

RESA® STAGING STATISTICS

Based on data from roughly 600 participants, RESA® staging statistics demonstrate that staging significantly enhances property marketability. Properties tend to sell faster and often above the list price, highlighting the overall value of staging across different property types and regions.

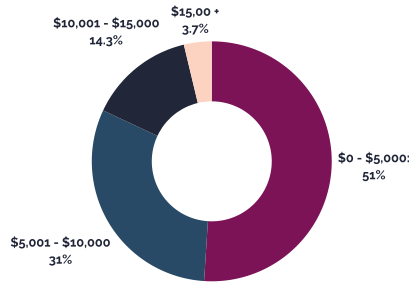
STAGED PROPERTIES IN NORTH AMERICA SELL ON AVERAGE FOR \$143,599 OVER THE LIST PRICE

Staging enhances property appeal and marketability, leading to quicker sales based on data from North America:

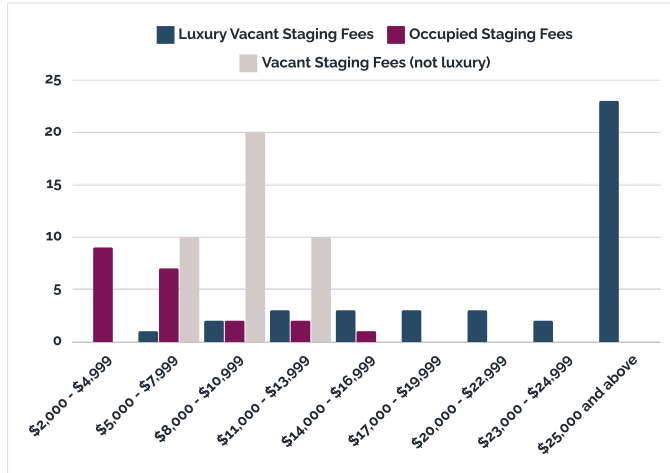
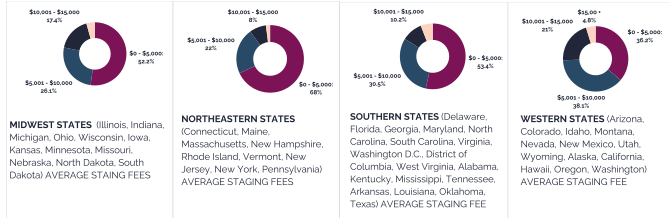
- Average Days on Market: 31 days
- Average Staging Fee: \$6,757
- Median Staging Fee: \$5,000

STATS FOR THE UNITED STATES

STAGING FEES FOR ALL OF THE USA REPRESENTED IN THE PIE CHART TO THE RIGHT: OCCUPIED AND LUXURY



*Based on 299 properties



\$7,351

THE AVERAGE FEE FOR STAGING IN THE USA

\$600 - \$63,000

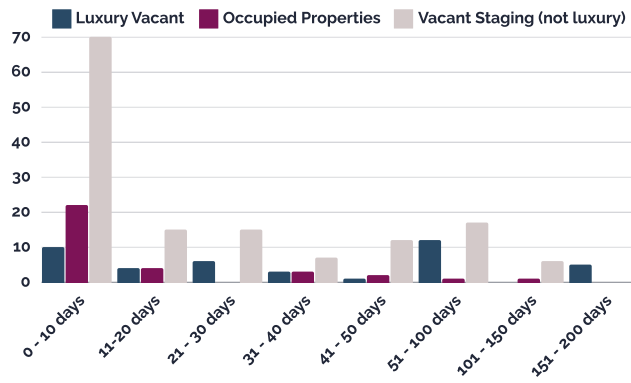
THE RANGE OF FEES FOR STAGING SERVICES

HIRE A RESA® STAGING PROFESSIONAL BEFORE YOU LIST





THE CHART BELOW REPRESENTS THE AVERAGE DAYS ON MARKET FOR STAGED PROPERTIES IN THE USA



31 DAYS

THE AVERAGE DAYS ON MARKET FOR STAGED PROPERTIES IN THE USA

8 ROOMS

THE AVERAGE NUMBER OF ROOMS STAGED

ON AVERAGE IN THE USA STAGED PROPERTIES SOLD FOR \$126,667 OVER LIST PRICE

\$425,000

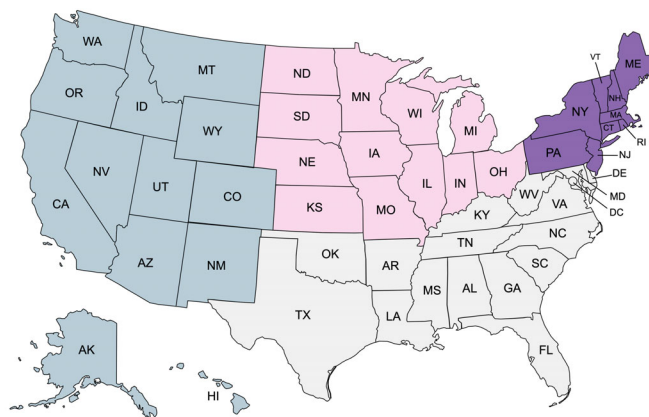
The average amount above the list price that previously vacant luxury listings sold for once they were professionally staged.

\$69,669

The average amount above the list price that occupied listings sold for once they were professionally staged.

\$113,965

The average amount above the list price that previously vacant (not luxury) listings sold for once they were professionally staged.



MIDWEST REGION

- Median Staging Fee: \$4,950
- Average Days on Market: 30 days
- Average Sold Over List: \$23,407
- Median Sold Over List: \$18,750

NORTHEAST REGION

- Median Staging Fee: \$4,750
- Average Days on Market: 31 days
- Average Sold Over List: \$57,573
- Median Sold Over List: \$61,000

SOUTHERN REGION

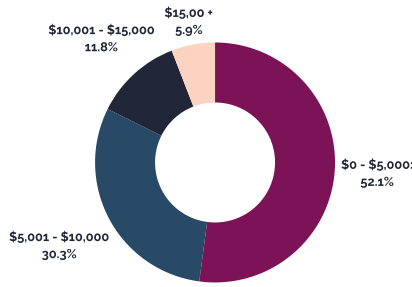
- Median Fee: \$4,600
- Average Days on Market: 31 days
- Average Sold Over List: \$220,240
- Median Sold Over List: \$50,000

WESTERN REGION

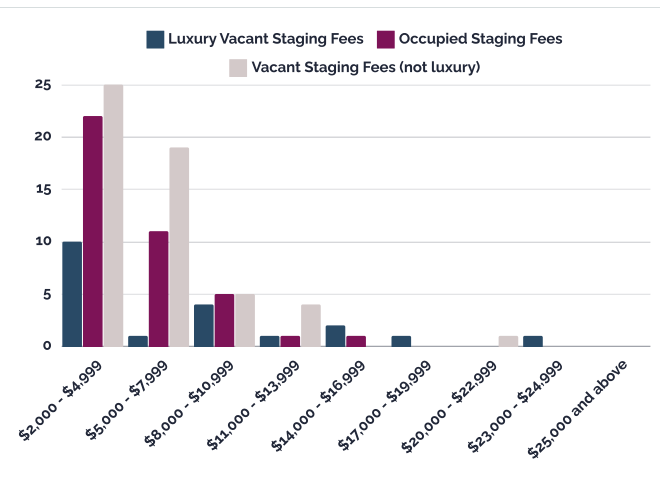
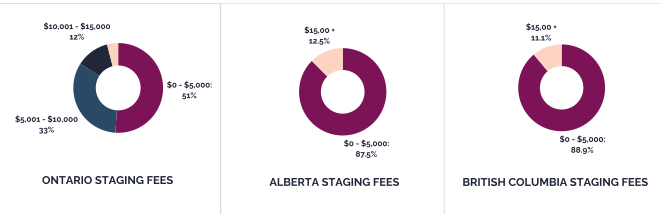
- Median Fee: \$8,000
- Average Days on Market: 31 days
- Average Sold Over List: \$205,448
- Median Sold Over List: \$125,000



STAGING FEES FOR ALL OF CANADA REPRESENTED IN THE PIE CHART TO THE RIGHT: VACANT, OCCUPIED AND LUXURY



*Based on 125 properties



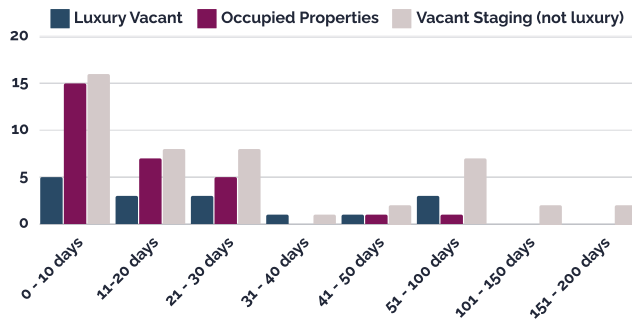
\$5,585

THE AVERAGE FEE FOR STAGING IN CANADA

\$1,500 - \$23,000

THE RANGE OF FEES FOR STAGING SERVICES

THE CHART BELOW REPRESENTS THE AVERAGE DAYS ON MARKET FOR STAGED PROPERTIES IN CANADA



31 DAYS

THE AVERAGE DAYS ON MARKET FOR STAGED PROPERTIES IN CANADA

7 ROOMS

THE AVERAGE NUMBER OF ROOMS STAGED



**ON AVERAGE IN CANADA STAGED PROPERTIES
SOLD FOR \$155,502 OVER LIST PRICE**

\$205,259

The average amount above the list price that previously vacant luxury listings sold for once they were professionally staged.

\$155,502

The average amount above the list price that occupied listings sold for once they were professionally staged.

\$199,083

The average amount above the list price that previously vacant (not luxury) listings sold for once they were professionally staged.

ACROSS NORTH AMERICA, HOME STAGING HAS PROVEN TO BE A GAME-CHANGER, TRANSFORMING PROPERTIES INTO MUST-HAVE HOMES

In both Canada and the USA, the impact of staging is clear. Staged homes not only sell faster but often fetch higher prices than their non-staged counterparts. In Canada, the average staging fee is \$5,585, while in the USA, it's \$6,757. Despite the investment, the returns are substantial, with properties selling on average within 31 days.

Luxury vacant homes in Canada lead the pack, selling for an impressive \$205,259 above the list price. Occupied homes also see significant gains, with an average increase of \$155,502. Even non-luxury vacant homes benefit, selling for an additional \$199,083.

In the USA, regional differences highlight the widespread benefits of staging. The Midwest, with a median staging fee of \$4,950, sees homes selling for \$18,750 over the list price. The Northeast reports a median fee of \$4,750 and a sale price increase of \$61,000. In the South, homes staged for a median fee of \$4,600 sell for \$50,000 above the list price. The West, where staging fees average \$8,000, sees homes selling for \$125,000 over the list price.

These findings underscore the essential role of home stagers. For real estate agents, partnering with stagers ensures quicker, more profitable sales. Home sellers who invest in staging reap the rewards of higher sale prices and shorter time on the market. The Real Estate Staging Association® continues to champion the undeniable value of staging, proving it to be a wise investment for anyone looking to maximize their property's potential.

**WORK WITH A STAGER WHO
FOLLOWS A CODE OF ETHICS**

