



Market Readiness Statistics

- Homes listed for sale without staging spent an average 4.5 months on the market; homes staged before listing spent less than 1.5 months on the market. *MSNBC, September 2006*
- Staging speeds up sales in a sluggish market and can bump up prices 2-10% in a moderate market. *Wall Street Journal, April 2003*
- 71% of potential home buyers use the internet for home searches, and one of the top 4 reasons a home doesn't sell is due to a poor MLS photograph. A professionally staged home looks better. *National Association of Realtors 2003*
- 76% of 1,200 realtors surveyed suggest home staging to their clients. *Redefine Staging, August 2005*
- It's commonly acknowledged that the average buyer's first impression is formed within 15 seconds of entering a home.
- The average buyer walks through 12 homes in a 3-month period. *The Times, November 2005*
- In the second half of 2006 alone, stories about home staging have appeared all over the media, in publications such as USA Today, The New York Times, Fortune Magazine, and on Oprah.