importance of Staged Rooms

- Staging the living room was found to be most important for buyers (47 percent), followed by staging the master bedroom (42 percent), and staging the kitchen (35 percent).
- Buyers' agents cited staging the guest bedroom as the least important room, with just eight percent saying that it was very important to stage.

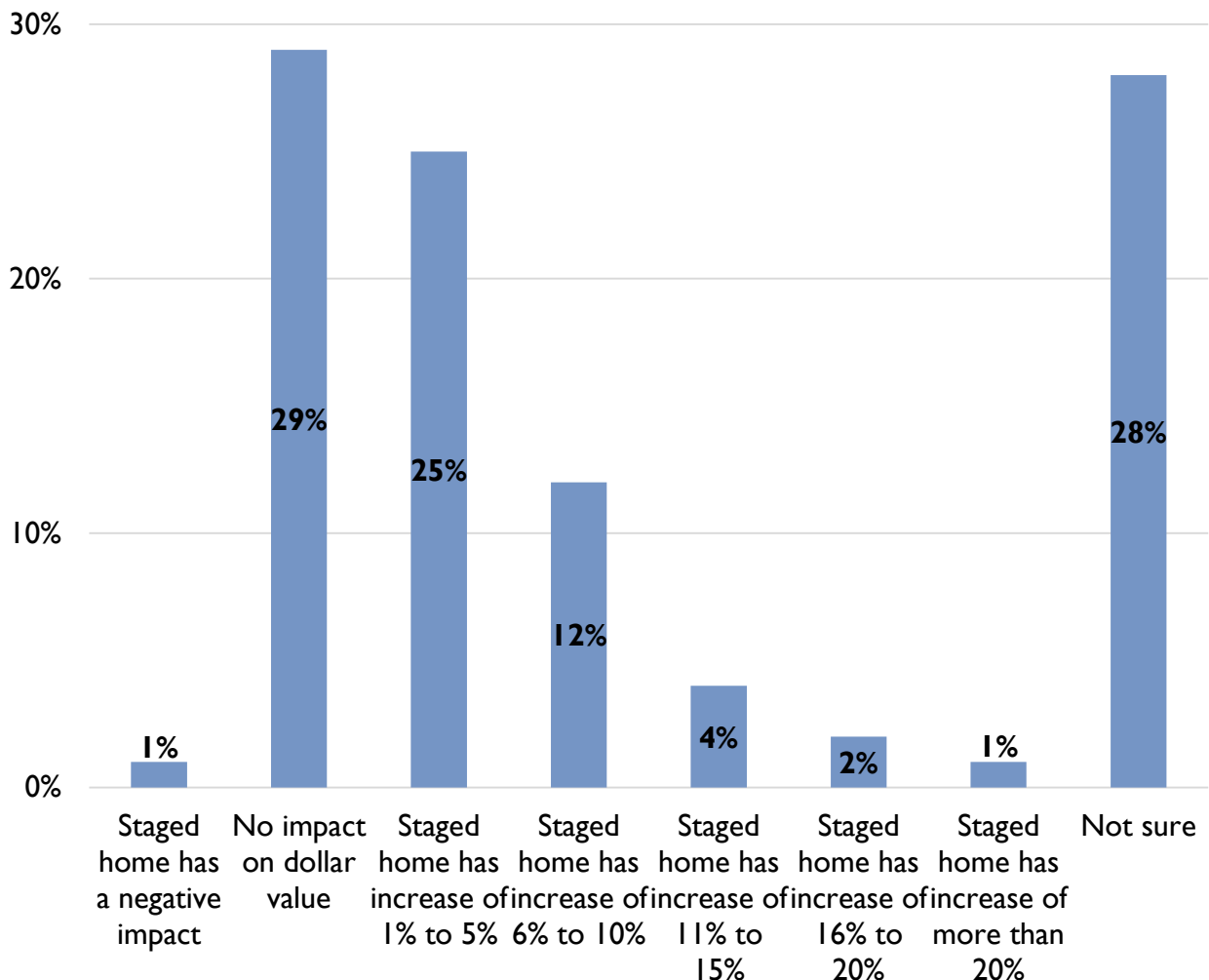
Importance of Rooms Staged for Buyers



Percentage Change in Dollar Value When Home Was Staged

- One-quarter 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-nine 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



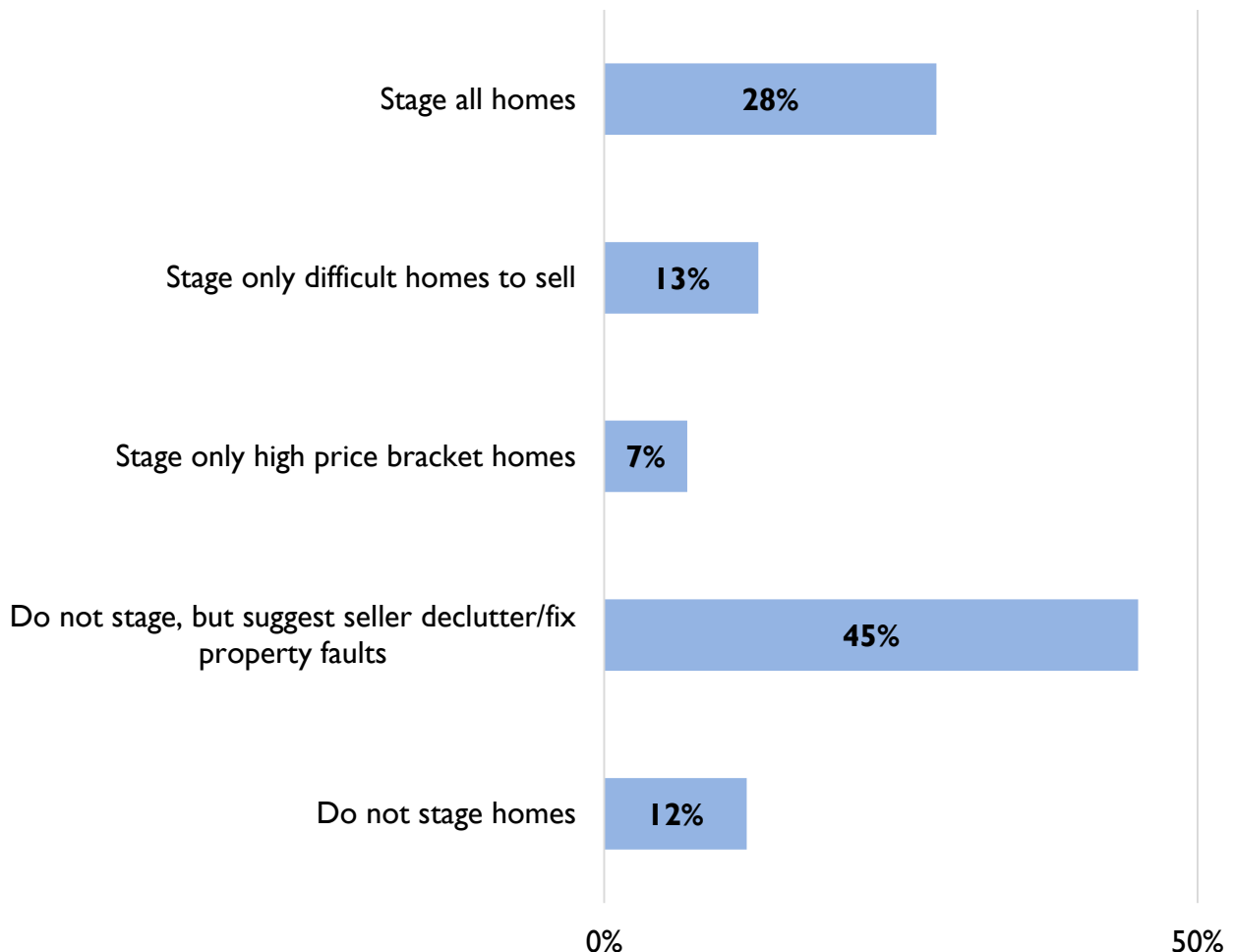


Section II: Home Staging: Seller's Agent Perspective

Staging Homes Before Listing for Sale

- Twenty-eight 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-five 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.

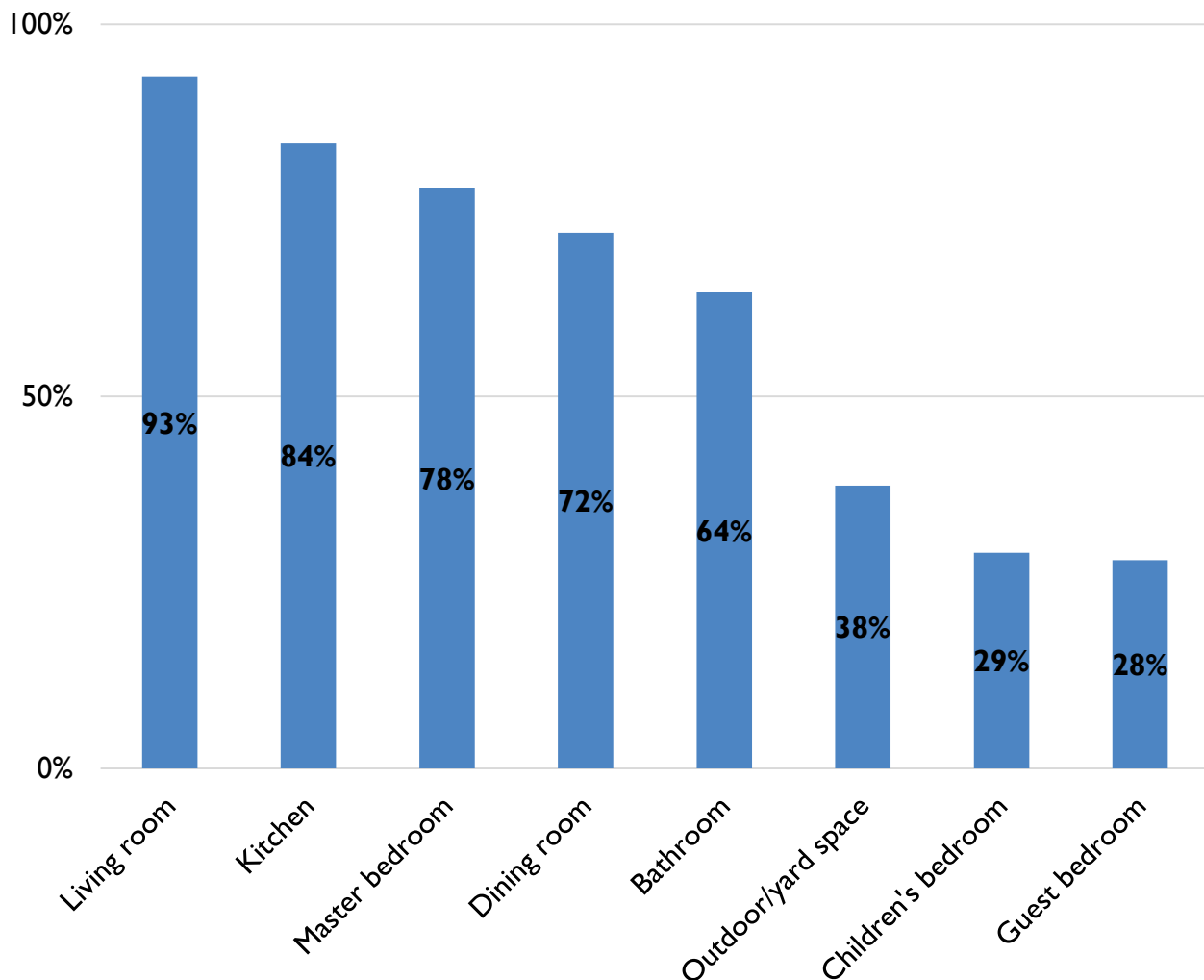
Stage Sellers' Homes Before Listing



Rooms Typically Staged When Selling

- The most common rooms that were staged included the living room (93 percent), kitchen (84 percent), master bedroom (78 percent), and the dining room (72 percent).
- The least common room to stage was a guest bedroom, at 28 percent.

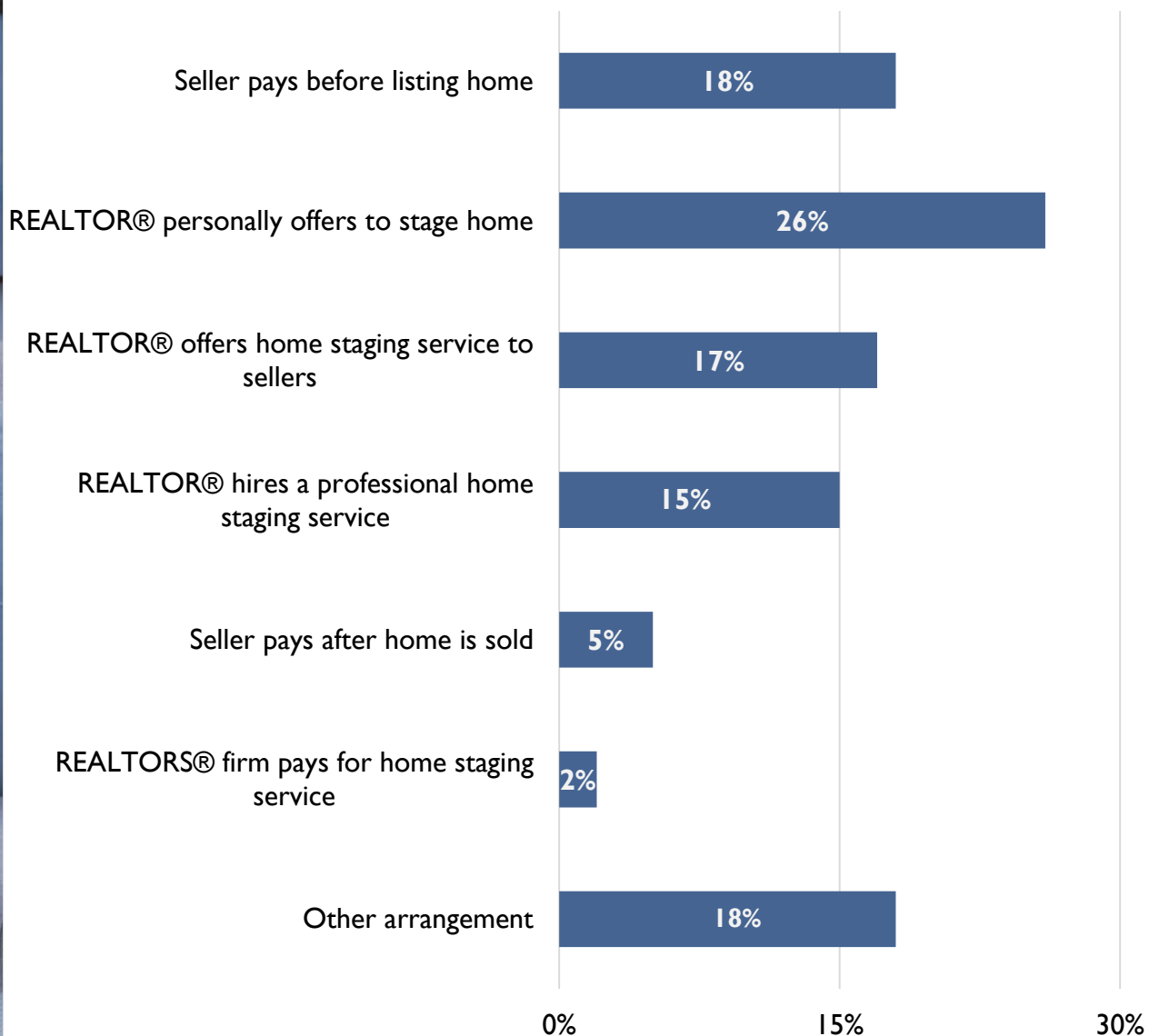
Rooms Staged When Selling



Paying for Home Staging

- It was common that sellers' agents personally offered to stage the home (26 percent).
- The costs of staging a home were also paid by the seller before the home was listed (18 percent), or sellers' agents offered a home staging service to sellers (17 percent).
- The median dollar value spent on home staging was \$400.

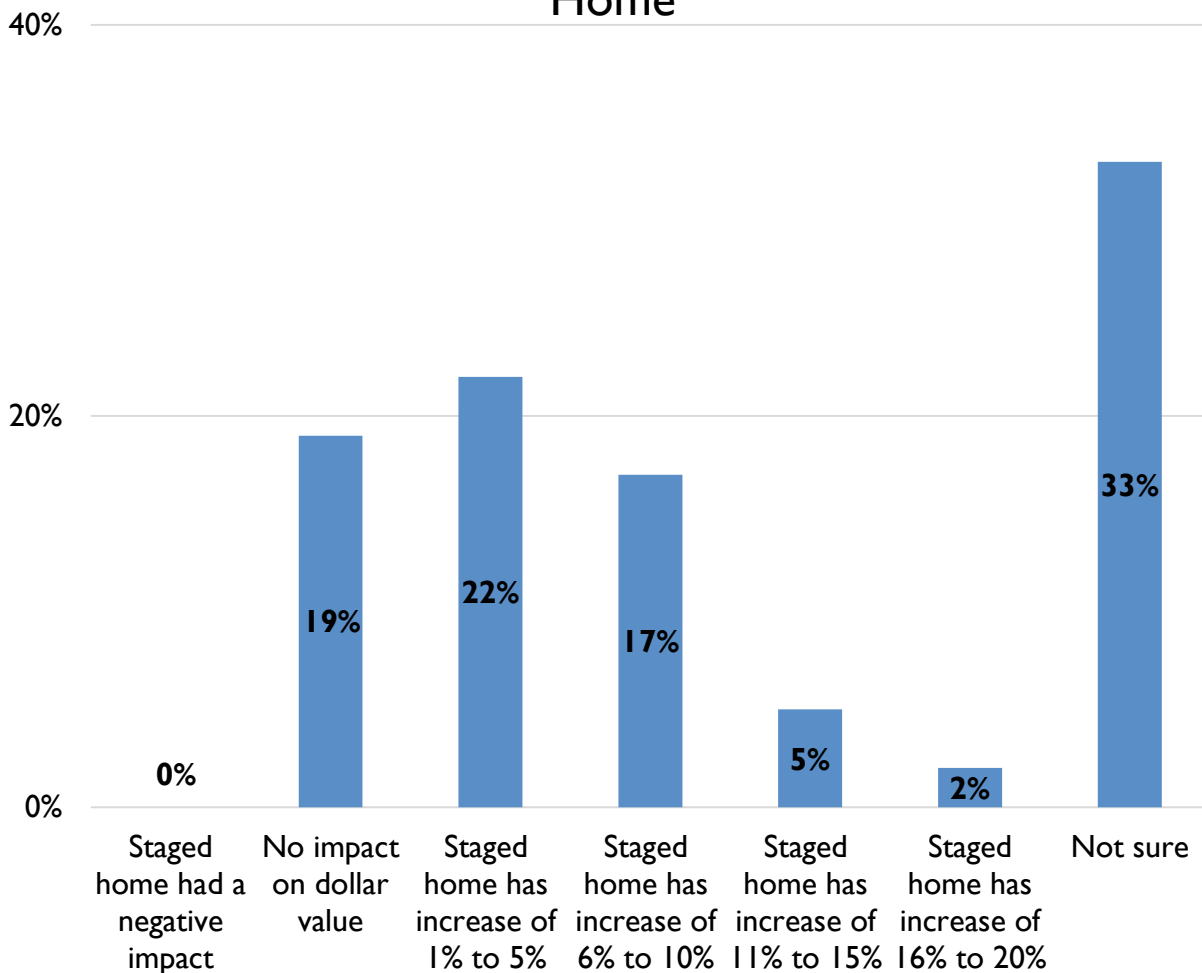
Who Pays for Home Staging



Percentage Change in Dollar Value Sellers Receive

- When staging a home, 22 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.
- Seventeen 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.

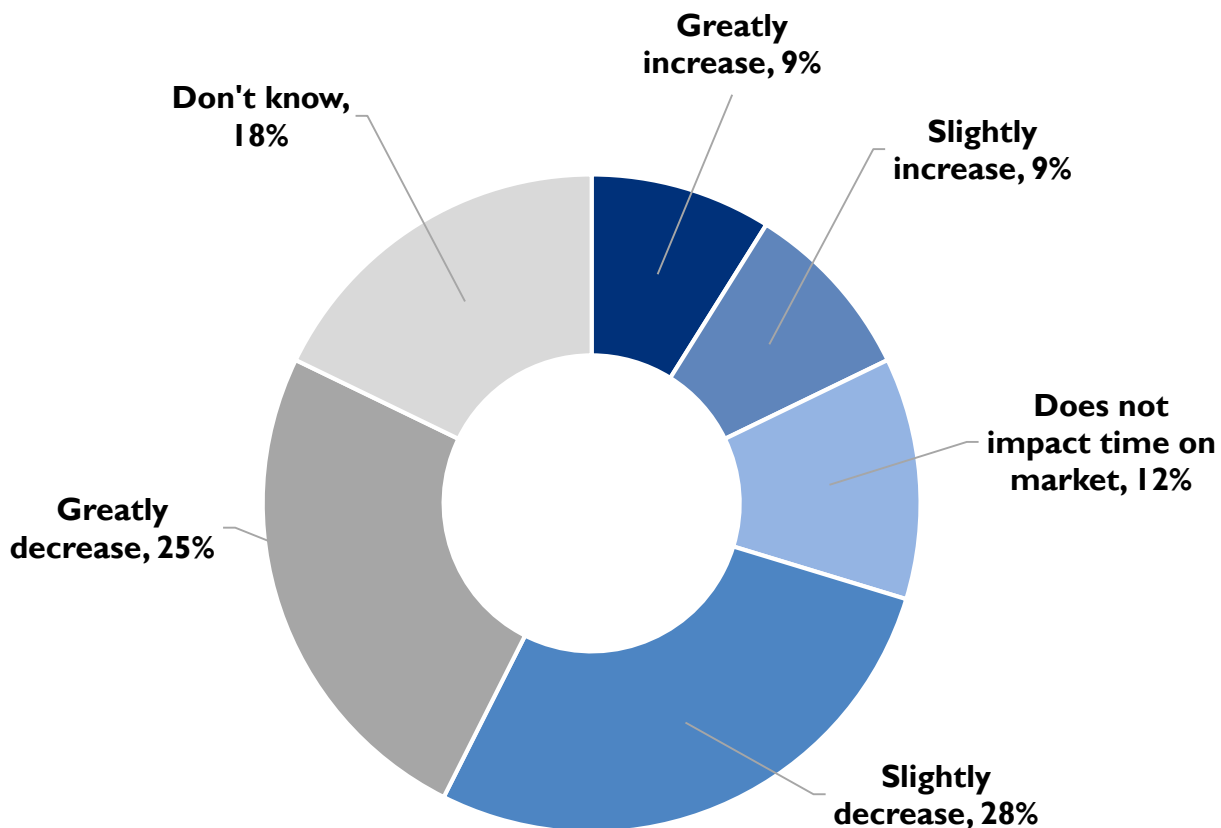
Percent Change in Dollar Value Offered of Staged Home



Impact of Time on Market

- Twenty-eight percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.
- Twenty-five percent reported that staging a home greatly decreased the amount of time the home was on the market, while 12 percent stated that staging a home did not affect the time on market.
- Only nine percent of respondents reported that staging a home greatly increased the time a home was on the market.

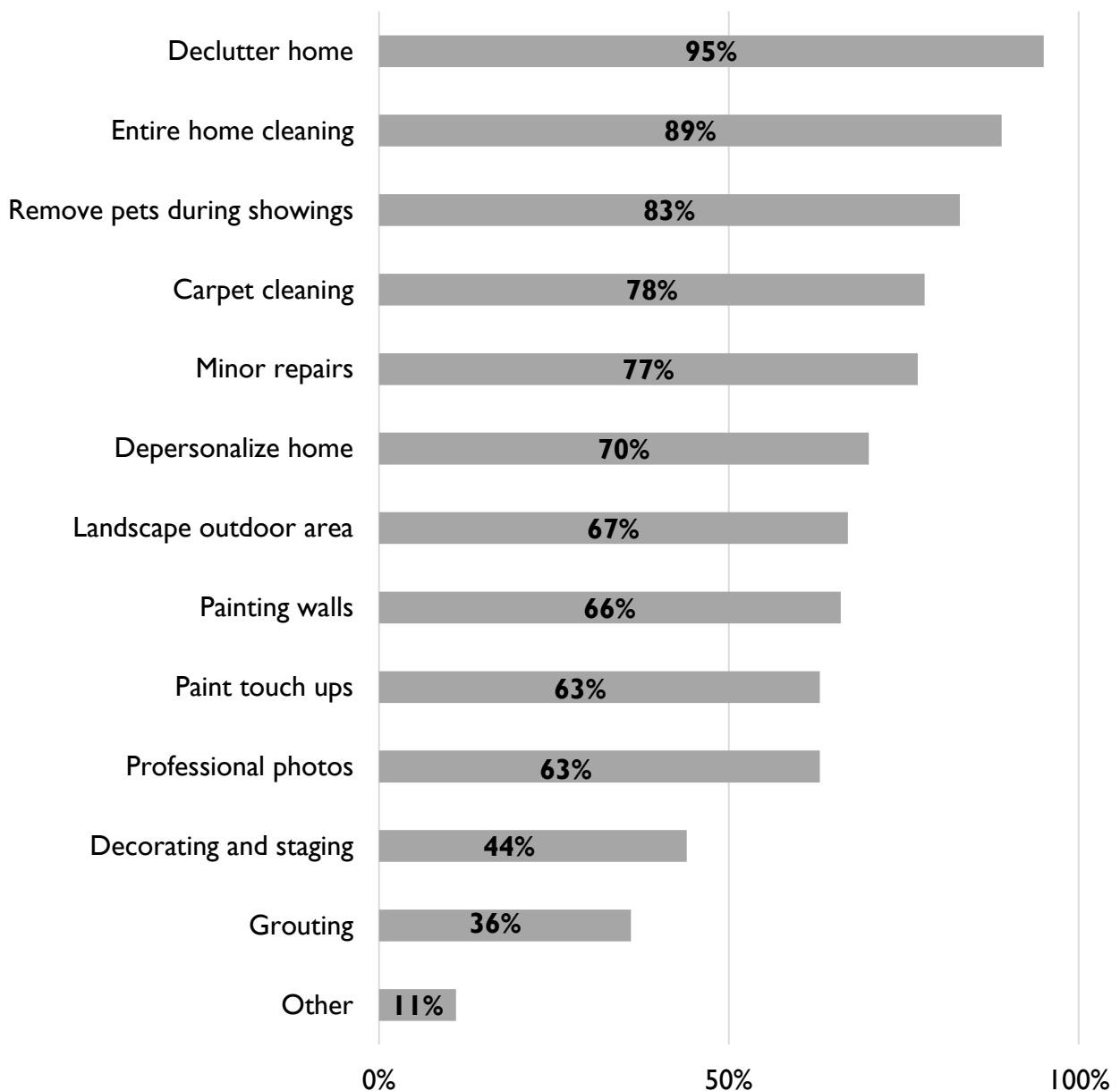
Time the Home Was on the Market



Home Improvement

- The most common home improvement items agents recommended to sellers were decluttering the home (95 percent), entire home cleaning (89 percent), removing pets during showings (83 percent), and carpet cleaning (78 percent).

Home Improvement Items Recommended



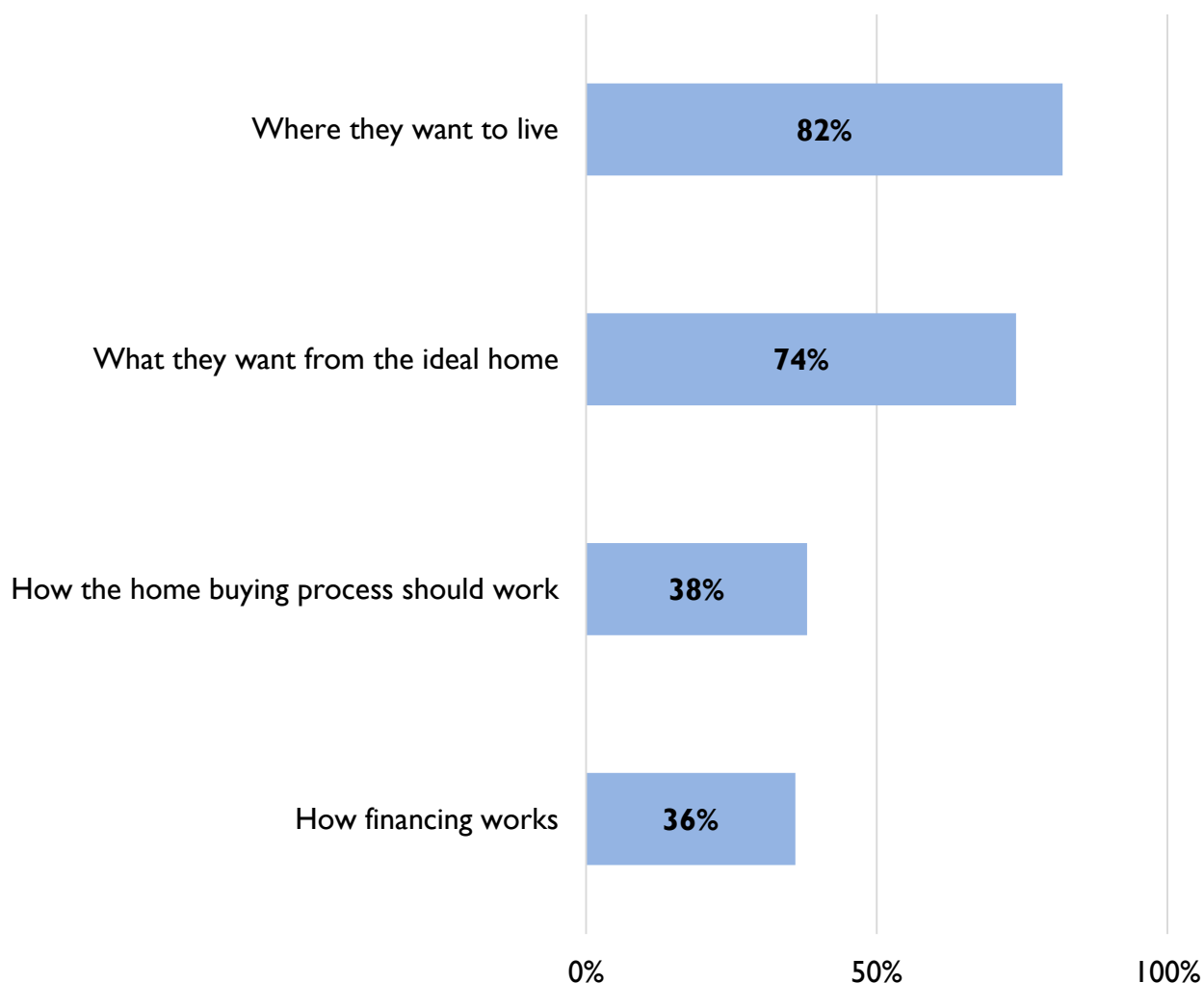


Section III: Buyer Expectations

Buyer Had Ideas Before the Home Buying Process

- Eight-two percent of respondents said that buyers had ideas about where they wanted to live, and what they wanted in an ideal home (74 percent) before starting the buying process.
- Respondents stated that buyers typically were less sure about how the home buying process should work (38 percent), and how financing worked prior to starting the home buying process (36 percent).

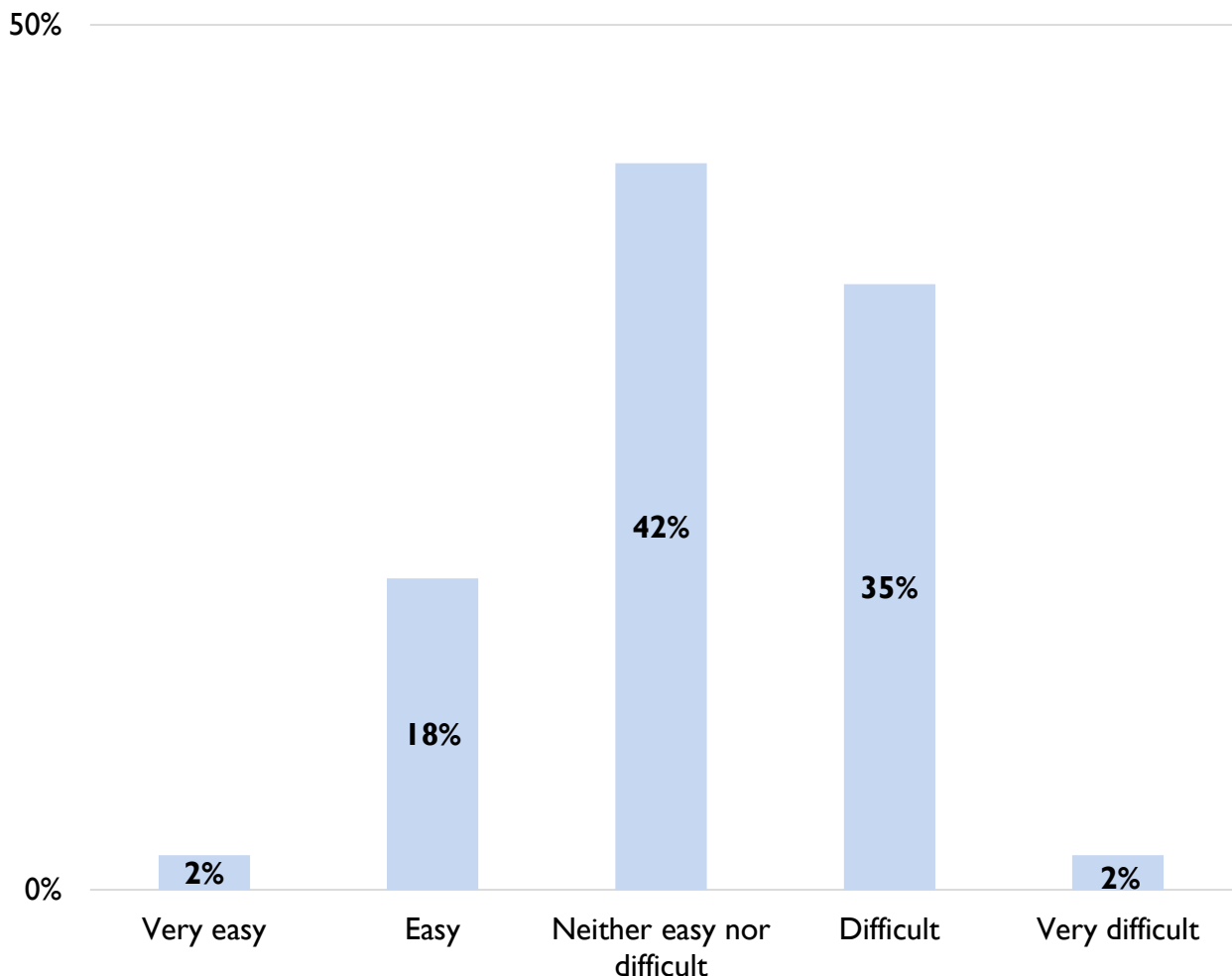
Buyer Has Ideas Before the Buying Process



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

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

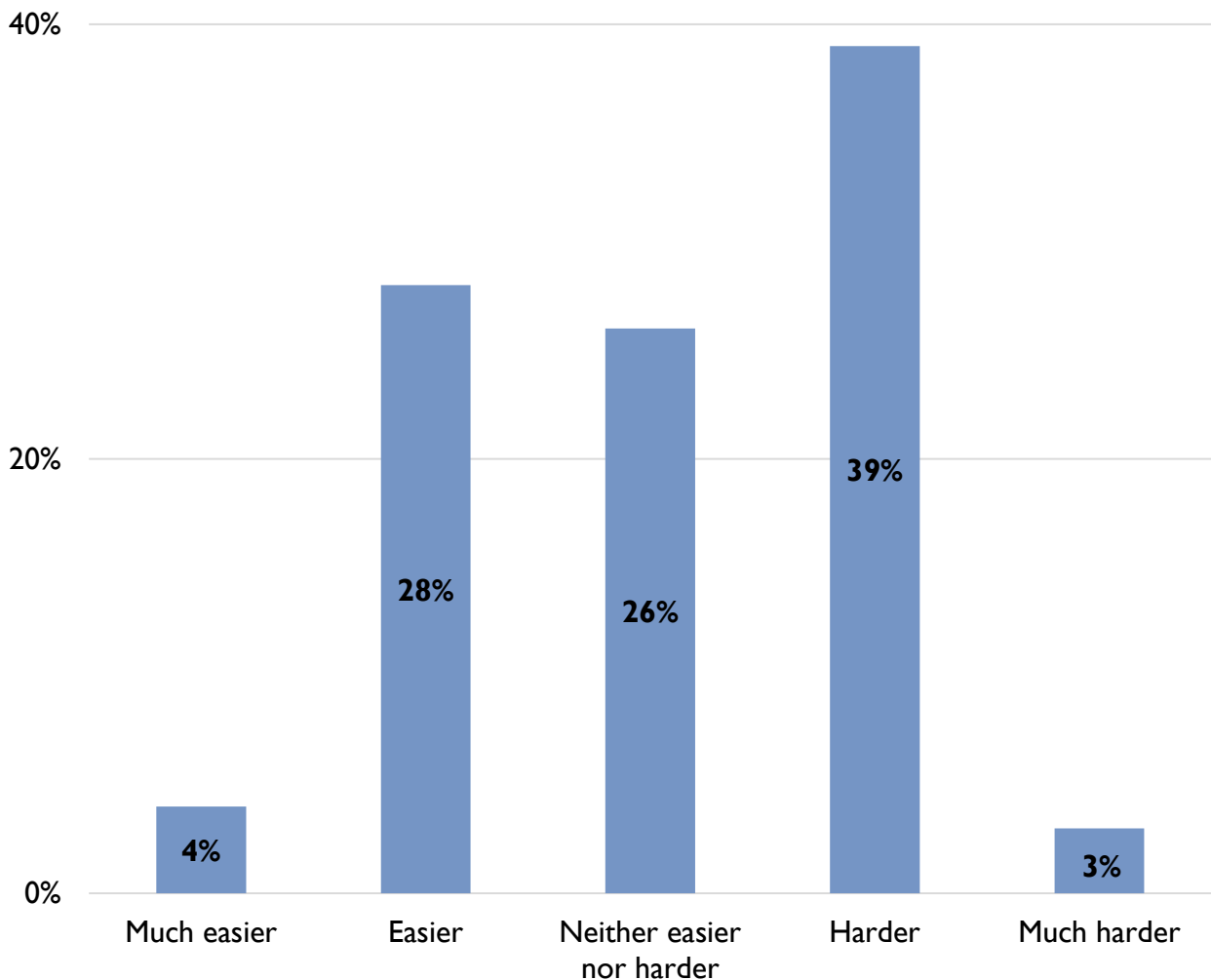
How Easy or Difficult Buyers Thought the Home Buying Process Would Be



How the Home Buying Process Compared to Expectations

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

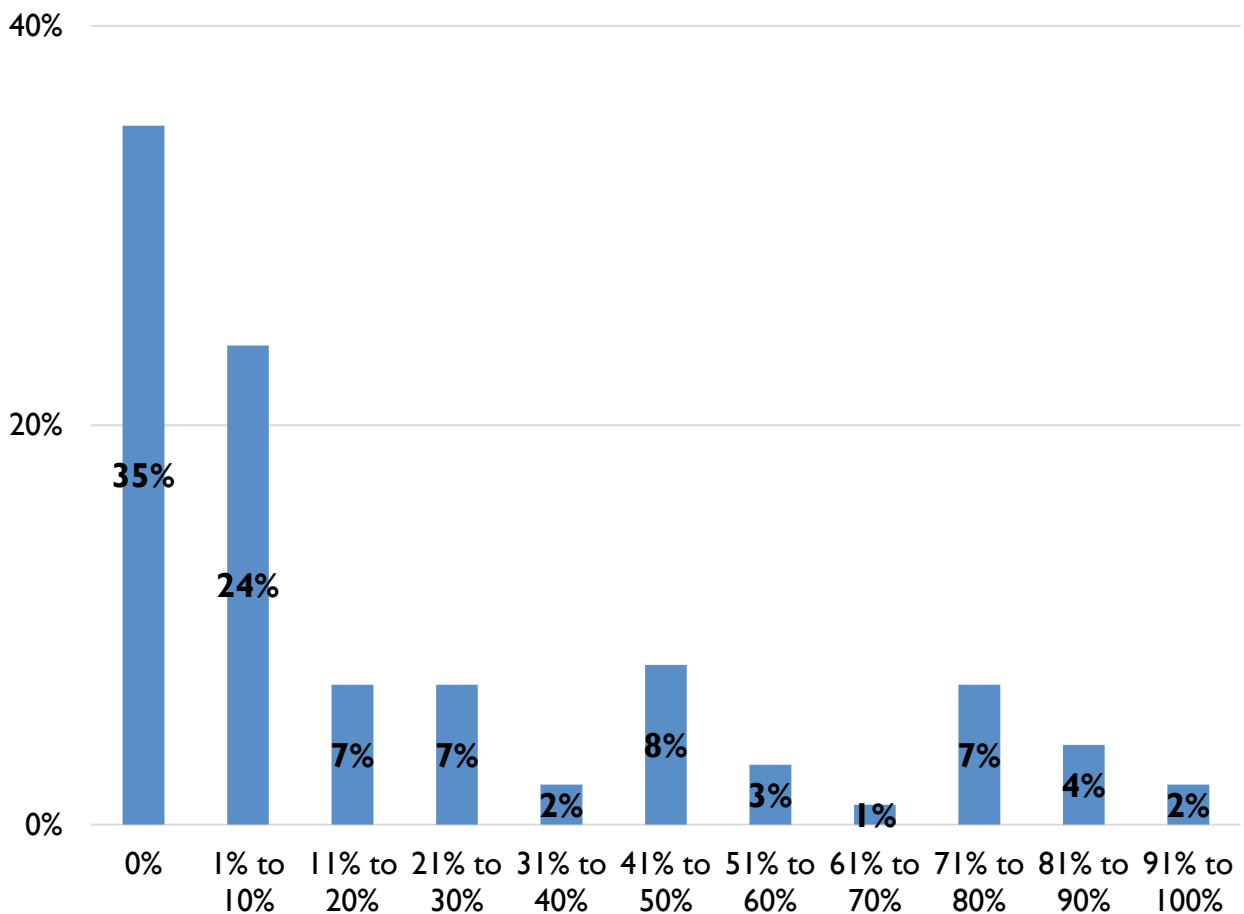
How the Home Buying Process Compared to Expectations



Buyers Who 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-five percent of respondents said that buyers did not cite that homes should look like they were staged on TV shows.
- Twenty-four percent of respondents said that between one to 10 percent of buyers cited that homes should look like they were staged on TV shows.

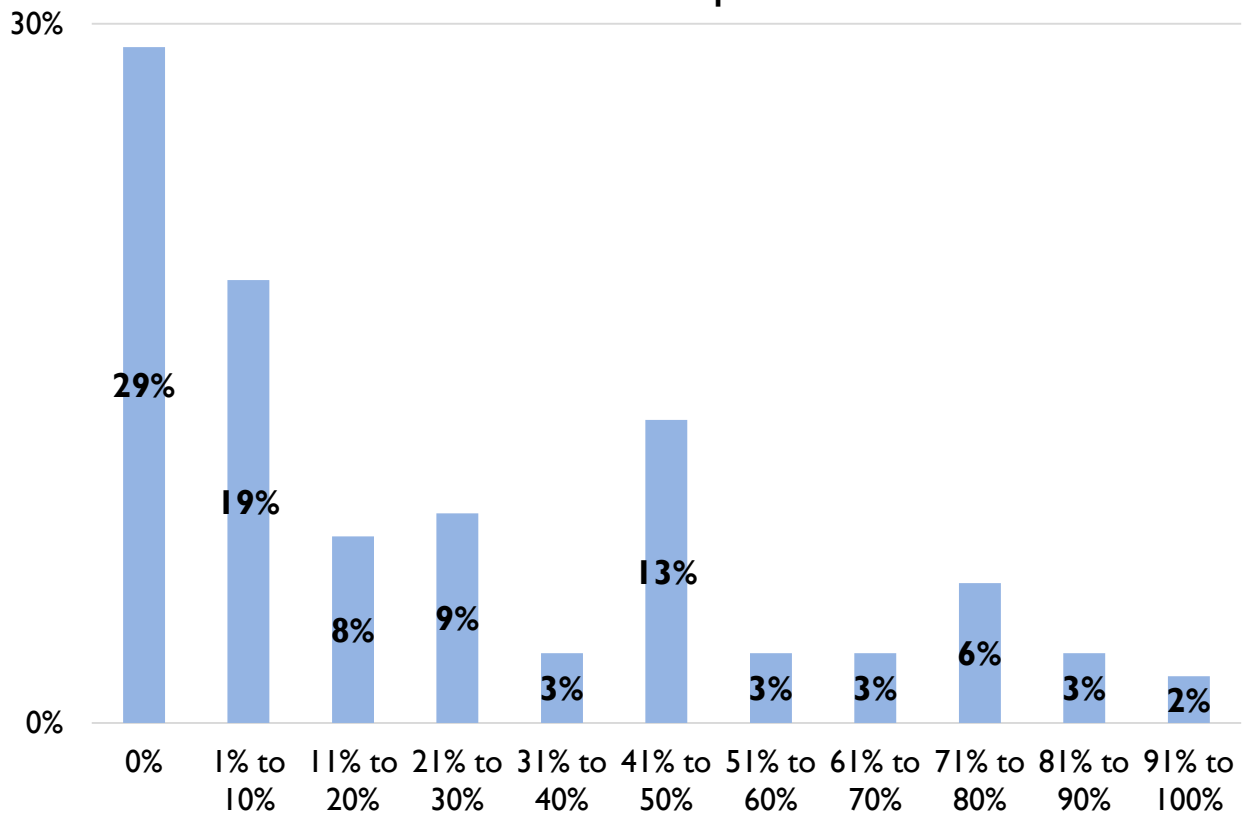
Percentage of Buyers That Cited Homes Should Look Like They Were Staged on TV Shows



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

- A median of 20 percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- Twenty-nine percent of respondents said that buyers were not disappointed by how homes looked compared to homes they saw on TV shows.
- Nineteen percent of respondents said that between one to 10 percent of buyers were disappointed by how homes looked compared to homes they saw on TV shows.

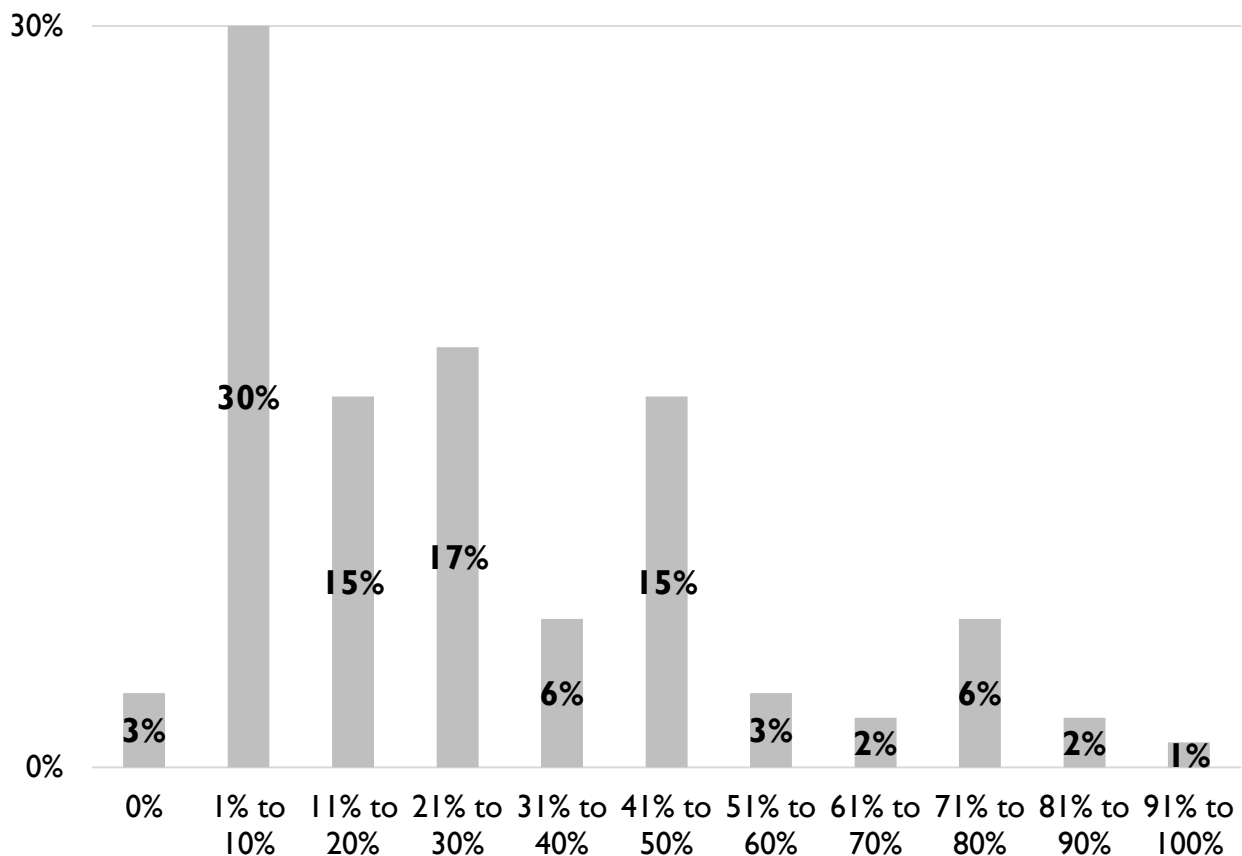
Percentage of Buyers Who Were Disappointed By How Homes Looked Compared to On TV Shows



Buyers Who Brought Family Members With Them to View Homes

- A median of 25 percent of respondents said that buyers brought family members, who were not purchasing the home, with them to view homes.
- Thirty percent of respondents said that between one to 10 percent of buyers brought family members, who were not purchasing the home, with them to view homes.
- Only three percent of respondents said that no buyers brought family members with them to view homes.

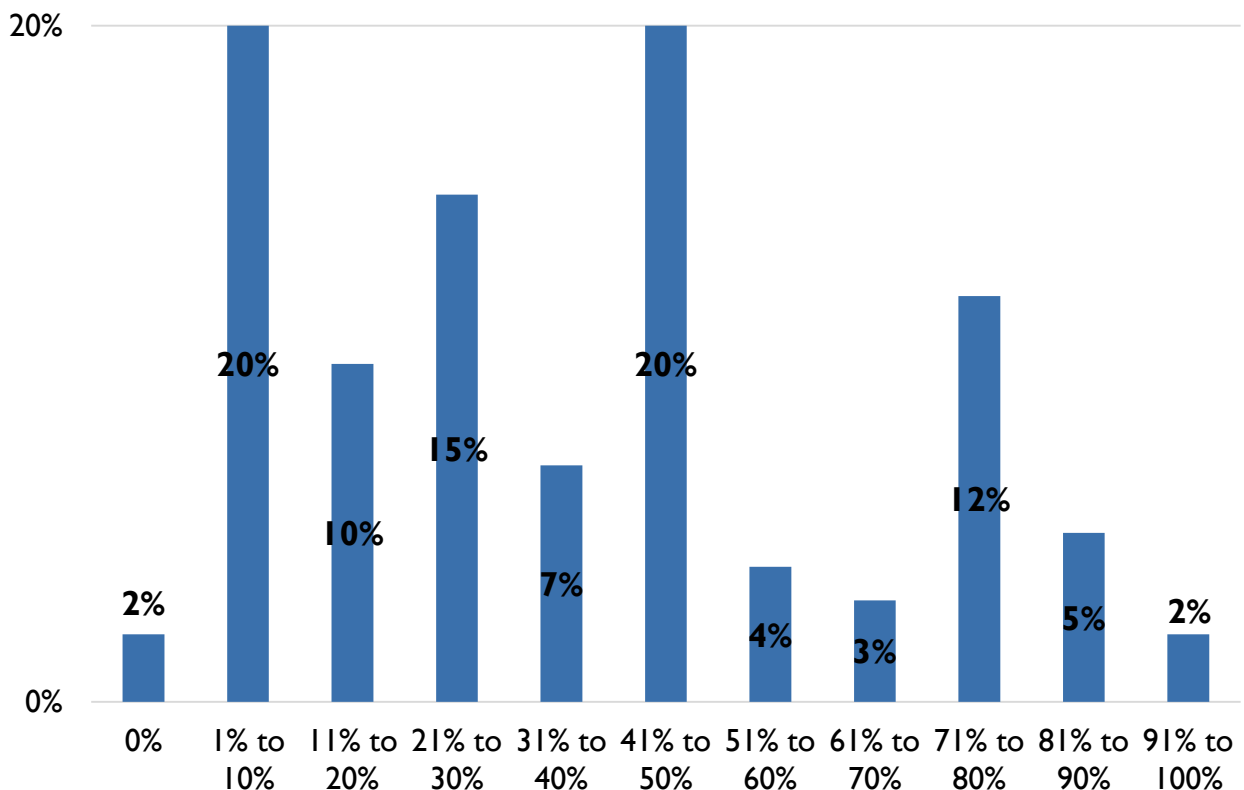
Buyers Who Brought Family Members With Them to View Homes



Buyers Who Consulted Family Members During The Buying Process

- A median of 40 percent of respondents said that buyers consulted with family members during the buying process, though they would not live in the home.
- Most often, respondents said that between one to 10 percent and 41 to 50 percent of buyers consulted with family members during the buying process, though they would not live in the home.
- Only two percent of respondents said that no buyers consulted with family members.

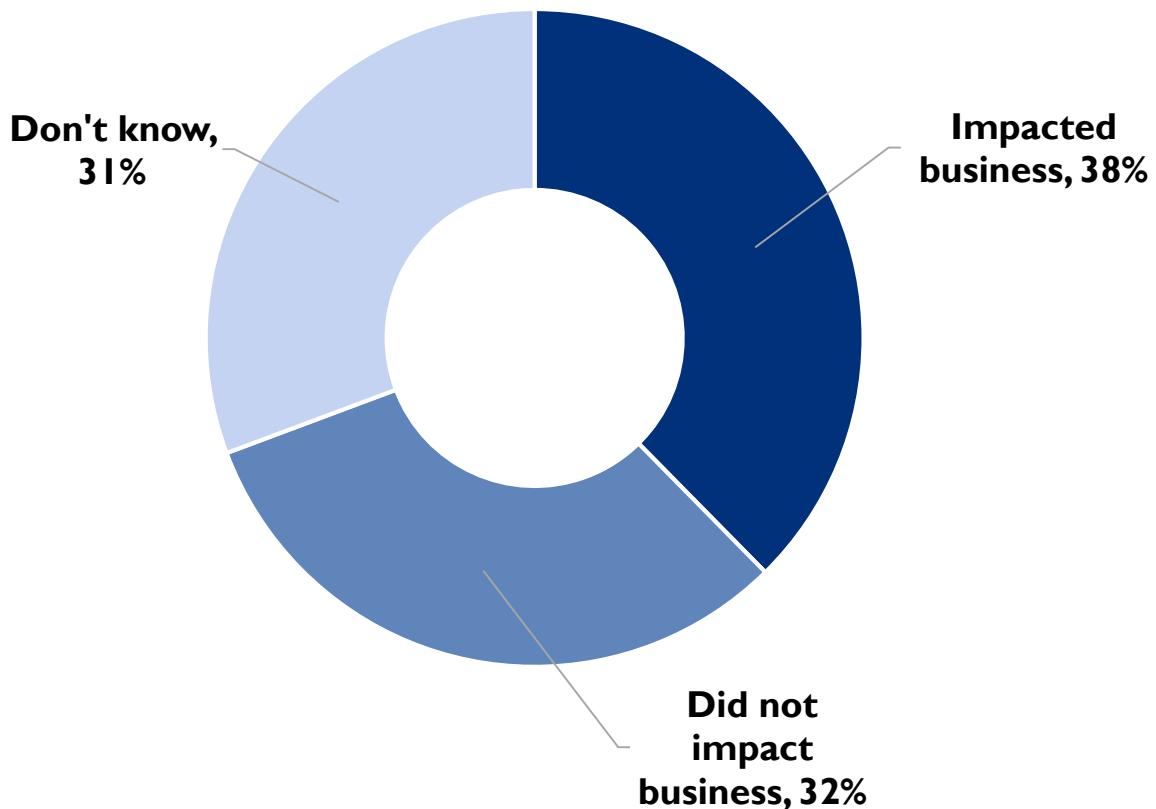
Buyers Who Consulted With Family Members In The Buying Process



TV Shows Displaying the Buying Process' Impact On Business

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

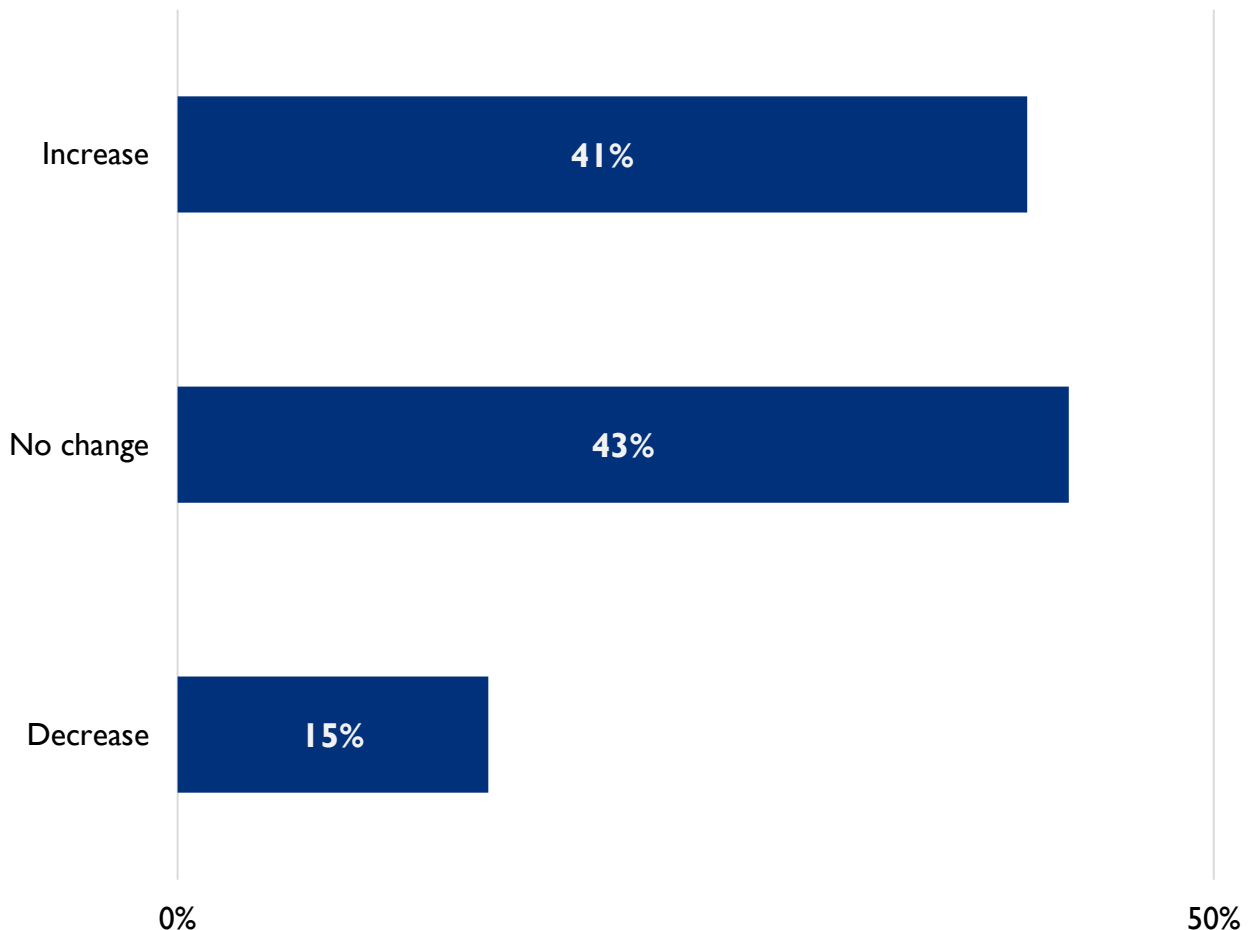
TV Shows Displaying the Buying Process' Impact On Business



Change in Share of Buyers Who Planned to Flip a Home

- In the last five years, 43 percent of respondents cited they have seen no change in the share of buyers who planned to flip a home.
- Forty-one percent of respondents cited they have seen an increase in the share of buyers who planned to flip a home.

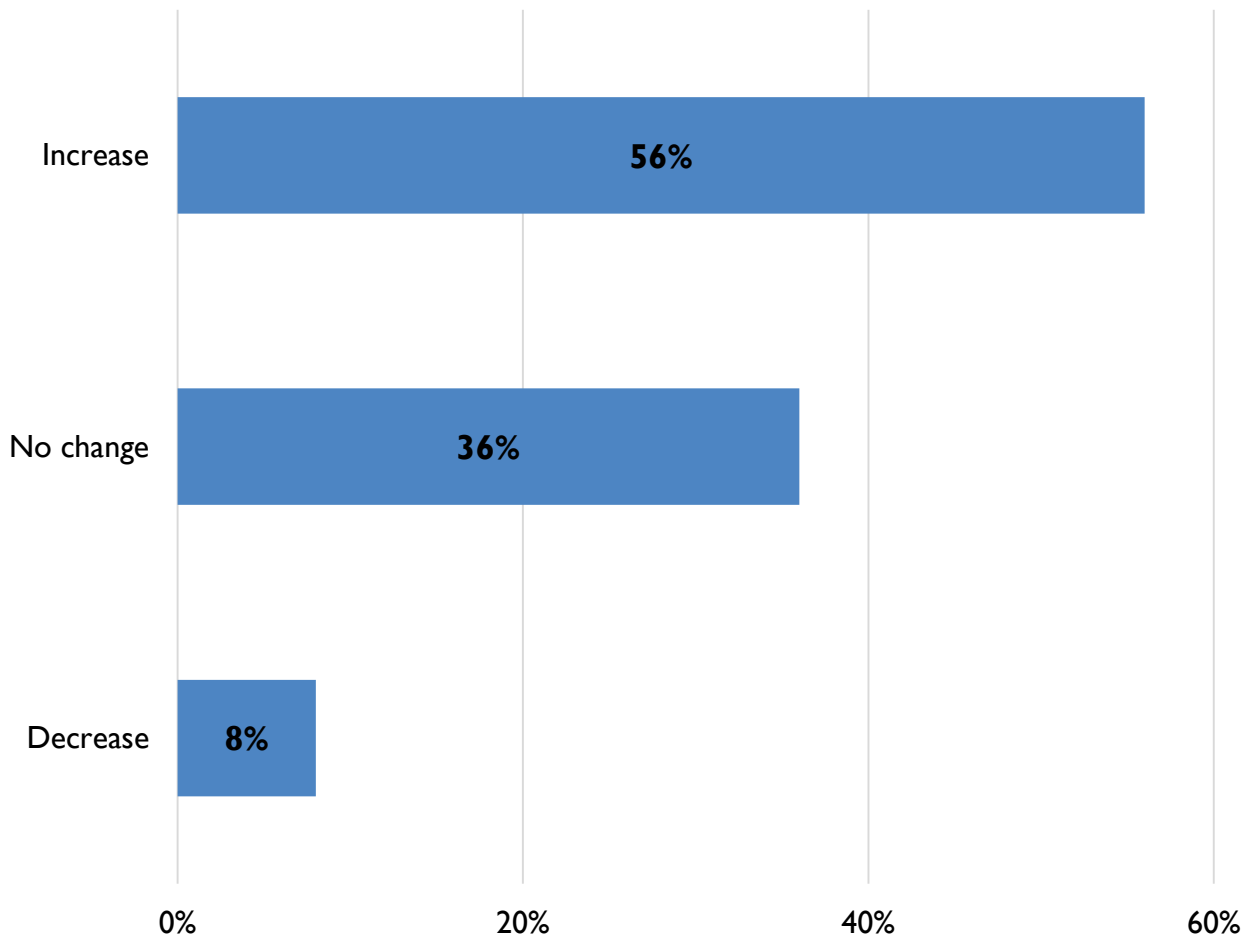
Change in Share of Buyers Who Planned to Flip a Home in the Last Five Years



Change in Share of Buyers Who Planned to Remodel Home

- In the last five years, 56 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home.
- Thirty-six percent of respondents cited they have seen no change in the share of buyers who planned to remodel a home.

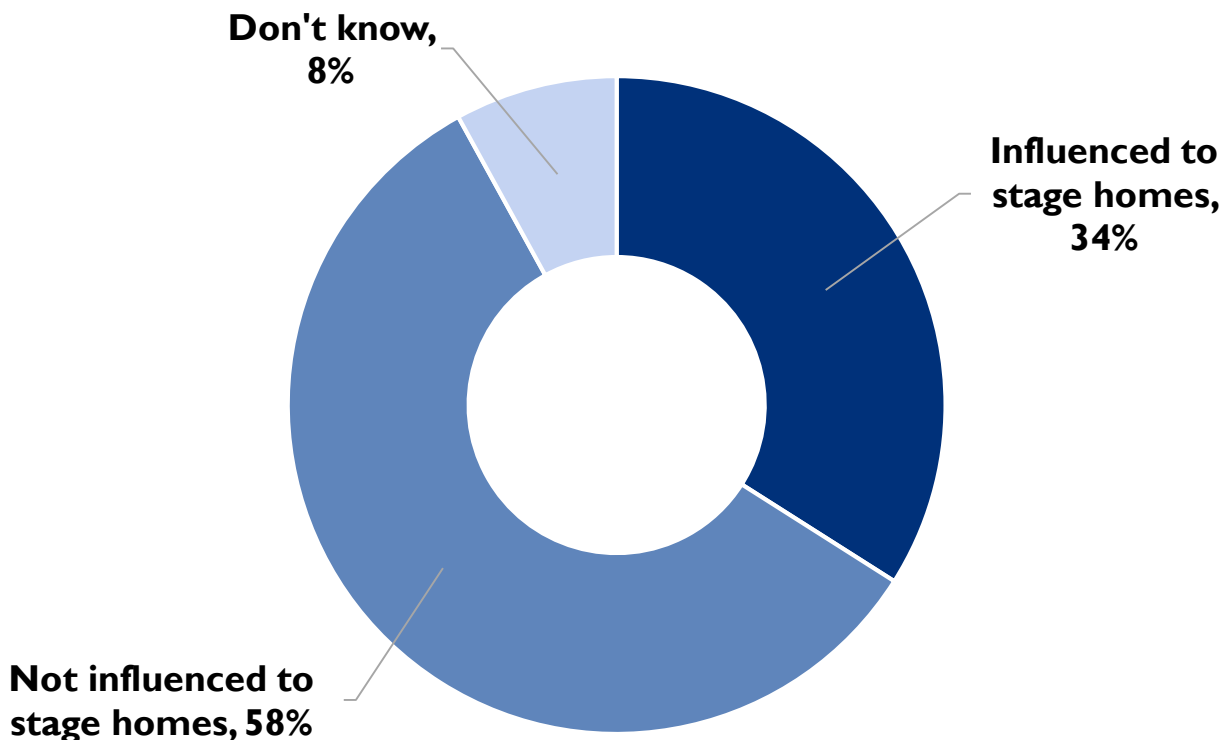
Change in Share of Buyers Who Planned to Remodel a Home in the Last Five Years



Influenced to Stage Homes As Were 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-four 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



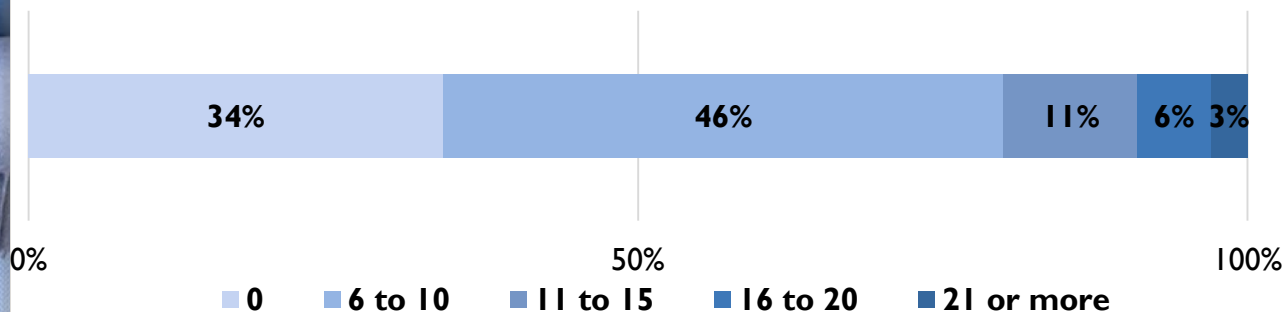
Buyer Expectation of the Number of Homes Buyer Would See Before Buying

- Fifty-two 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.
- Forty-six percent of respondents cited that buyers expected to view between six to 10 homes.

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

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

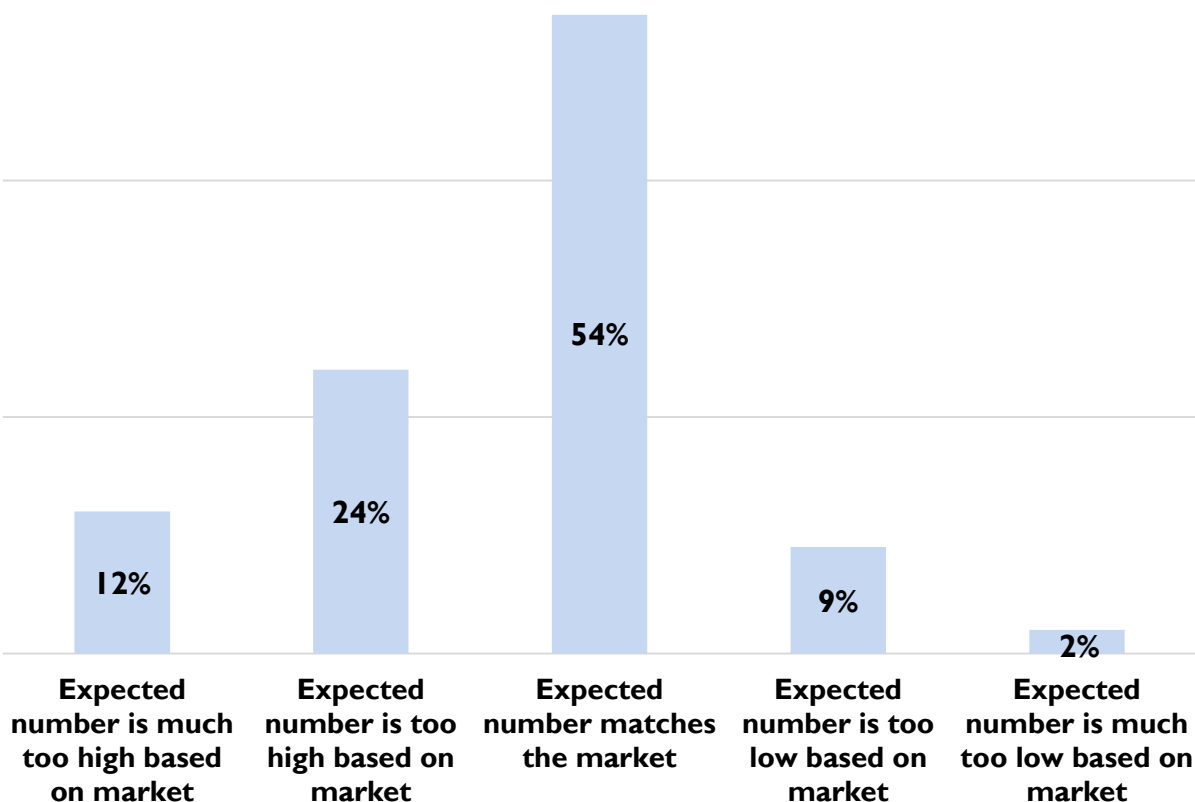
Impact of Buyers Viewing a Staged Home

60%

40%

20%

0%



NAR Survey Respondents

- Respondents most often worked with buyers as clients, at 57 percent. Forty percent of respondents worked with sellers as clients.
- Of the real estate agents surveyed, the median age was 55 years—47 percent falling into the age bracket between 50 to 64 years, 20 percent aged 65 years or over, and 12 percent between 45 to 49 years.
- Seventy-one percent of respondents were female, and 31 percent were male.
- Seventy-three percent of respondents were married.
- The primary function of survey respondents was a sales agent at 65 percent, followed by an associate broker at 17 percent.
- Respondents have typically been active as a real estate professional for a median of 12 years.
- Fifty-six percent of survey respondents worked in suburban/subdivision areas, followed by 33 percent in urban and central city areas, and 28 percent in small towns.



Methodology

In February 2019, NAR invited a random sample of 48,728 active REALTORS® to fill out an online survey. A total of 2,076 useable responses were received for an overall response rate of 4.2 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2.15 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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NATIONAL ASSOCIATION OF REALTORS®

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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.

RESEARCH GROUP

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