

IS HOME STAGING WORTH THE INVESTMENT?

The benefits of home staging are becoming more and more recognizable to the general public. With the ever increasing use of home stagers, it's tough to keep up with the competition in the real estate market without hiring one for, at least, a consultation.

'Is it worth it?' Absolutely! HomeGain®, one of the most popular resources for real estate agents in the US, surveyed over 2,000 agents in 2007 regarding which home repairs yielded the highest return and staging came in at number 4, with an ROI of 343%.

Just two short years later, in 2009, over 1,000 agents were surveyed and home staging had risen to place number 2 on the list with an **average return on investment of 586%**.

75% of the agents surveyed recommend home staging for their clients, and of those, 30% recommend it at least 40% of the time. The reason? Statistics show that a staged home sells faster. Although, price range, location and market conditions are primary influences when selling a home, they are also factors that you cannot change. What you can change, however, is how well your house shows. And, if it shows well, it will sell before one that doesn't. Of the agents that participated in the HomeGain study, 5.3% believed that a staged home sells days faster (less than a week), 4.8% thought a staged home sells weeks faster, and 25.8% thought a staged home sells months faster. Time is money, especially when it comes to real estate. Every month on the market is another month of mortgage payments, interest and taxes.

It is vital to take every step you can to ensure that your home sells quickly. It has to show well in order to appeal to as many potential buyers as possible and home staging will make sure it does!

