2021
Profile of Home Staging
National Association of REALTORS® Research Group
NAR Research Staff:

Lawrence Yun, Ph.D.
*Chief Economist and Senior Vice President*

Jessica Lautz, Dr.RealEst.
*Vice President, Demographics and Behavioral Insights*

Brandi Snowden
*Director, Member and Consumer Survey Research*

Meredith Dunn
*Research Manager*
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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**

- Has an effect on some buyers, but not always: 47%
- Has an effect on most buyers: 44%
- Has no impact on buyers: 7%
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

- Easier to visualize property as future home: 82%
- More willing to walk through home they saw online: 41%
- Will positively impact home value if home decorated to buyer's taste: 39%
- More willing to overlook other property faults: 27%
- Will negatively impact home value if home decorated against buyer's taste: 7%
- Are more suspect of home features: 5%
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

<table>
<thead>
<tr>
<th>Room</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Neutral</th>
<th>Not very important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living room</td>
<td>46%</td>
<td>36%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Master bedroom</td>
<td>43%</td>
<td>38%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>35%</td>
<td>28%</td>
<td>21%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Dining room</td>
<td>27%</td>
<td>40%</td>
<td>24%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Yard/inside space</td>
<td>23%</td>
<td>35%</td>
<td>25%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Bathroom</td>
<td>20%</td>
<td>26%</td>
<td>33%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Children's bedroom</td>
<td>11%</td>
<td>35%</td>
<td>36%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Guest bedroom</td>
<td>9%</td>
<td>31%</td>
<td>40%</td>
<td>14%</td>
<td>6%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Much more important</th>
<th>More important</th>
<th>Equal importance</th>
<th>Less important</th>
<th>Much less important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>54%</td>
<td>29%</td>
<td>15%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Videos</td>
<td>45%</td>
<td>29%</td>
<td>21%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Virtual tours</td>
<td>45%</td>
<td>28%</td>
<td>22%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Staging</td>
<td>28%</td>
<td>31%</td>
<td>31%</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>
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

- 26% of buyers’ agents said that staging a home had no impact on the dollar value offered.
- 23% of buyers’ agents indicated that staging a home increased the dollar value offered by 1% to 5%.
- 15% of buyers’ agents said that staging a home increased the dollar value offered by 6% to 10%.
- 11% of buyers’ agents said that staging a home increased the dollar value offered by 11% to 15%.
- 6% of buyers’ agents said that staging a home increased the dollar value offered by 16% to 20%.
- 3% of buyers’ agents said that staging a home increased the dollar value offered by more than 20%.
- 2% of buyers’ agents were not sure about the impact of staging on the dollar value offered.
- 1% of buyers’ agents said that staging a home had a negative impact on the dollar value offered.

2021 Profile of Home Staging
Section 2: Home Staging: Seller’s 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 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.
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.
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

- Staging service: 49%
- REALTOR® personally offers to stage home: 26%
- Depends on the scenario: 26%
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.

<table>
<thead>
<tr>
<th>Percent Change in Dollar Value Offered of Staged Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>0% Stage home had no impact on dollar value</td>
</tr>
<tr>
<td>19% No impact on dollar value</td>
</tr>
<tr>
<td>23% Staged home has increase of 1% to 5%</td>
</tr>
<tr>
<td>18% Staged home has increase of 6% to 10%</td>
</tr>
<tr>
<td>6% Staged home has increase of 11% to 15%</td>
</tr>
<tr>
<td>3% Staged home has increase of 16% to 20%</td>
</tr>
<tr>
<td>2% Staged home has increase of more than 20%</td>
</tr>
<tr>
<td>28% Not sure</td>
</tr>
</tbody>
</table>

2021 Profile of Home Staging
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

- Greatly decrease, 31%
- Slightly decrease, 22%
- Does not impact time on market, 17%
- Slightly increase, 7%
- Greatly increase, 10%
- Don't know, 14%

2021 Profile of Home Staging
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

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declutter home</td>
<td>93%</td>
</tr>
<tr>
<td>Entire home cleaning</td>
<td>85%</td>
</tr>
<tr>
<td>Remove pets during showings</td>
<td>81%</td>
</tr>
<tr>
<td>Improve curb appeal</td>
<td>78%</td>
</tr>
<tr>
<td>Carpet cleaning</td>
<td>73%</td>
</tr>
<tr>
<td>Professional photos</td>
<td>73%</td>
</tr>
<tr>
<td>Minor repairs</td>
<td>69%</td>
</tr>
<tr>
<td>Depersonalize home</td>
<td>68%</td>
</tr>
<tr>
<td>Painting walls</td>
<td>63%</td>
</tr>
<tr>
<td>Paint touch ups</td>
<td>58%</td>
</tr>
<tr>
<td>Landscape outdoor area</td>
<td>55%</td>
</tr>
<tr>
<td>Grouting</td>
<td>35%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

2021 Profile of Home Staging

[Image: bar chart showing the percentages of home improvement items recommended by agents]
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

<table>
<thead>
<tr>
<th></th>
<th>Much more important</th>
<th>More Important</th>
<th>Equal importance</th>
<th>Less important</th>
<th>Much less important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>58%</td>
<td>23%</td>
<td>18%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Virtual tours</td>
<td>45%</td>
<td>24%</td>
<td>22%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Videos</td>
<td>43%</td>
<td>24%</td>
<td>24%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Staging</td>
<td>24%</td>
<td>21%</td>
<td>36%</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

2021 Profile of Home Staging
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

- 37%
- 34%
- 14%
- 7%
- 9%

2021 Profile of Home Staging
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

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>32%</td>
</tr>
<tr>
<td>1% to 25%</td>
<td>30%</td>
</tr>
<tr>
<td>26% to 50%</td>
<td>22%</td>
</tr>
<tr>
<td>51% to 75%</td>
<td>9%</td>
</tr>
<tr>
<td>76% to 100%</td>
<td>7%</td>
</tr>
</tbody>
</table>
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.
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**

- Unrealistic expectations/increased expectations: 71%
- Higher expectations of how homes should look: 61%
- More educated home buyers and sellers: 27%
- Shortened clients' time frame: 8%
- Lengthened clients' time frame: 5%
- Other: 9%
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.

2021 Profile of Home Staging
Section 4: Buyer Expectations
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).
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 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.
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 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

- Increase: 42%
- No change: 45%
- Decrease: 13%
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

- Increase: 59%
- No change: 34%
- Decrease: 7%
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

- Don't know, 15%
- Buyer has expectations, 32%
- Buyer does not have expectations, 53%

Number of Homes Buyers Expected to See

<table>
<thead>
<tr>
<th>In-person</th>
<th>0</th>
<th>1 to 5</th>
<th>6 to 10</th>
<th>11 to 15</th>
<th>16 to 20</th>
<th>21 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>45%</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Virtually</th>
<th>0</th>
<th>1 to 5</th>
<th>6 to 10</th>
<th>11 to 15</th>
<th>16 to 20</th>
<th>21 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>15%</td>
<td>17%</td>
<td>7%</td>
<td>13%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>
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

- 22% expected number is much too high based on market
- 26% expected number is too high based on market
- 36% expected number matches the market
- 12% expected number is too low based on market
- 4% expected number is much too low based on market
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.
THE NATIONAL ASSOCIATION OF REALTORS®

The National Association of REALTORS® is America’s largest trade association, representing more than 1.4 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

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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NATIONAL ASSOCIATION OF REALTORS®
Research Group
500 New Jersey Avenue, NW
Washington, DC 20001
202-383-1000
data@nar.realtor

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