

## Results from the National Association of Realtors - Profile of Home Buyers and Sellers

According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent

- **84% of home buyers used the Internet to search for homes** - *This stresses the importance of using MANY professionally staged rooms for photographs as well as "featuring the home".*
- **The typical home buyer searched for eight weeks and viewed 10 homes** - *Since buyers only typically visit 10 homes, it's important to make your home "stand out" against the other 9 homes. You as the homeowner have the advantage over your competition by having your home staged.*
- **Over half of recent home sellers reported that they undertook home improvement or remodeling projects within three months prior to putting their home on the market** - *Those who "don't want to spend the money" will not be able to compete against the 50+% who did! Bringing in a Professional Home Stager for a consultation will take away the guess work of what are the most necessary updates and repairs to be done to the home before putting it on the market.*
- **The typical home buyer is 39 years old, while the typical repeat buyer is 46** –*A certified Professional Home Stager will assist you in staging for a "first buyer" type of home or larger or a repeat buyer home?*
- An article published February 2007 (By Realtor Magazine Online) reported that staged homes sell **50%** faster than non-staged homes. Also reported in that same article, it stated professionally staged homes sell on average for **7%** more money than non-staged properties.