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2023 Profile of Home Staging
Executive Summary

Home Staging: Buyers’ Agent Perspective:

- Fifty-eight percent of buyers’ agents cited that home staging had an effect on most buyers’ view of the home most of the time, while 31 percent said that home staging has an effect, but not always.
- Eighty-one 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 (39 percent), followed by staging the primary bedroom (36 percent), and staging the kitchen (30 percent).
- Among buyers’ agents, having photos (77 percent), traditional physical staging (58 percent), videos (74 percent), and virtual tours (42 percent) available for their listings was much more or more important to their clients.
- Twenty 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.

Home Staging: Sellers’ Agent Perspective:

- Twenty-three percent of sellers’ agents said they staged all sellers’ homes prior to listing them for sale. Ten percent noted that they only staged homes that were difficult to sell.
- The most common rooms that were staged included the living room (91 percent), kitchen (81 percent), primary bedroom (81 percent), and dining room (69 percent).
- It was most common for sellers’ agents to use a staging service (24 percent). Sellers’ agents also said that it depends on the situation (24 percent), and sellers’ agents also personally offered to stage the home (22 percent).
- The median dollar value spent when using a staging service was $600, compared to $400 when the sellers’ agent personally staged the home.
- When staging a home, 20 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.
- Twenty-seven percent of sellers’ agents stated that there were slight decreases in the time on the market when the home was staged.
- Among sellers’ agents, having photos (89 percent), traditional physical staging (44 percent), and videos (44 percent) available for their listings were much more or more important to their clients.
Executive Summary

TV Influence and 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-four percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- A median of five 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.
- Twenty-four percent of respondents said that TV shows which displayed the buying process impacted their business.
- Seventy-three 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, 51 percent of respondents cited that 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-six 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 seven homes in-person and a median of 12 homes virtually.
- Fifty-six percent of respondents stated that buyers’ expectations of the number of homes they saw before buying matched the market.
Section 1: Home Staging: Buyer’s Agent Perspective
Fifty-eight percent of buyers’ agents cited that home staging had an effect on most buyers’ view of the home most of the time, while 31 percent said that home staging has an effect on some buyers, but not always.

Only nine percent of respondents said that home staging had no effect on the buyer’s view of the home.
Impact of Buyer Viewing a Staged Home

- Eighty-one 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 (40 percent), and buyers’ agents identified that staging would positively impact the home value if the home was decorated to a buyer’s taste (34 percent).

Impact of Buyers Viewing a Staged Home

- Easier to visualize property as future home: 81%
- More willing to walk through home they saw online: 40%
- Will positively impact home value if home decorated to buyer's taste: 34%
- More willing to overlook other property faults: 23%
- Will negatively impact home value if home decorated against buyer's taste: 7%
- Are more suspect of home features: 3%
Importance of Staged Rooms

- Staging the living room was found to be most important for buyers (39 percent), followed by staging the primary bedroom (36 percent) and staging the kitchen (30 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>39%</td>
<td>39%</td>
<td>15%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Primary bedroom</td>
<td>36%</td>
<td>40%</td>
<td>18%</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>Kitchen</td>
<td>30%</td>
<td>27%</td>
<td>25%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Dining room</td>
<td>21%</td>
<td>41%</td>
<td>26%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Yard/ outside space</td>
<td>18%</td>
<td>34%</td>
<td>29%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Bathroom</td>
<td>17%</td>
<td>23%</td>
<td>33%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Children’s bedroom</td>
<td>10%</td>
<td>30%</td>
<td>39%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Guest bedroom</td>
<td>9%</td>
<td>26%</td>
<td>41%</td>
<td>16%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings

- Among buyers’ agents, having photos (77 percent), traditional physical staging (58 percent), videos (74 percent), and virtual tours (42 percent) available for their listings was much more or more important to their clients.
- Thirty-four percent of buyers’ agents said that virtual tours were of equal importance, and 31 percent said that virtual staging was also of equal importance.

### 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>Less important</th>
<th>Much less important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>51%</td>
<td>26%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Traditional physical staging</td>
<td>25%</td>
<td>33%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Videos</td>
<td>19%</td>
<td>25%</td>
<td>32%</td>
<td>20%</td>
</tr>
<tr>
<td>Virtual tours</td>
<td>16%</td>
<td>31%</td>
<td>39%</td>
<td>12%</td>
</tr>
</tbody>
</table>

2023 Profile of Home Staging
Percentage Change in Dollar Value When Home Was Staged

- Twenty 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.
- Thirty-four percent of buyers’ agents indicated that staging a home had no impact on the dollar value that was offered.
Staging Homes Before Listing for Sale

- Twenty-three percent of sellers’ agents said they staged all sellers’ homes prior to listing them for sale.
- Ten percent noted that they only staged homes that were difficult to sell.
- Fifty 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

- **Stage all homes**: 23%
- **Stage only difficult homes to sell**: 10%
- **Stage only high price bracket homes**: 5%
- **Only virtually stage homes**: 4%
- **Stage only easy homes to sell**: 1%
- **Stage only low price bracket homes**: 1%
- **Do not stage, but suggest seller declutter/fix property faults**: 50%
- **Do not stage homes**: 15%
The most common rooms that were staged included the living room (91 percent), kitchen (81 percent), primary bedroom (81 percent), and dining room (69 percent).

Fifty-four percent staged a bathroom.

The least common room to stage was children’s bedrooms, at 23 percent.
Paying for Home Staging

- When it comes to compensation, it was most common for sellers’ agents to use a staging service (24 percent). Sellers’ agents also said that it depends on the situation (24 percent), and sellers’ agents also personally offered to stage the home (22 percent).
- The median dollar value spent when using a staging service was $600, compared to $400 when the sellers’ agent personally staged the home.
Percentage Change in Dollar Value Sellers Receive

- When staging a home, 20 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.
- Fourteen 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.
Impact of Time on Market

- Twenty-seven percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.
- Twenty-one percent reported that staging a home greatly decreased the amount of time the home was on the market, while 15 percent stated that staging a home did not affect the time on market.
- Only six percent of respondents reported that staging a home greatly increased the time a home was on the market.

Don't know, 25%
Greatly decrease, 21%
Greatly increase, 6%
Slightly increase, 8%
Does not impact time on market, 15%
Slightly decrease, 27%

2023 Profile of Home Staging
Home Improvement

The most common home improvement items agents recommended to sellers were decluttering the home (96 percent), entire home cleaning (88 percent), and removing pets during showings (83 percent).
Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings

- Among sellers’ agents, having photos (89 percent), traditional physical staging (44 percent), and videos (44 percent) available for their listings were much more or more important to their clients.
- Thirty-eight percent of sellers’ agents said that virtual staging was of less importance, and 24 percent said that virtual staging was of equal importance to their clients.
Section 3: How TV Shows Influenced Buyers
Buyers Who Cited Homes Should Look Like They Were Staged on TV Shows

- A median of five percent of respondents cited that buyers believe that homes should look like they were staged on TV shows.
- Fifty-five 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.
- Sixty-four percent of respondents said that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
TV Shows Displaying the Buying Process’ Impact On Business

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

Don't know, 36%

Impacted business, 24%

Did not impact business, 41%
How TV Shows Displaying the Buying Process Have Impacted Business

- Seventy-three percent of respondents said that TV shows which display the buying process impacted their business by setting unrealistic expectations or increased expectations.
- Fifty-five percent of respondents said that TV shows set higher expectations of how homes should look, and 26 percent said that TV shows result in more educated home buyers and home sellers.

![Bar chart showing how TV shows have impacted business]

- Unrealistic expectations/increased expectations: 73%
- Higher expectations of how homes should look: 55%
- More educated home buyers and sellers: 26%
- Shortened clients' time frame: 9%
- Lengthened clients' time frame: 2%
- Other: 5%
Influenced to Stage Homes As Shown on TV

- Sixty-nine percent of respondents stated that they were not influenced to stage homes as they would see them on TV.
- Twenty-three percent of respondents stated that they were influenced to stage homes as they would see them on TV.

Don't know, 9%

Influenced to stage homes, 23%

Not influenced to stage homes, 69%
Section 4: 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. Respondents stated that typically buyers were less sure about how the home buying process should work (39 percent) and how financing worked prior to starting the home buying process (37 percent).
How Easy or Difficult Buyers Thought the Home Buying Process Would Be

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

![Bar chart showing the percentage of respondents who found the home buying process to be much easier, easier, neither easier nor harder, harder, and much harder.]

2023 Profile of Home Staging
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-five percent of respondents said that a share of their buyers brought family members who were not purchasing the home 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-six percent of respondents said that a share of their buyers consulted with family members during the buying process, though they would not live in the home.
Change in Share of Buyers Who Planned to Flip a Home

- In the last five years, 44 percent of respondents cited they have seen no change in the share of buyers who planned to flip a home.
- Thirty-six 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 Remodel Home

- In the last five years, 51 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home.
- Forty-one 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 among their buyers who plan to remodel they will do so within the first three months of owning the home.
Buyer Expectation of the Number of Homes Buyer Would See Before Buying

- Fifty-six percent of respondents stated that their buyers typically did not have an expectation of the number of homes they would see before buying.
- Twenty-five percent of respondents stated that their buyers did have an expectation of the number of homes they would see.
- Among those who did have an expectation, their buyers expected to view a median of seven homes in-person and a median of 12 homes virtually.
- Forty-five percent of respondents cited that their buyers expected to view between six to 10 homes in person.
Expectation of the Number of Homes Matched Market

- Fifty-six percent of respondents stated that their buyers' expectations of the number of homes they would see before buying matched the market.
- Twenty-two percent of respondents stated that their buyers' expectation of the number of homes they would see before buying was too high based on the market.

Impact of Buyers Viewing a Staged Home

- Expected number is much too high based on market: 11%
- Expected number is too high based on market: 22%
- Expected number matches the market: 56%
- Expected number is too low based on market: 9%
- Expected number is much too low based on market: 2%
Methodology

In January 2023, NAR invited a random sample of 43,176 active REALTORS® to fill out an online survey. A total of 1,921 usable responses were received for an overall response rate of 4.4 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2.23 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 National Association of REALTORS® is America's largest trade association, representing more than 1.5 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.

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