



IAHSP
INTERNATIONAL ASSOCIATION
OF HOME STAGING PROFESSIONALS

HOME STAGING INDUSTRY

Statistics

Provided by The International Association of
Home Staging Professionals® (IAHSP®)



YOUR HOME
in the Home Staging Industry

learn more about us at www.IAHSP.com

INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS®

SINCE 1999: ♦ EDUCATION ♦ ETHICS ♦ EXCELLENCE



In 2003, IAHSP® provided the Home Staging Industry with the first set of statistics based on a survey from industry professionals. Since then, IAHSP® has updated and provided factual numbers based on actual Staging done by industry professionals and members of the largest and longest-running industry trade association.

The goal of the Statistics is to educate our clients about the benefits of Staging and what they can expect as far a costs and return on investment. The data provided by other entities does not delineate the various service options provided by Home Stagers, nor the types of properties that are Staged as a standard practice.

Our 2020 Home Staging Statistics respondents provided information that addresses many aspects of the process including:

- ♦ Experience and Number of Years in Business
- ♦ Impact of Staging on the Real Estate Industry
- ♦ Number of properties Staged annually
- ♦ Types of properties Staged
- ♦ Impact Staging has on Days on Market
- ♦ Price of properties being Staged
- ♦ Average investment to Stage a vacant property
- ♦ Average investment for a Staging Consultation
- ♦ Infographic on Staging Impact
- ♦ Benefits for Real Estate Agents





There are an estimated fewer than **10,000** professional Home Stagers in the industry worldwide. That equates to approximately **1% of REALTORS® and 0.5% of licensed real estate agents in the US alone.**

We are a microcosm of the overall real estate industry globally yet we have a significant impact on the process of buying and selling houses.

In 2019, an estimated 5 million properties were bought and sold in the US¹. Based on our data compiled from our industry members, approximately **1 million** of those properties involved using a Stager.

In other words, Staging had estimated impact on 20% of the properties bought and sold in the US.

We interacted with 20% of the Listing Agents, Impacted 20% of Buyers Agents, and 20% of Sellers and Buyers.

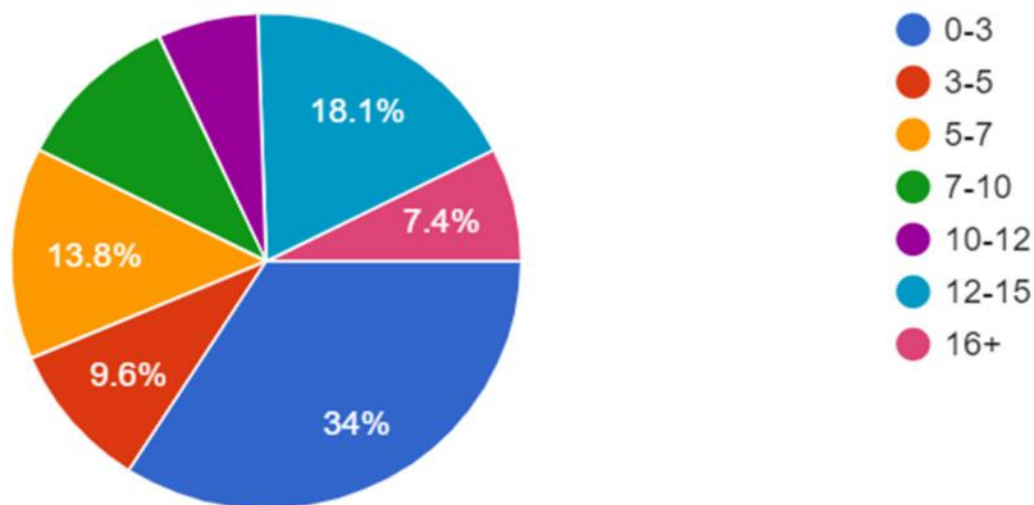
As such, our industry **deserves to be recognized** as the vital part of marketing and selling a property. Industry partners need to include Home Staging as a standard part of their business services and industry influencers and real estate brokerages need to encourage the professional Staging of all properties for sale and partner with educators and industry partners.

¹ Inman Connect Jan 2020

100,000

Approximate number of properties in our survey

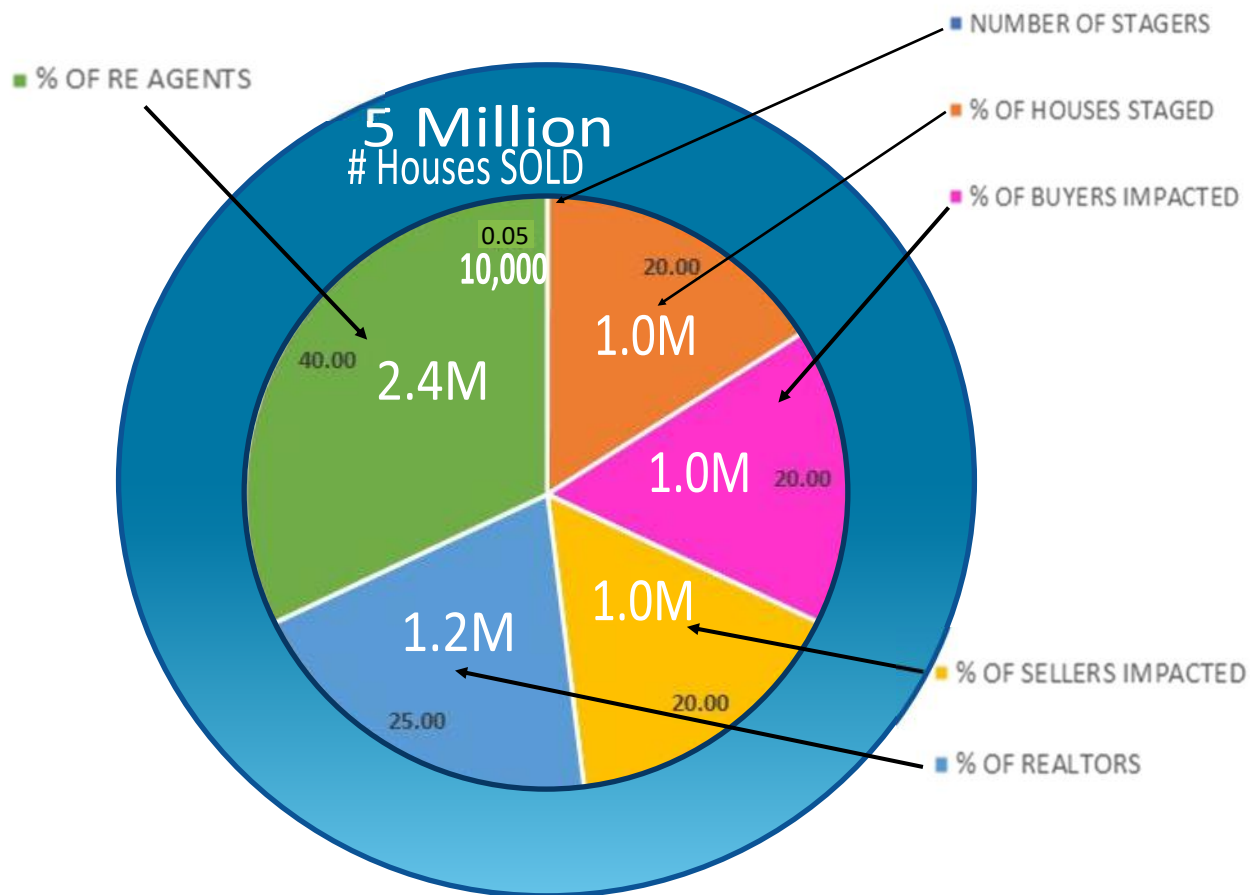
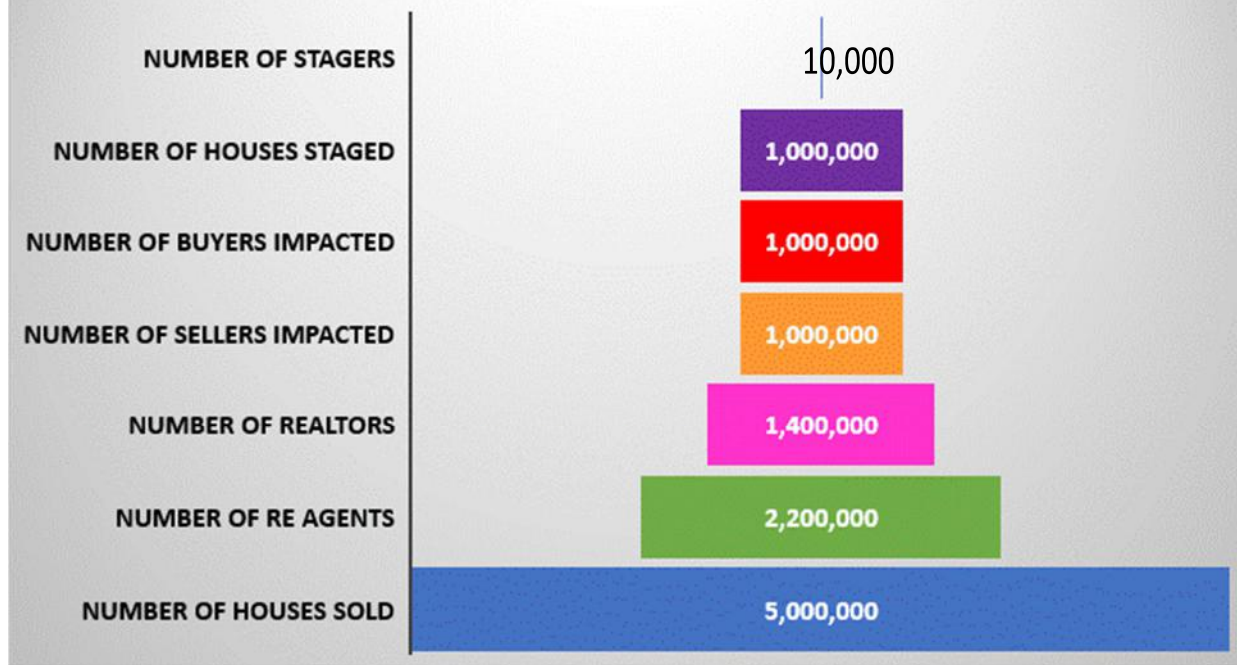
NUMBER of YEARS in BUSINESS



Interestingly, our survey shows **45%** of respondents have 0-5 years of experience. Just over **18%** of respondents shows the “old timers” - or those with 12-15 years of experience, followed by almost **14%** of the respondents with 5-7 year Staging experience. Our industry continues to attract people who want to be part of it and provide these valuable services, and it demonstrates that our industry has “staying power” when a business is built with a long-term strategy.

As a consumer, it is important for you to ask what the experience is of the Home Stager you are considering working with, and ask for their credentials related to staging. Our industry is not regulated at this time, which means anyone can enter the industry whether or not they have been educated and trained on what to do, how to price, and how to work with clients in ways that do not offend them.

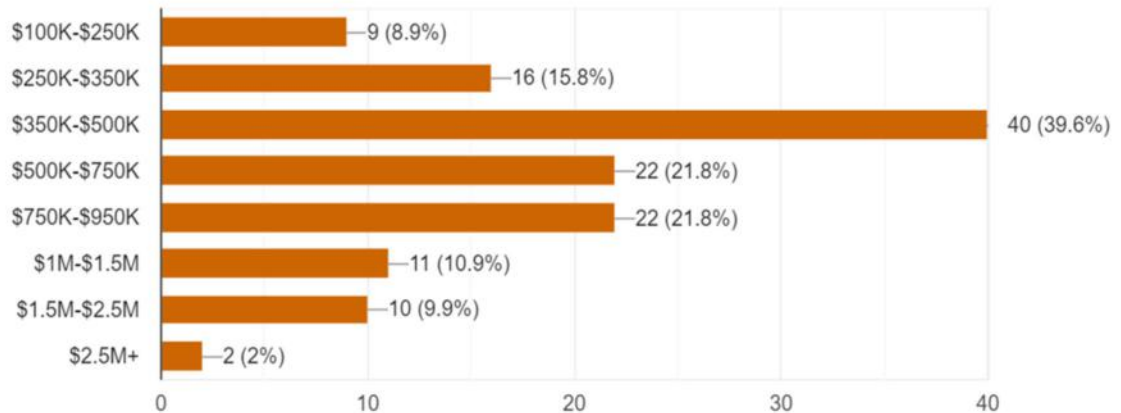
IMPACT OF STAGING ON THE REAL ESTATE INDUSTRY





THE BREAKDOWN:

The median home price nationwide is \$247K*.
Properties from \$100K-\$2.5M+ were included in the survey.



40% of the properties are priced between **\$350K-\$500K**

22% of the properties between **\$500-\$750K**

22% of the properties are priced between **\$750K-\$950K**.

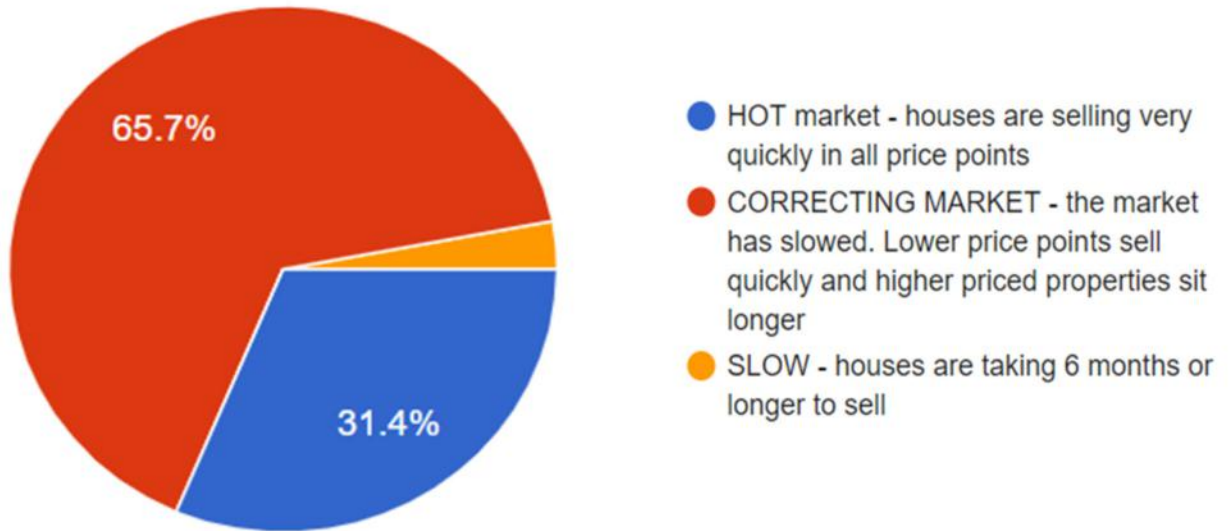
25% of the properties Staged were priced between **\$100-\$350K**

21% were priced **over \$1 Million**.

*Business Insider, April 10, 2020

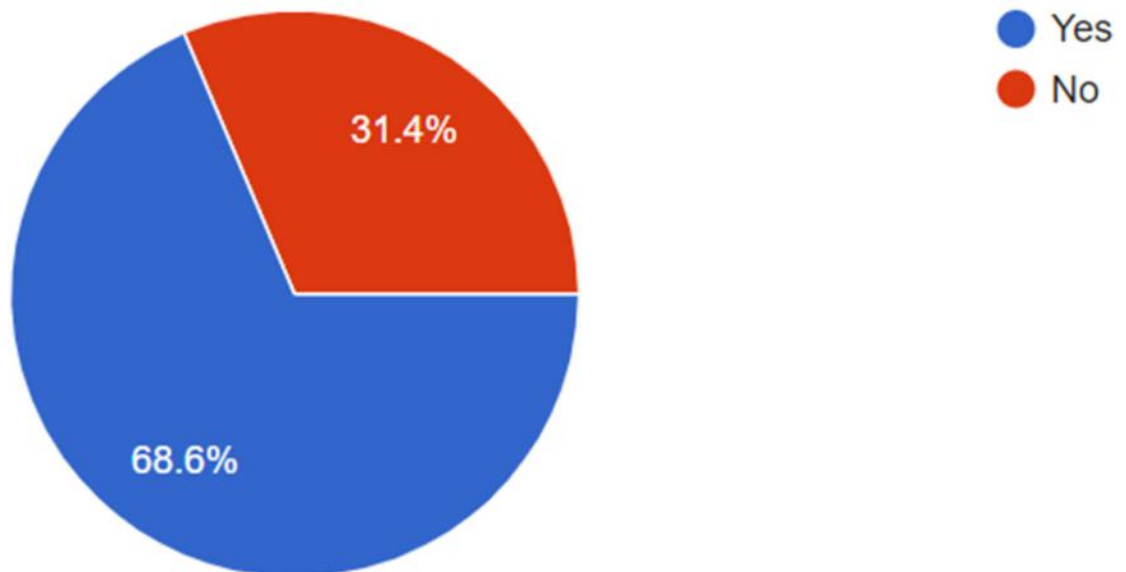
**EVERY HOUSE DESERVES
TO LOOK IT'S BEST BEFORE
BEING LISTED FOR SALE,
NOT JUST HIGHER PRICED ONES.**

How would you define your market?



67% of STAGERS
Stage LUXURY Properties

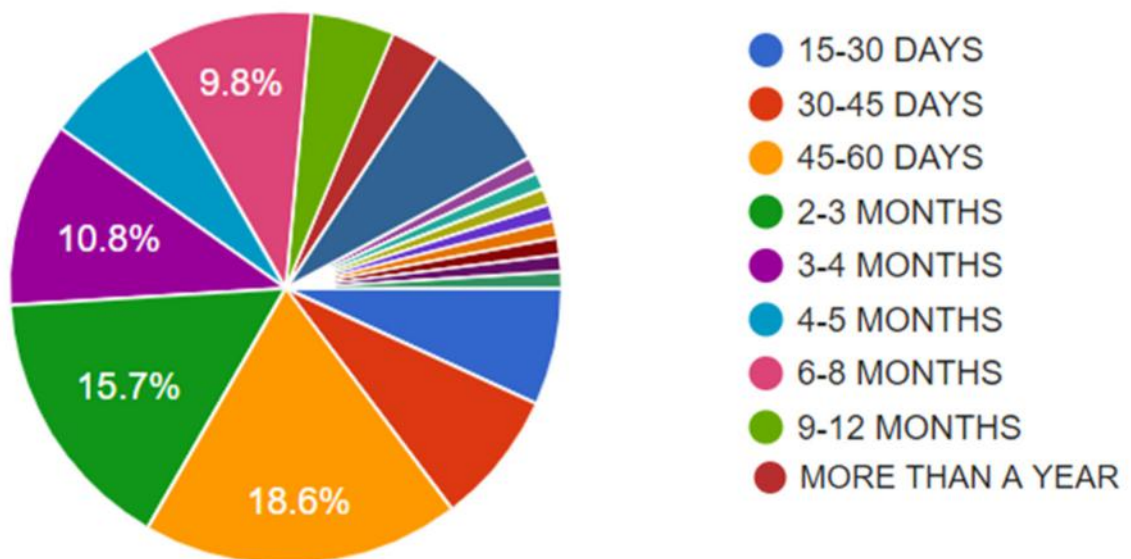
Do you Stage® Luxury Properties?



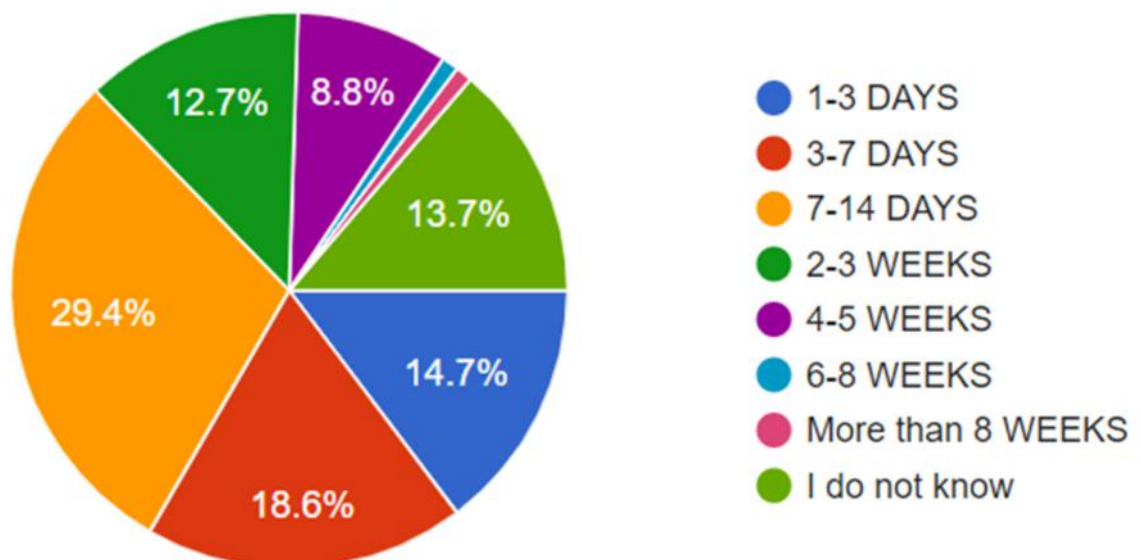


AVERAGE PRICED PROPERTIES 3x-30x FASTER! STAGING IMPACT on DAYS on MARKET

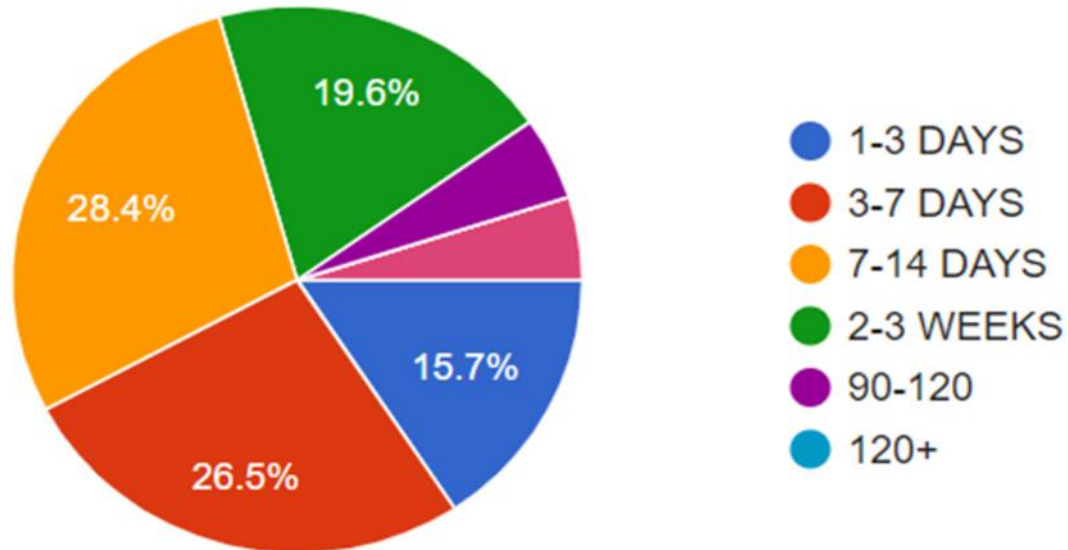
Listed for sale WITHOUT STAGING . HOW MANY DOM PRIOR TO STAGING?



SAME PROPERTIES: STAGED and UNDER CONTRACT:



STAGED FIRST and then LISTED for SALE: How many DAYS to an Accepted Offer?

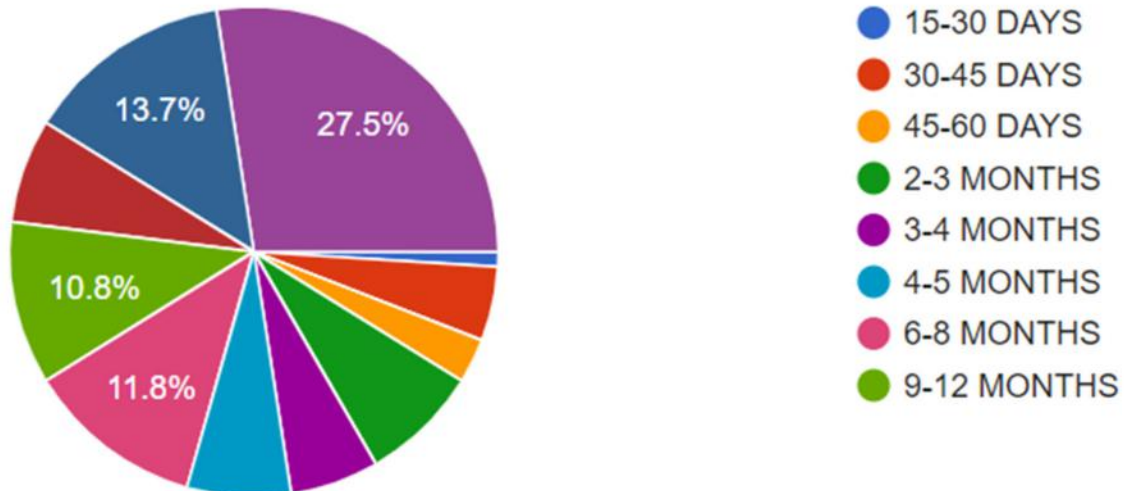


This statistic clearly demonstrates the impact Home Staging has on DAYS ON MARKET. For average properties, statistics show a house that is NOT Staged spends 3-30x the number of days on market versus a professionally Staged property. A non-Staged property in this example could be on the market two weeks to over a year. For properties that do not get an offer in the first month, they will experience a PRICE REDUCTION. The price reduction is ALWAYS FAR MORE than the STAGING INVESTMENT would have been. In fact, our statistics show THE COST for **NOT STAGING** - which leads to a price reduction is **5x-20x what the Staging Investment would have been.**

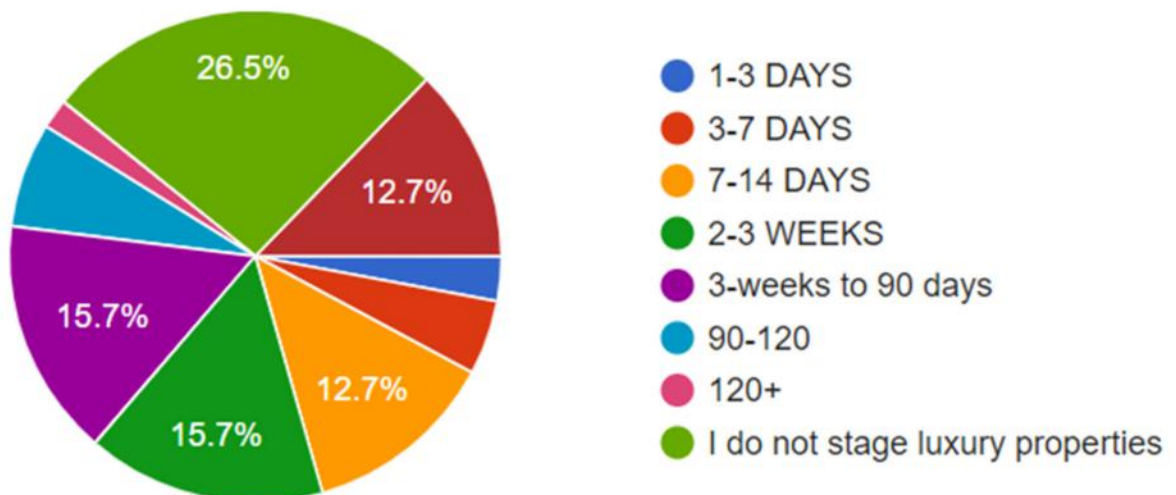
**SELLERS DO NOT SAVE THE
 MONEY THEY "DON'T WANT
 TO SPEND" ON STAGING...
 THEY LOSE IT WITH A
 LOWER LIST PRICE OR
 PRICE REDUCTIONS.**

LUXURY PROPERTIES 10x-30x FASTER! STAGING IMPACT on DAYS on MARKET

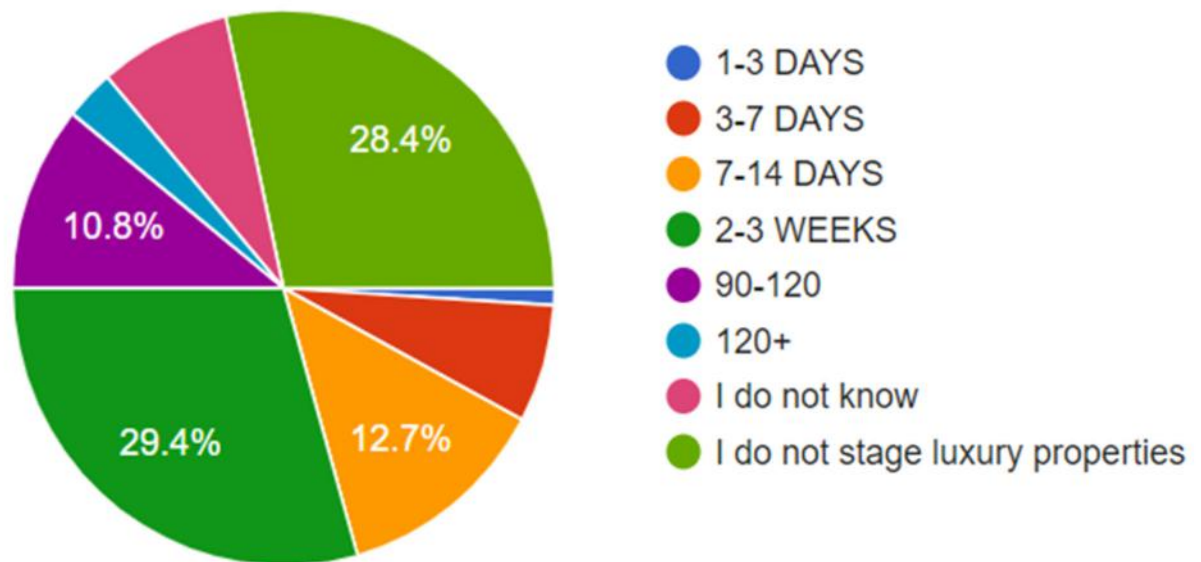
Listed for sale WITHOUT STAGING, HOW MANY DOM BEFORE STAGING:



SAME PROPERTIES - STAGED and UNDER CONTRACT:



STAGED FIRST and then LISTED for SALE: How many DAYS to an Accepted Offer?



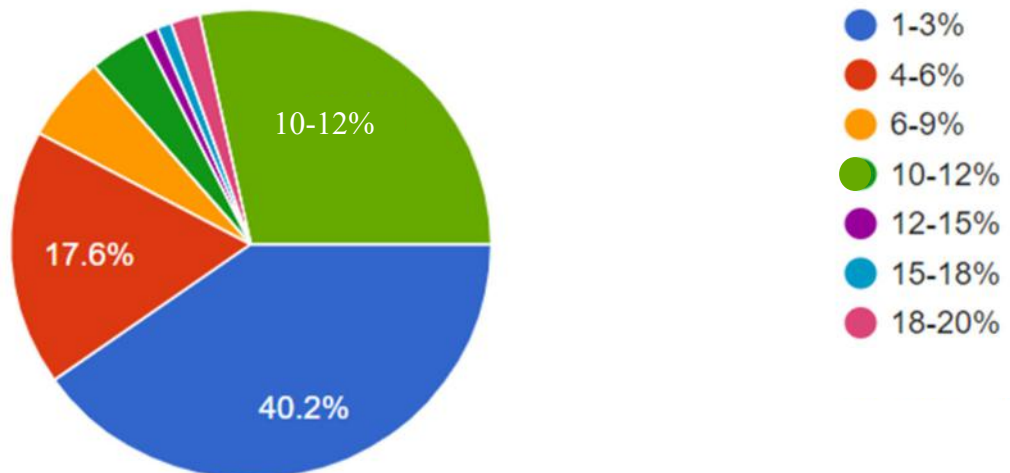
This statistic clearly demonstrates the impact Home Staging has on **DAYS ON MARKET** for LUXURY PROPERTIES. The stats go from MONTHS to DAYS with a small number taking longer than 120 days to sell versus the UN-STAGED properties, with **over 50% sitting on the market for 3 months or LONGER!** For properties that do not get an offer in the first month, they will experience a PRICE REDUCTION. The price reduction is ALWAYS FAR MORE than the STAGING INVESTMENT would have been. In fact, our statistics show THE COST for NOT STAGING is **5x-20x what the Staging Investment would have been.**

**STAGING IS AN UP-FRONT
 INVESTMENT TO MAXIMIZE
 THE RATE OF RETURN
 ON THE SALE OF THE HOUSE.**

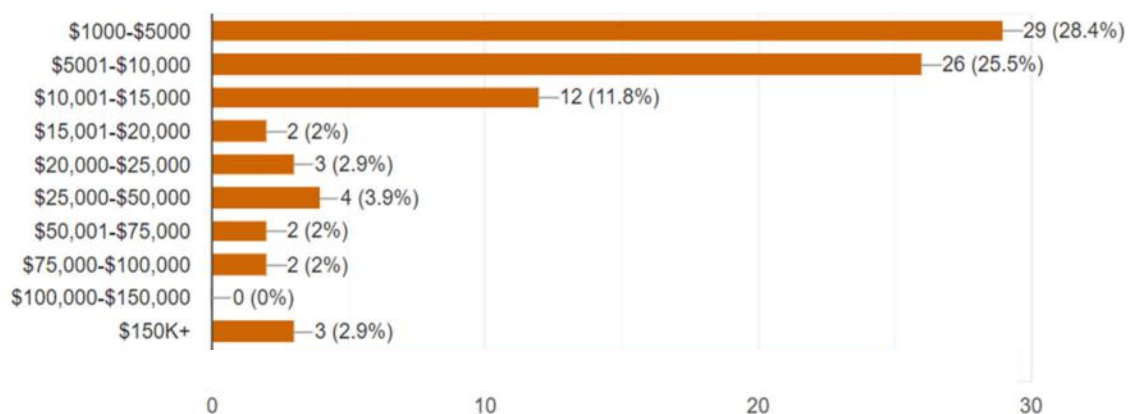


1-20% MORE!

STAGING IMPACT on PRICE



Statistics show houses that are Staged can SELL for as much as 20% MORE than LIST PRICE! This amounts to \$5,000-\$150K+ or MORE over List Price! And when a house is Staged, it often is *listed for MORE than if it was not Staged*. We call this the **“Staged List Price.”** REALTORS® will increase the starting list price based on competitive range because the house will show great and be in demand. This means the seller is benefitting *right from the start* with a house that is show ready, listed at a better price than if they had not Staged, and will sell



**HOME STAGING MAKES A MEASURABLE IMPACT ON
PROPERTIES FOR SALE NO MATTER THE PRICE POINT OR LOCATION.**

IAHSP
INTERNATIONAL ASSOCIATION
OF HOME STAGING PROFESSIONALS

STAGING CONSULTATIONS

www.IAHSP.com



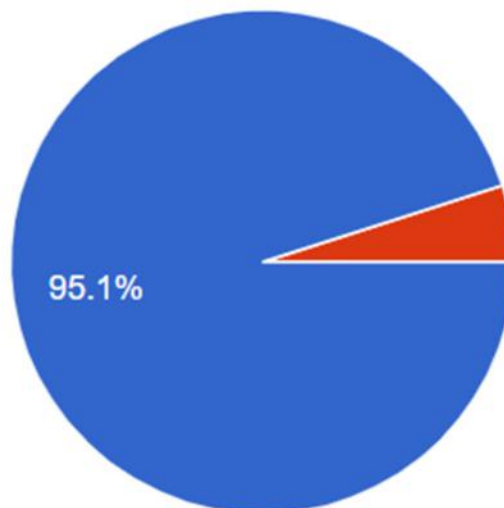
What is a STAGING CONSULTATION?

A Staging Consultation is a SERVICE provided by professional Home Stagers where specific recommendations are provided to homeowners to help them prepare their property for sale. Consultations are provided most often on Occupied Properties and can also be provided for Remodeling Recommendations, Interior and Exterior Colors, and any other specifics a property owner needs. The method of how a professional home stager conducts a Consultation varies as there are different ways to put them together, however the goals are the same which is to provide information to a homeowner to help get a property ready for sale.

What is a HANDS-ON STAGING?

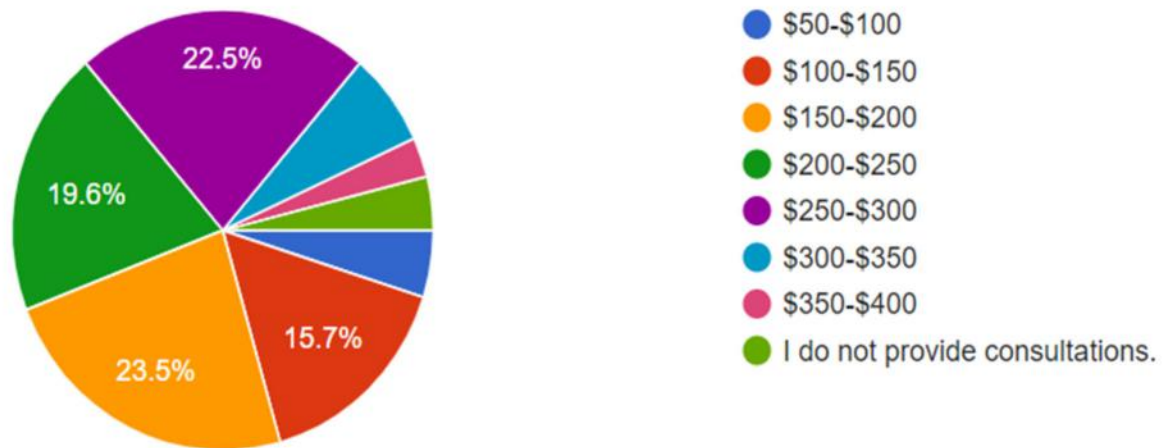
A Hands-on Staging is often provided as a FOLLOW-UP to a Consultation where the property owner implements the recommendations they are able to complete and the professional Home Stager goes back to the property and finishes off the Staging. This can be a lot of work or a little bit - depending on what the homeowner needs. The Hands-on Staging can include Staging furnishings and décor as needed. This service is priced separately from the initial Staging Consultation.

95% - CONSULTATIONS OF STAGERS PROVIDE THIS SERVICE



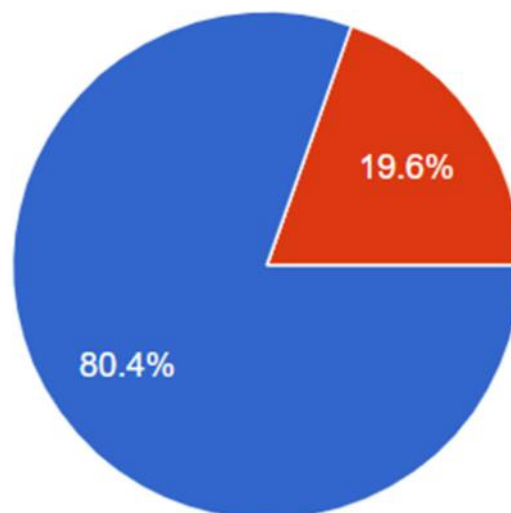
\$100-\$350

AVERAGE INVESTMENT FOR THIS SERVICE

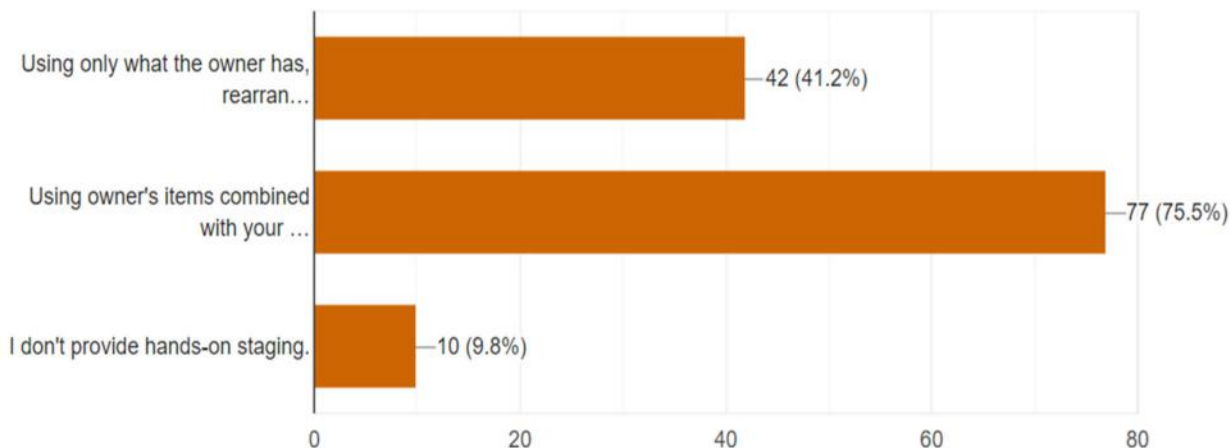


80.4%

of CONSULTATIONS turn into HANDS-ON



What Type of Hands-on Staging?



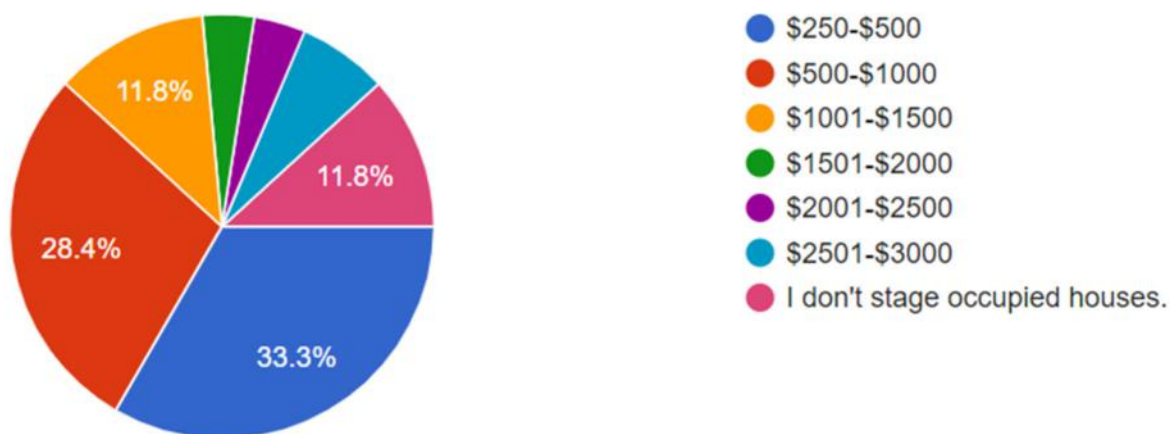
41% of Stagers use ONLY what the homeowner has in the property.

77% will provide added furnishings and décor to help add WOW Factor to an occupied house.

INVESTMENT FOR HANDS-ON STAGING

\$250-\$3000

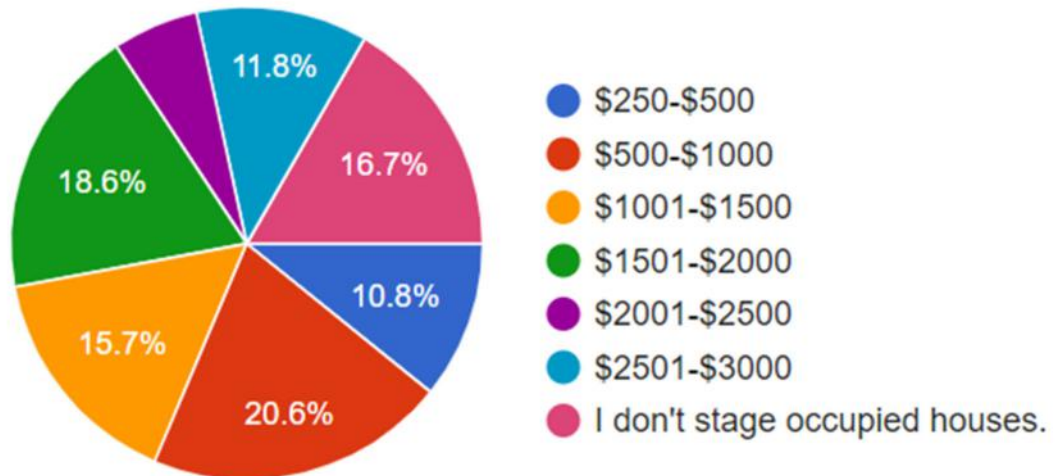
HANDS-ON STAGING USING ONLY OWNER'S THINGS



INVESTMENT FOR HANDS-ON STAGING

\$250-\$3000

HANDS-ON STAGING SUPPLEMENTING WITH STAGING ITEMS



When it comes to pricing for Staging it is important to keep in mind these important factors:

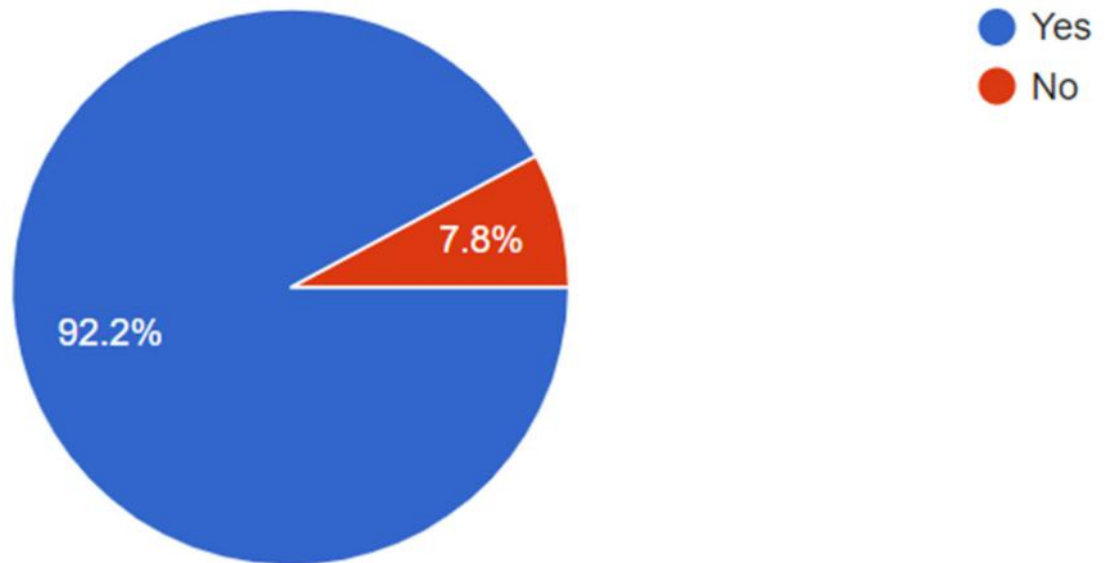
1. **Staging adds VALUE to the sale and makes a property more Marketable.** The professionals who own companies to support the needs of Realtors, Sellers, Builders and Investors are running businesses, and deserve to make a profit, just like everyone else involved in the sale. From lender to title rep to photographer to videographer to listing agent to buyer's agent to seller . . . Everyone makes money on the sale. *Why should Stagers be any different?*
2. Staging pricing is a factor of the following: **Expertise, Size, and Location.** A professional Stager who has more experience may charge more, and are also faster than someone who is new. The size of the property impacts the time it takes to complete the Staging and the location of the property from region of the country to part of town impacts price. Stagers earn more in larger metropolitan areas where properties tend to cost more than in rural areas and fees are in line with price of properties and real estate industry.
3. **Logistics impact any Staging project.** Some stagers who run larger businesses have to hire movers, their Staging crew, and have moving trucks and warehouses, that is part of their overhead and the costs have to be factored in to any Staging project. The furnishings provided for Staging properties are an investment for the home stager and income stream for the company. The furnishings are carefully curated for the types of properties staged by the company, and that is what clients pay for when they hire a professional stager.
4. It is always best to have the professional Home Stager provide pricing for staging a property versus mis-quoting the pricing or expectations to your client.
5. Many Stagers provide additional resources and services you or your client may need. Make sure to ask about those as well as any discounts on those resources they can provide.
6. Lastly: ***Good Staging isn't Cheap. And Cheap Staging isn't Good.***

IAHSP
INTERNATIONAL ASSOCIATION
OF HOME STAGING PROFESSIONALS

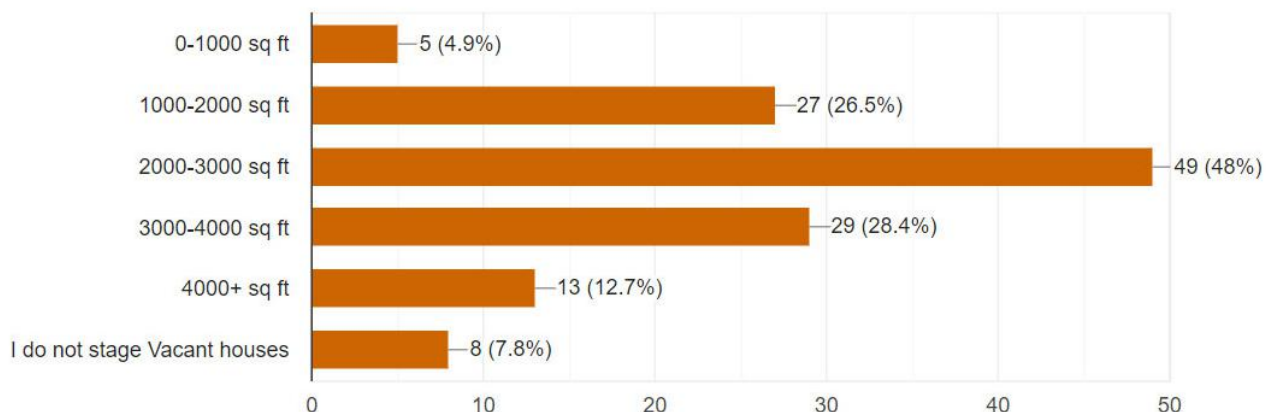
VACANT STAGING

www.IAHSP.com

92% of HOME STAGERS STAGE® VACANT PROPERTIES FOR SALE

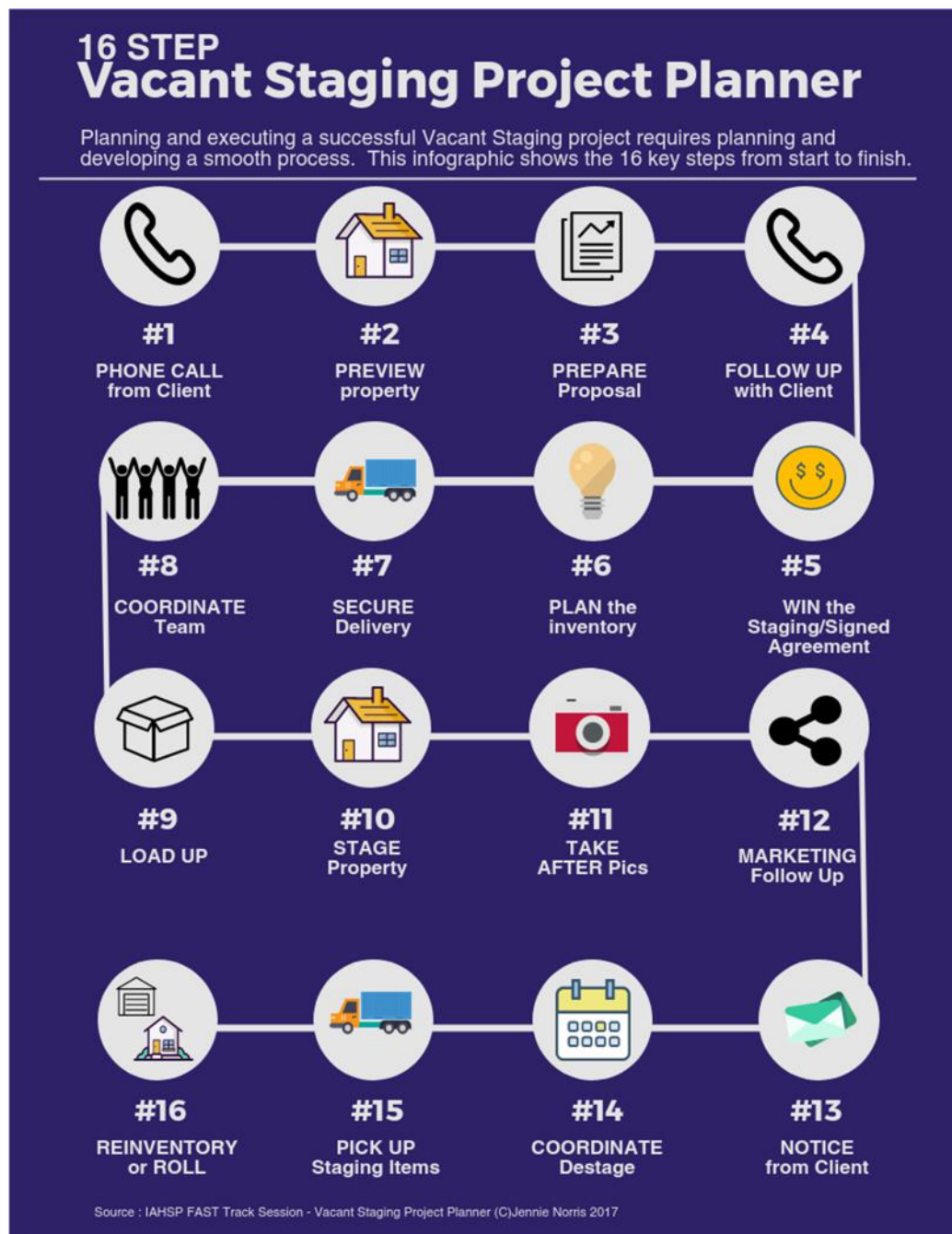


SIZE of VACANT PROPERTIES STAGED BY PROFESSIONAL HOME STAGERS



Why Do VACANT Properties cost MORE?

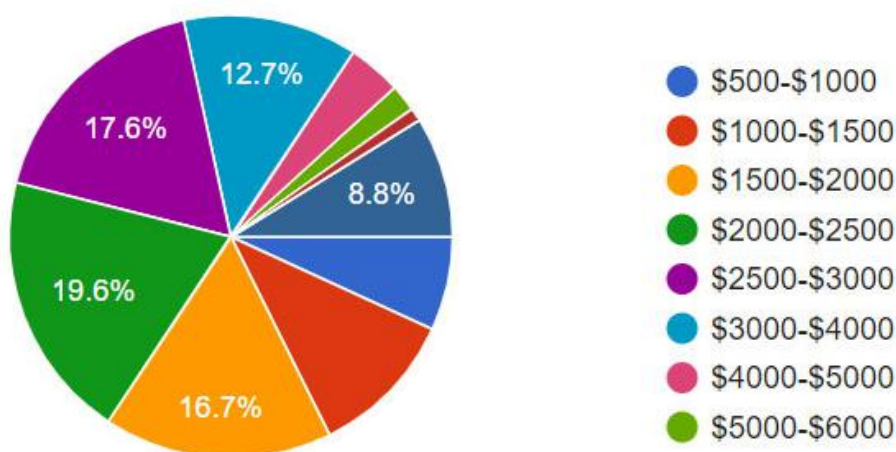
Unless you run a Staging company, you would have no idea what it takes to Stage® a vacant property. There are **16 STEPS we go through in Staging a Vacant Property**. This means Vacant property Staging does require a larger INVESTMENT for Staging than a Consultation. Our clients typically see 2 or 3 of the 16 steps. When you pay for the service, **all these elements of time and planning** are part of the overall process, PLUS the convenience of having on-trend furnishings and décor you do not have to purchase used to Stage, market and sell your property.



\$1500 - \$6000

INVESTMENT TO STAGE® AVERAGE VACANT PROPERTY

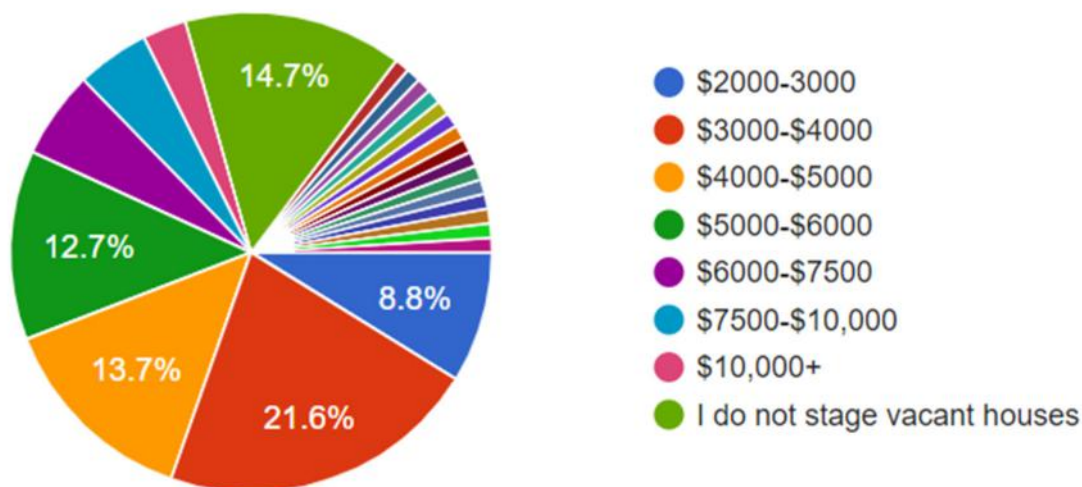
Average priced property with 30 day term, inventory use fee, delivery, staging and de-staging.



\$2,000-\$10,000+

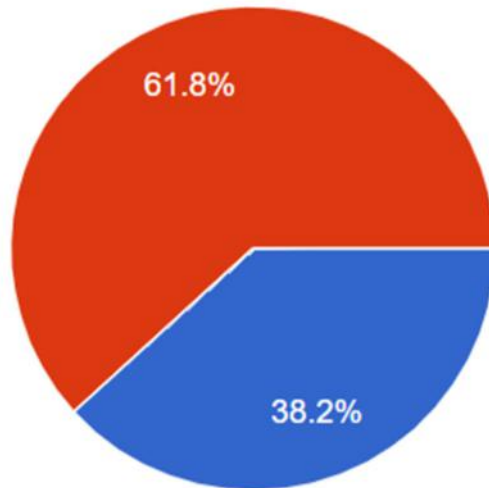
INVESTMENT TO STAGE® LUXURY VACANT PROPERTY

Luxury priced property with 30 day term, inventory use fee, delivery, staging and de-staging.



61.8%

of STAGERS PROVIDE ADDED RECOMMENDATIONS



- ♦ Flooring
- ♦ Fixtures
- ♦ Counters
- ♦ Cabinetry
- ♦ Lighting
- ♦ Paint Colors
- ♦ Hardware
- ♦ Landscaping

PRIORITY AREAS

to STAGE in a VACANT PROPERTY

- ♦ Living Room
- ♦ Dining Room
- ♦ Family Room
- ♦ Kitchen Casual Dining
- ♦ Kitchen Counters
- ♦ Master Bedroom
- ♦ Baths
- ♦ Outdoor Areas

Staging should include the primary living areas of the house. Other areas such as Offices, Finished Basements, Game areas, Lofts and Secondary Bedrooms could be included based on budget.

In a smaller property, there may be only three main areas to Stage and in larger properties, there could be more rooms.

If access to the property includes elevators, stairs or other issues, the Staging will be more than a residential delivery.



HOME STAGING STATISTICS

3 TO 30
TIMES

**STAGING
HELPS
HOUSES SELL
FASTER**

\$150-
\$350

**AVERAGE
INVESTMENT
FOR A STAGING
CONSULTATION**

\$1,500 -
\$10,000

**AVERAGE
INVESTMENT
FOR STAGING A
VACANT PROPERTY**



up to!
**20%
MORE!**

**INCREASE IN
SALES PRICE**

**for Staged
Properties vs
the Marketed
Competition**



learn more about us at www.IAHSP.com

INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS®
SINCE 1999 • EDUCATION • ETHICS • EXCELLENCE

www.IAHSP.com

**Based on 2020 Survey of Home Staging
professionals and 100,000 properties. ©IAHSP®**

TOP AREAS TO STAGE



**Living Room
Family Room**



**Dining Areas
Formal and
Informal**



**Master
Bedroom**



Kitchens



Bathrooms

WHY STAGE?



**Make MORE MONEY
for your SELLERS**



**Earn MORE
COMMISSION**



**Gain MORE
LISTINGS**



**Get MORE
REFERRALS from
HAPPY Clients**



www.IAHSP.com

IAHSP
INTERNATIONAL ASSOCIATION
OF HOME STAGING PROFESSIONALS

BENEFITS FOR REAL ESTATE AGENTS

www.IAHSP.com

IF

- *You had a tool that could help your listings sell faster and for the best price, would you use it?*
- *You had a tool that could help your Sellers make the MOST on the sale of their house, would you want to know about it?*
- *You had a tool that could help you make more money in commissions and get more listings, would you want to know about it?*

***When YES is the answer to the ?'s,
Why isn't EVERY House Staged?***

Home Staging is your **PROVEN TOOL** for Success

- ✓ **WIN MORE LISTINGS**
- ✓ **MAKE MORE MONEY**
- ✓ **HAVE HAPPIER SELLERS**
- ✓ **PRESERVE CLIENT RELATIONSHIP**
- ✓ **GET MORE REFERRALS**

TOP 10 BENEFITS OF HOME STAGING

1. Faster Sales Time - Reduce Time on Market
2. Best Sales Price - Better Starting List Price and often Sold for Over-List Price. *Don't Leave Money on the Table!*
3. Professional Image - Staged homes look better in person and online.
4. Great Market Differentiator for Listing Agent over their competition.
5. Distinct Property Marketing Advantage over un-staged competition.
6. Attract a broader range of buyers - Staged homes are more appealing than un-Staged properties and are Staged for the target Buyer.
7. Buyers view Staged Homes as well cared for properties.
8. Home Inspectors view Staged homes as cared for properties.
9. Appraisers are more likely to appraise Staged homes at full value.
10. Tax Advantages - Staging is tax deductible as advertising under IRS Publication 523. A price reduction is just a loss.

TIME = MONEY

DO YOU KNOW YOUR WORTH?

If you are a REALTOR®, do you KNOW how much is your time worth?

For each hour you invest in your business growth, how much do you get back in return?

1. How do you earn your income?

You make money when you close the sale or purchase of a property for a client.

2. How many hours do you invest in the process of working with a Seller once you have secured the listing?

For a smooth transaction where there are no surprises, average time investment is estimated at 40 hours per property between Listing Presentation, preparing the listing paperwork, coordinating the staging, photos, videographer, uploading MLS description, open houses, negotiating offers, coordinating any work that is needed from the inspection report, and closing the sale.

This number goes up when the market is slower as there will be more time put towards open houses, marketing the property, and finding a buyer. This number goes up if there are any challenges with the sale such as buyer financing or inspection reports that find hidden major issues - and the Listing Agent has to be the one to negotiate and manage the successful resolution of these issues.

3. Do YOU really NEED to be the one moving furniture around in a house or telling your seller to declutter? NO.

Your TIME is too valuable. You do NOT get PAID to Stage®.

You get PAID to SELL.

Leave the Staging up to the professional Home Stager and remove yourself from this part of the process so **your TIME is freed up for you to make MORE calls for client appointments that lead to a SALE where you earn your income** - your Commission. TRUST your Stager and allow these experts to support you and your business.



How Much Can YOU Earn When You Stage® Your Listings? **\$56,304 or more!!**

National Statistics* show that in a hot market Staged homes sell for more than the marketed unstaged competition. In a slower market Staged homes stay on the market less time and therefore are less likely to experience a price reduction versus the un-staged competition.

Sellers only have control over two factors – how their house looks and their price.

NAR® shared a Staged house can sell for 1-17% MORE** and the median priced home nationally is \$247,000***, what does this mean for REALTORS®?

This equates to an average of \$2,400 – \$40,800...or an average of **\$21,600 MORE** that a seller would make over the un-staged marketed competition or reducing their price as a way to respond to the market or use as a marketing strategy.

At 3% Commission (for sake of example): \$648.00 more for you

When You Sell 2-4 homes per month . . .

At 3% Commission: \$1,296 - \$2,592- more for you per month

At 3% Commission: \$15,552 - \$31,104 more for you per year!

And all you have done is added Home Staging as part of your listing and selling process to your current volume of listings. When you are offering your Sellers a way for them to get the most for their house, a tool to present their home to buyers on the internet and in person that will outshine the competition, ***don't you think they will be willing to pay you your full commission?***

You are bringing them more VALUE and they will keep a LOT more \$\$ when they work with you.

Other Benefits: Keep Your Reputation Intact! Be the Agent that SELLS not SITS!

When your listings sell faster, you won't have to market them for as long – and that is a cost savings benefit to you as well. Less advertising, less marketing costs, less brokers opens, less time in Open Houses, fewer brochures printed, etc.

Is it safe to estimate it saves a minimum of \$700 per transaction?
\$700 x 3 transactions = \$2100 per month x 12 = \$25,200 per year!

By Staging your listings for sale, you may keep or earn another:

\$56,304 or more!!

AND...what about the NEW Business you will get because you use this as a way to gain listings? How much more can you earn???

THOUSANDS \$\$ MORE!!

. . and the best part is your Sellers are benefiting greatly too!!

*Based on statistical study of Staged properties nationwide compiled by IAHSP®.

**Based on the National Association of Realtors Profile of Home Staging

***Based on national statistics for median price home as reported by Business Insider April 2020

©Copyright Jennie Norris. Not to be reproduced without permission. Stage is a Federally Registered trademark of Barb Inc. All rights reserved..



How Much Can YOU Earn When You Stage® Your Listings?

\$90,000 or more!!

National Statistics* show that in a hot market Staged homes sell for more than the marketed unstaged competition. In a slower market Staged homes stay on the market less time and therefore are less likely to experience a price reduction versus the un-staged competition.

Sellers only have control over two factors – how their house looks and their price.

NAR® shared a Staged house can sell for 1-17% MORE** when the price of the house is \$500,000, what does this mean for REALTORS®?

This equates to an average of \$5,000-\$85,000 an average of **\$45,000 MORE** that a seller would make over the un-staged marketed competition or reducing their price as a way to respond to the market or use as a marketing strategy.

At 3% Commission (for sake of example): \$1,350.00 more for you

When You Sell 2-4 homes per month . . .

At 3% Commission: \$2,700-\$5,400- more for you per month

At 3% Commission: \$32,000-\$64,800 more for you per year!

And all you have done is added Home Staging as part of your listing and selling process to your current volume of listings. When you are offering your Sellers a way for them to get the most for their house, a tool to present their home to buyers on the internet and in person that will outshine the competition, *don't you think they will be willing to pay you your full commission?*

You are bringing them more VALUE and they will keep a LOT more \$\$ when they work with you.

Other Benefits: Keep Your Reputation Intact! Be the Agent that SELLS not SITS!

When your listings sell faster, you won't have to market them for as long – and that is a cost savings benefit to you as well. Less advertising, less marketing costs, less brokers opens, less time in Open Houses, fewer brochures printed, etc.

Is it safe to estimate it saves a minimum of \$700 per transaction?
\$700 x 3 transactions = \$2100 per month x 12 = \$25,200 per year!

By Staging your listings for sale, you may keep or earn another:

\$90,000 or more!!

AND...what about the NEW Business you will get because you use this as a way to gain listings? How much more can you earn???

THOUSANDS \$\$ MORE!!

. . and the best part is your Sellers are benefiting greatly too!!

*Based on statistical study of Staged properties nationwide compiled by IAHSP® .

**Based on the National Association of Realtors Profile of Home Staging

***Based on national statistics for median price home as reported by Business Insider April 2020

©Copyright Jennie Norris. Not to be reproduced without permission. Stage is a Federally Registered trademark of Barb Inc. All rights reserved.



IAHSP®, The International Association of Home Staging Professionals®, is the largest and longest running Home Staging Industry Trade Association with thousands of members worldwide. Since 1999, IAHSP® has been dedicated to advancing the education and staging excellence of home staging industry professionals as they prepare homes for sale. Our members serve the public to the best of their ability built upon the principles, practices, and education found in approved courses and designations required for membership. All IAHSP® Leadership Team members own and operate successful Home Staging businesses and believe in building relationships and community with our present and future members.

Educational Standards: IAHSP® is different than other industry associations because we require all members to have educational credentials related to the industry in order to join. This means all members have a foundation in business and what it takes to be successful.

Excellence Standards: IAHSP® Promotes excellence in both business practices and Staging creativity and work. We provide resources to help our members grow and continue to learn, challenging themselves to get better.

Ethics: IAHSP® has a Code of Ethics all members must adhere to for continuing membership. It sets standards for client service, professional business practices, and honoring colleagues.

- Member Directory to find a quality pro-Stager
- Wholesale Buying Program (www.IAHSPWPB.com)
- Largest Industry Annual Conference & EXPO (www.IAHSPConEXPO.com)
- Industry Awards and Recognition (www.IAHSPStagingAwards.com)
- Educational Opportunities
- Regional and Remote Chapters
- Wholesale Market Tours (www.ShopWholesaleMarkets.com)
- Weekly Live Broadcast Talk Show (www.HomeStagingTalk.com)
- Members Only Portal with Resources for Your Business
- Social Media Groups and Pages – Public and Private

www.IAHSP.com - Your Home in the Home Staging Industry®