

2023

Profile of Home Staging

National Association of REALTORS®
Research Group



NATIONAL
ASSOCIATION OF
REALTORS®

NAR Research Staff:

Lawrence Yun, Ph.D.

Chief Economist and Senior Vice President

Jessica Lautz, Dr.RealEst.

Deputy Chief Economist and Vice President of Research

Brandi Snowden

Director, Member and Consumer Survey Research

Meredith Dunn

Research Manager

©2023 National Association of REALTORS®

All Rights Reserved.

May not be reprinted in whole or in part
without permission of the National
Association of REALTORS®.

For reprint information, contact

data@nar.realtor.

Table of Contents

Section 1: Home Staging: Buyer's Agent Perspective	Page 6
Section 2: Home Staging: Seller's Agent Perspective	Page 12
Section 3: How TV Shows Influenced Buyers	Page 20
Section 4: Buyer Expectations	Page 26

Executive Summary

Home Staging: Buyers' Agent Perspective:

- Fifty-eight percent of buyers' agents cited that home staging had an effect on most buyers' view of the home most of the time, while 31 percent said that home staging has an effect, but not always.
- Eighty-one percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Staging the living room was found to be most important for buyers (39 percent), followed by staging the primary bedroom (36 percent), and staging the kitchen (30 percent).
- Among buyers' agents, having photos (77 percent), traditional physical staging (58 percent), videos (74 percent), and virtual tours (42 percent) available for their listings was much more or more important to their clients.
- Twenty percent of buyers' agents said that staging a home increased the dollar value offered between one and five percent, compared to other similar homes on the market that were not staged.

Home Staging: Sellers' Agent Perspective:

- Twenty-three percent of sellers' agents said they staged all sellers' homes prior to listing them for sale. Ten percent noted that they only staged homes that were difficult to sell.
- The most common rooms that were staged included the living room (91 percent), kitchen (81 percent), primary bedroom (81 percent), and dining room (69 percent).
- It was most common for sellers' agents to use a staging service (24 percent). Sellers' agents also said that it depends on the situation (24 percent), and sellers' agents also personally offered to stage the home (22 percent).
- The median dollar value spent when using a staging service was \$600, compared to \$400 when the sellers' agent personally staged the home.
- When staging a home, 20 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers in comparison to similar homes.
- Twenty-seven percent of sellers' agents stated that there were slight decreases in the time on the market when the home was staged.
- Among sellers' agents, having photos (89 percent), traditional physical staging (44 percent), and videos (44 percent) available for their listings were much more or more important to their clients.

Executive Summary

TV Influence and Buyer Expectations:

- Eighty-one percent of respondents said that buyers had ideas about where they wanted to live and what they wanted in an ideal home (76 percent) before starting the buying process.
- Forty-four percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- A median of five percent of respondents cited that buyers felt homes should look the way they were staged on TV shows.
- A median of 10 percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- A median of 20 percent of respondents cited that buyers brought family members with them to view homes.
- A median of 30 percent of respondents cited that buyers consulted with family members during the buying process.
- Twenty-four percent of respondents said that TV shows which displayed the buying process impacted their business.
- Seventy-three percent of respondents said that TV shows which display the buying process impacted their business by setting unrealistic expectations or increased expectations.
- In the last five years, 51 percent of respondents cited that they have seen an increase in the share of buyers who planned to remodel a home. A median of 25 percent of respondents said that buyers who plan to remodel will do so within the first three months of owning a home.
- Fifty-six percent of respondents stated that buyers typically did not have an expectation of the number of homes they would see before buying.
- Among those who did have an expectation, buyers expected to view a median of seven homes in-person and a median of 12 homes virtually.
- Fifty-six percent of respondents stated that buyers' expectations of the number of homes they saw before buying matched the market.

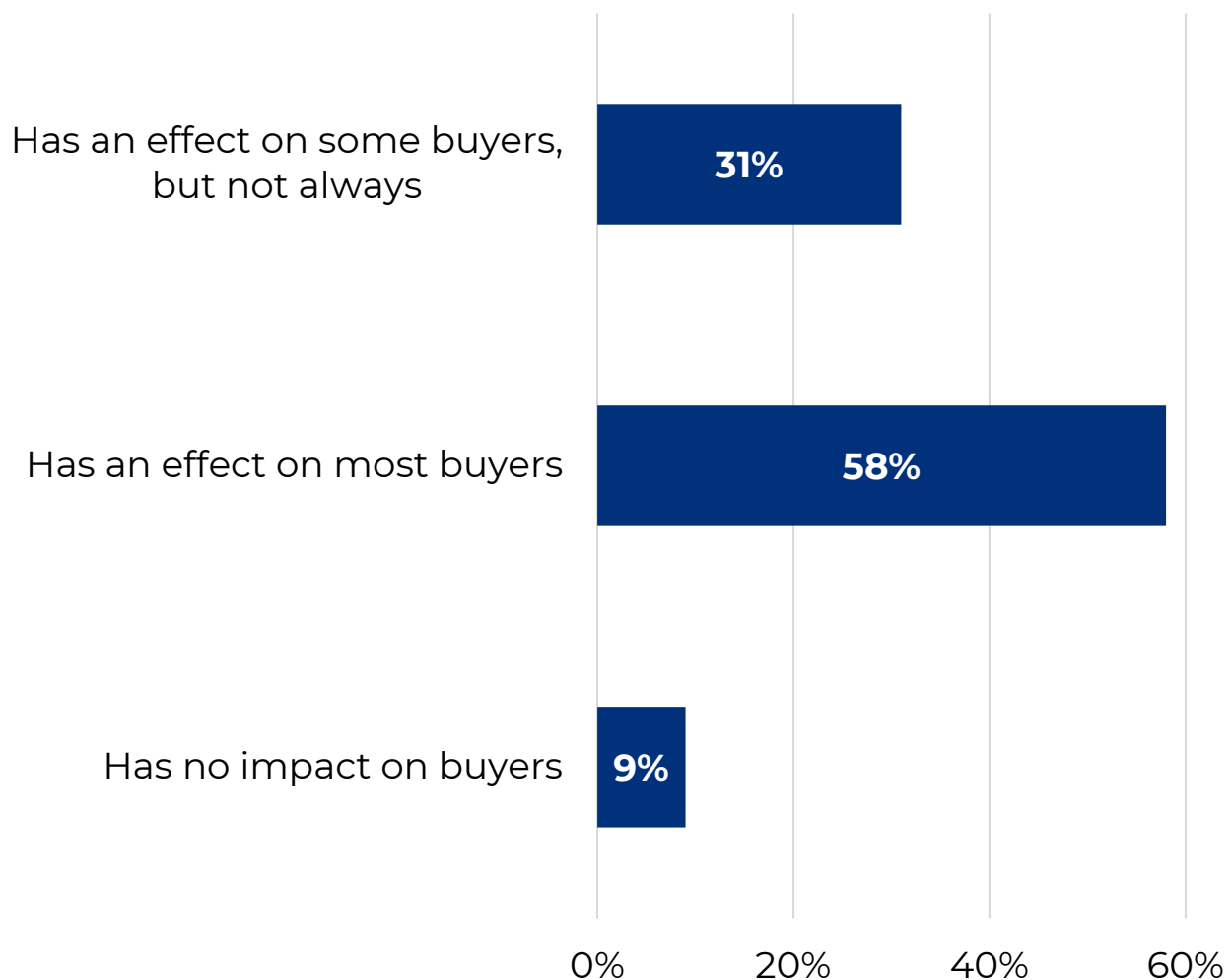
Section 1: Home Staging: Buyer's Agent Perspective



Home Staging Effect on Buyer's View of Home

- Fifty-eight percent of buyers' agents cited that home staging had an effect on most buyers' view of the home most of the time, while 31 percent said that home staging has an effect on some buyers, but not always.
- Only nine percent of respondents said that home staging had no effect on the buyer's view of the home.

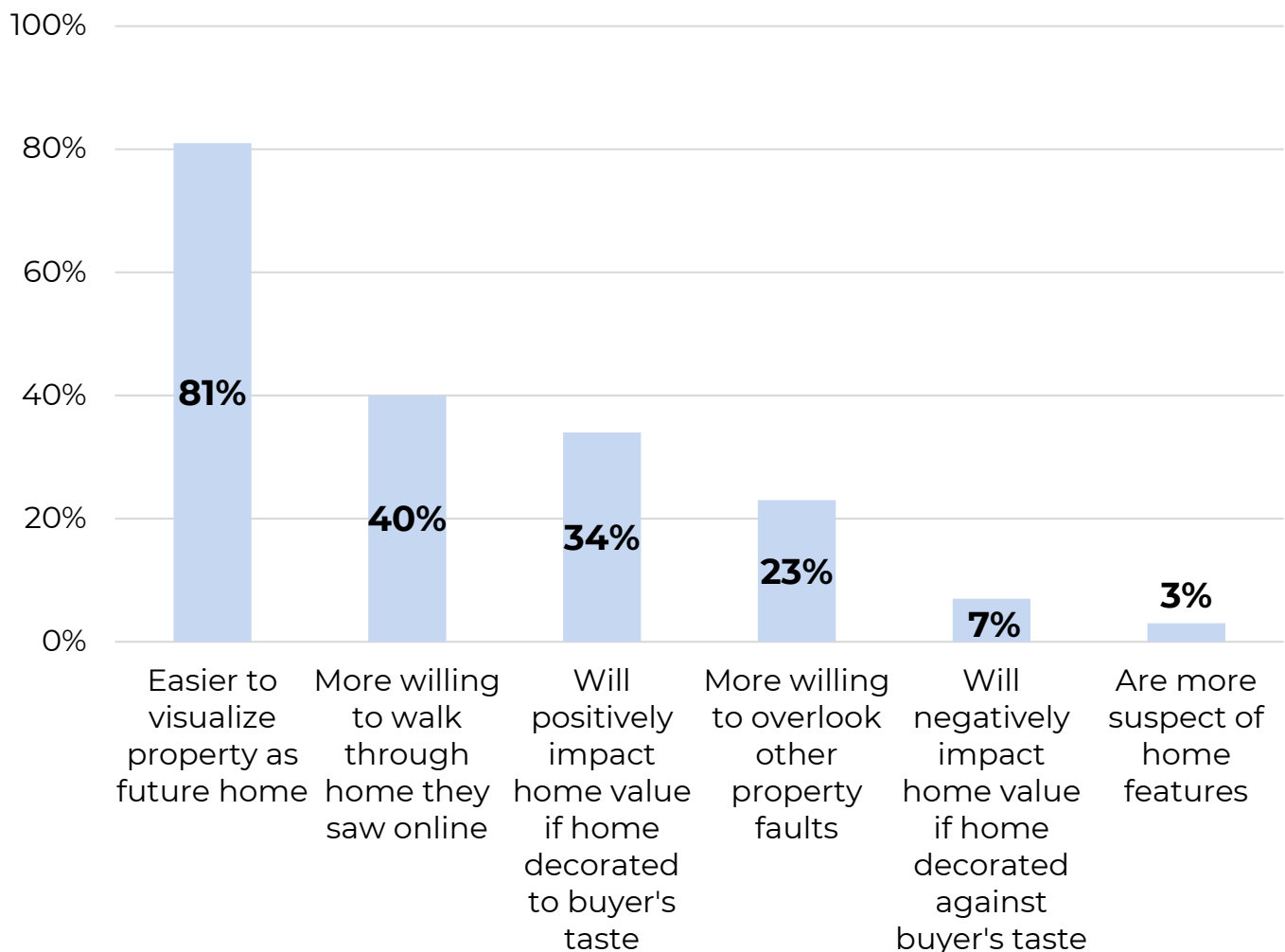
Effect on Buyer's View of Home



Impact of Buyer Viewing a Staged Home

- Eighty-one percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Buyers were more willing to walk through a home they saw online (40 percent), and buyers' agents identified that staging would positively impact the home value if the home was decorated to a buyer's taste (34 percent).

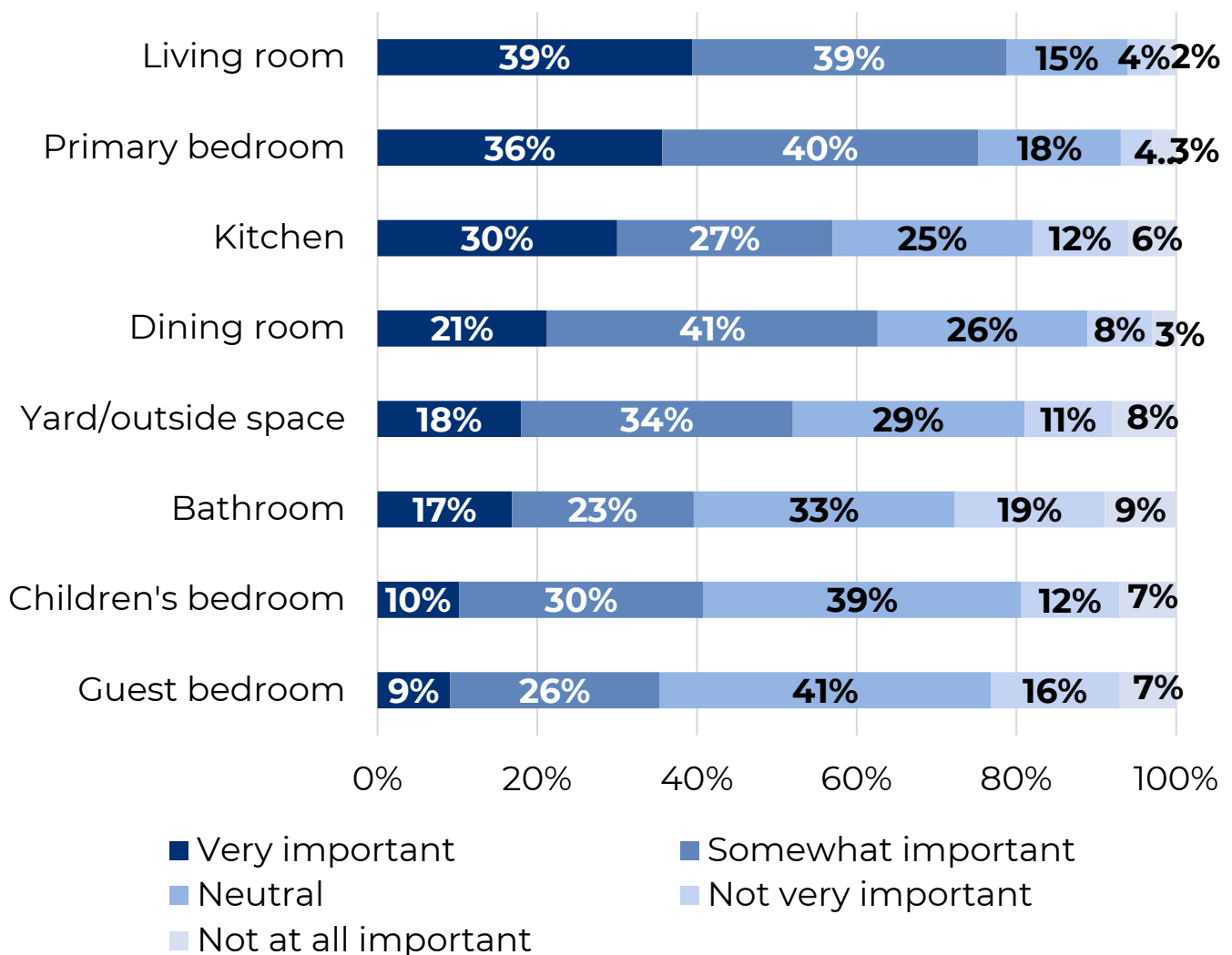
Impact of Buyers Viewing a Staged Home



Importance of Staged Rooms

- Staging the living room was found to be most important for buyers (39 percent), followed by staging the primary bedroom (36 percent) and staging the kitchen (30 percent).
- Buyers' agents cited staging the guest bedroom as the least important room, with just nine percent saying that it was very important to stage.

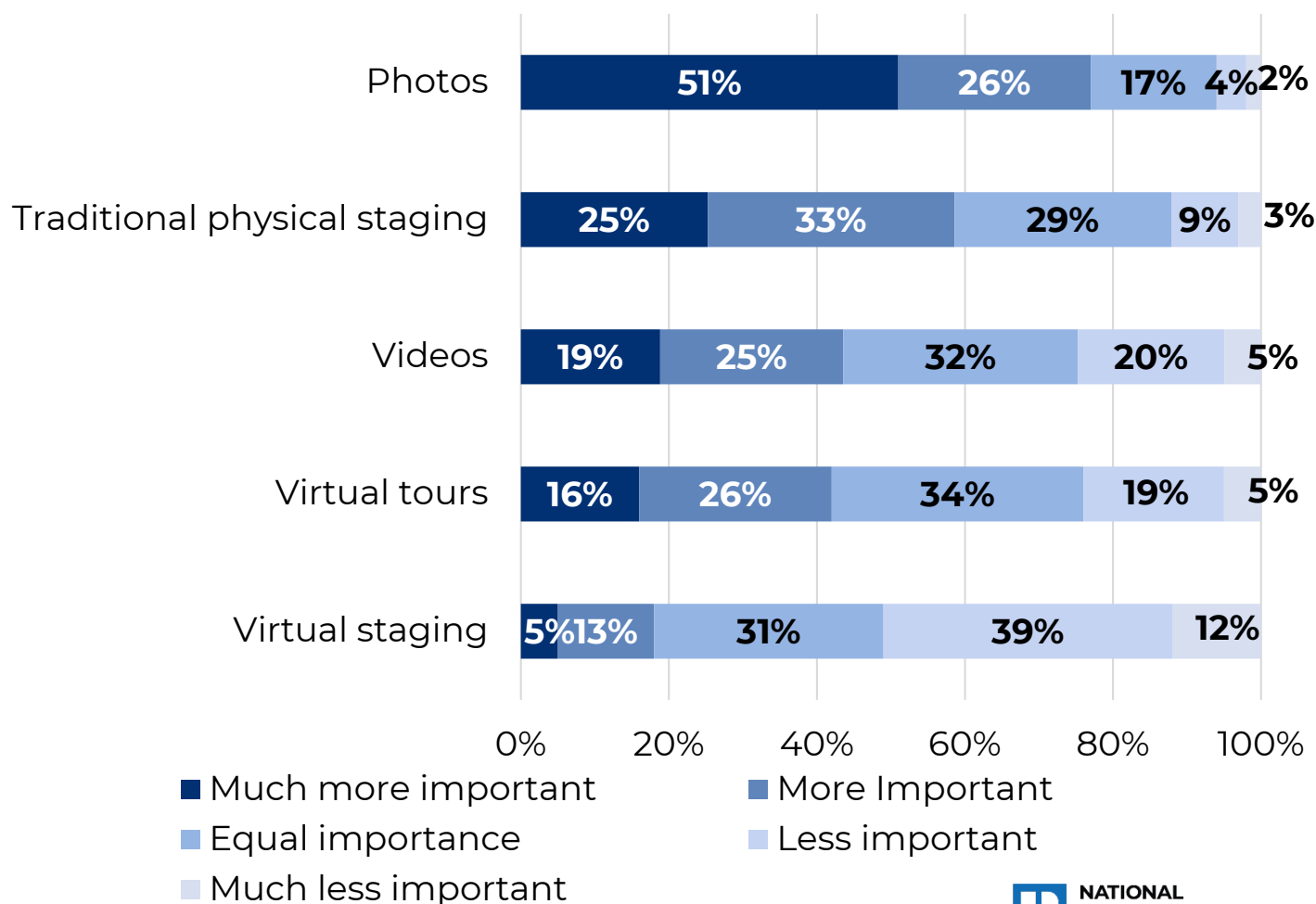
Importance of Rooms Staged for Buyers



Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings

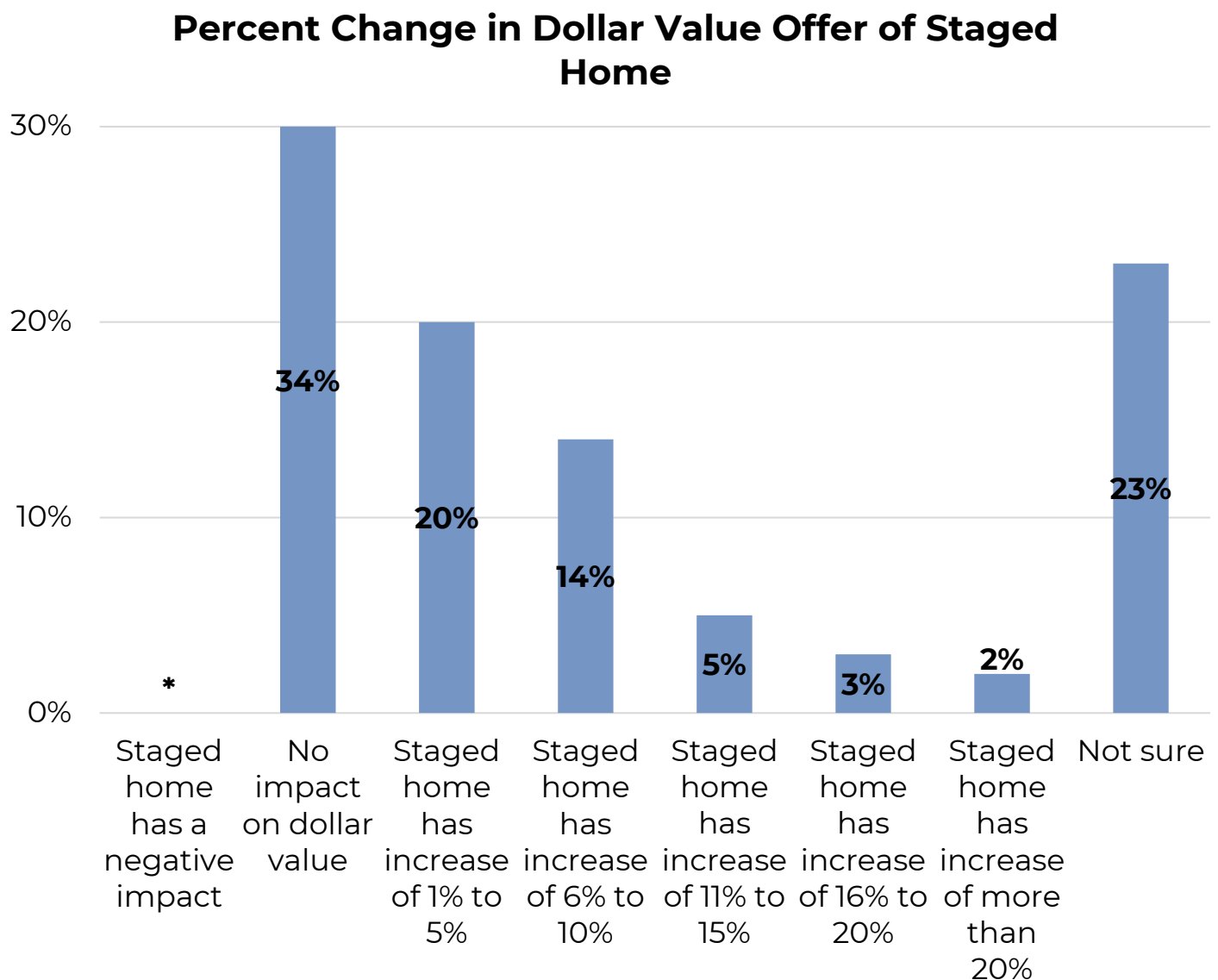
- Among buyers' agents, having photos (77 percent), traditional physical staging (58 percent), videos (74 percent), and virtual tours (42 percent) available for their listings was much more or more important to their clients.
- Thirty-four percent of buyers' agents said that virtual tours were of equal importance, and 31 percent said that virtual staging was also of equal importance.

Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings



Percentage Change in Dollar Value When Home Was Staged

- Twenty percent of buyers' agents said that staging a home increased the dollar value offered between one and five percent, compared to other similar homes on the market that were not staged.
- Thirty-four percent of buyers' agents indicated that staging a home had no impact on the dollar value that was offered.



* - Less than 1%

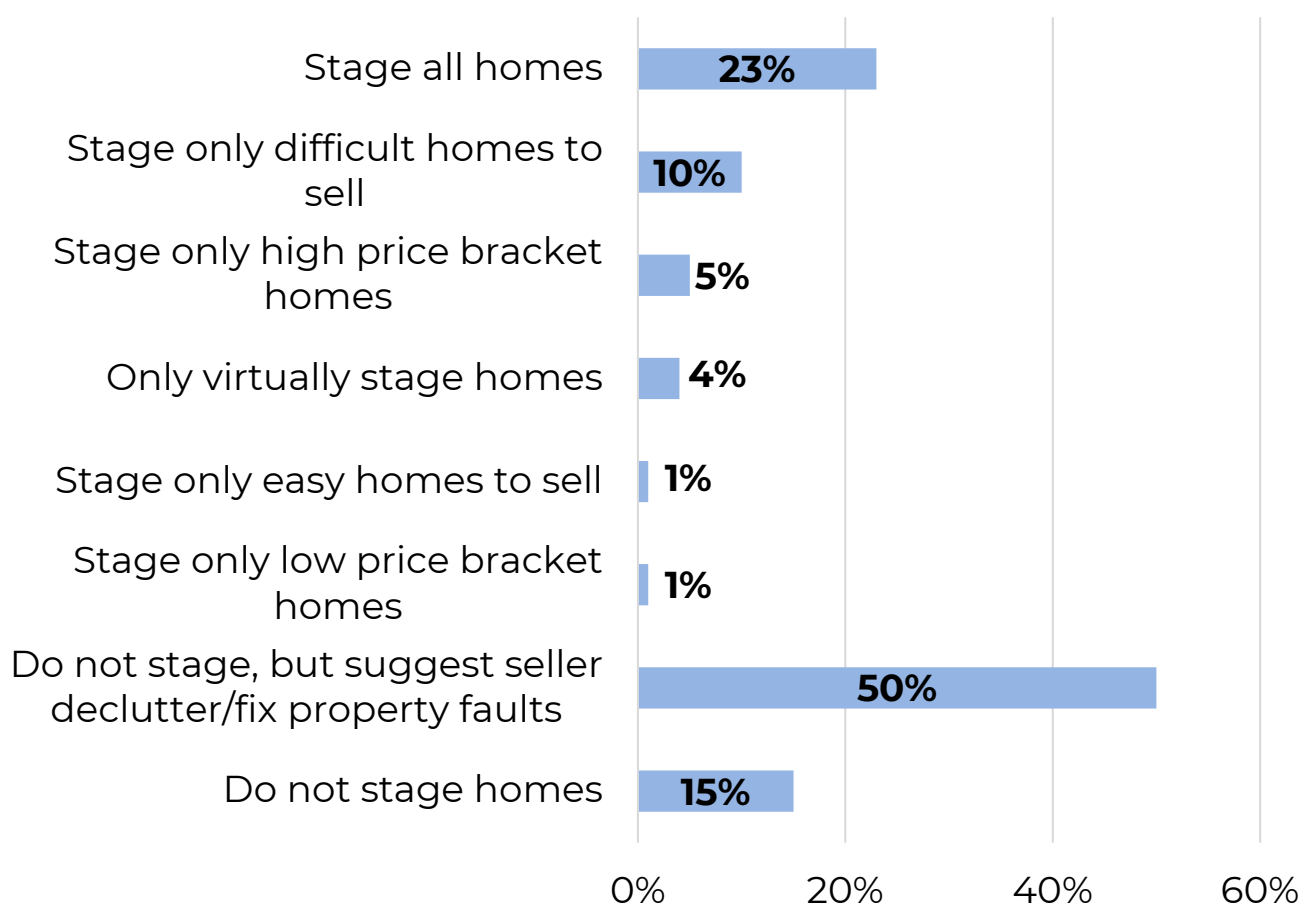
Section 2: Home Staging: Seller's Agent Perspective



Staging Homes Before Listing for Sale

- Twenty-three percent of sellers' agents said they staged all sellers' homes prior to listing them for sale.
- Ten percent noted that they only staged homes that were difficult to sell.
- Fifty percent of sellers' agents stated that they did not stage homes before listing them for sale but suggested that the seller declutter or fix property faults.

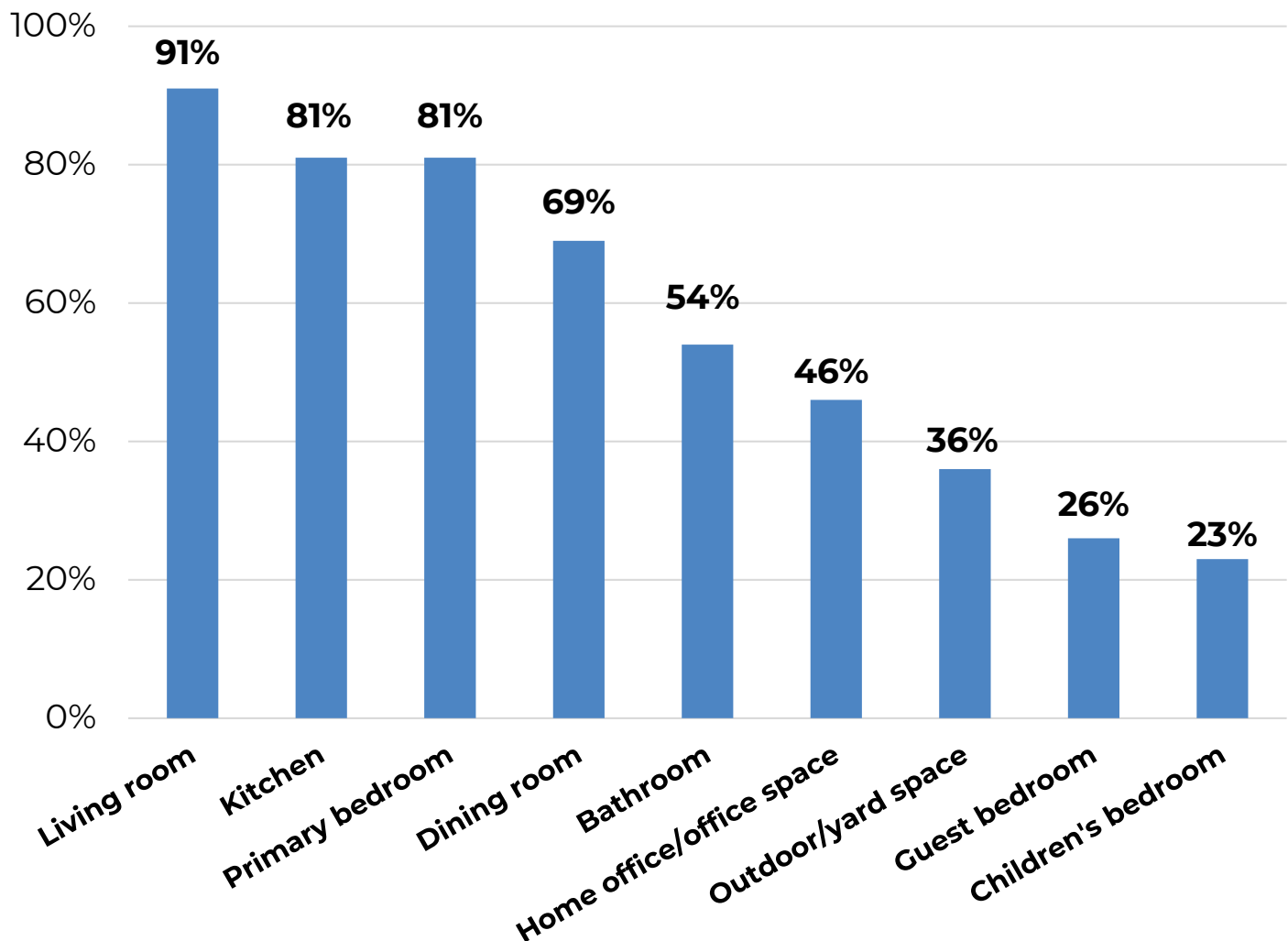
Stage Sellers' Homes Before Listing



Rooms Typically Staged When Selling

- The most common rooms that were staged included the living room (91 percent), kitchen (81 percent), primary bedroom (81 percent), and dining room (69 percent).
- Fifty-four percent staged a bathroom.
- The least common room to stage was children's bedrooms, at 23 percent.

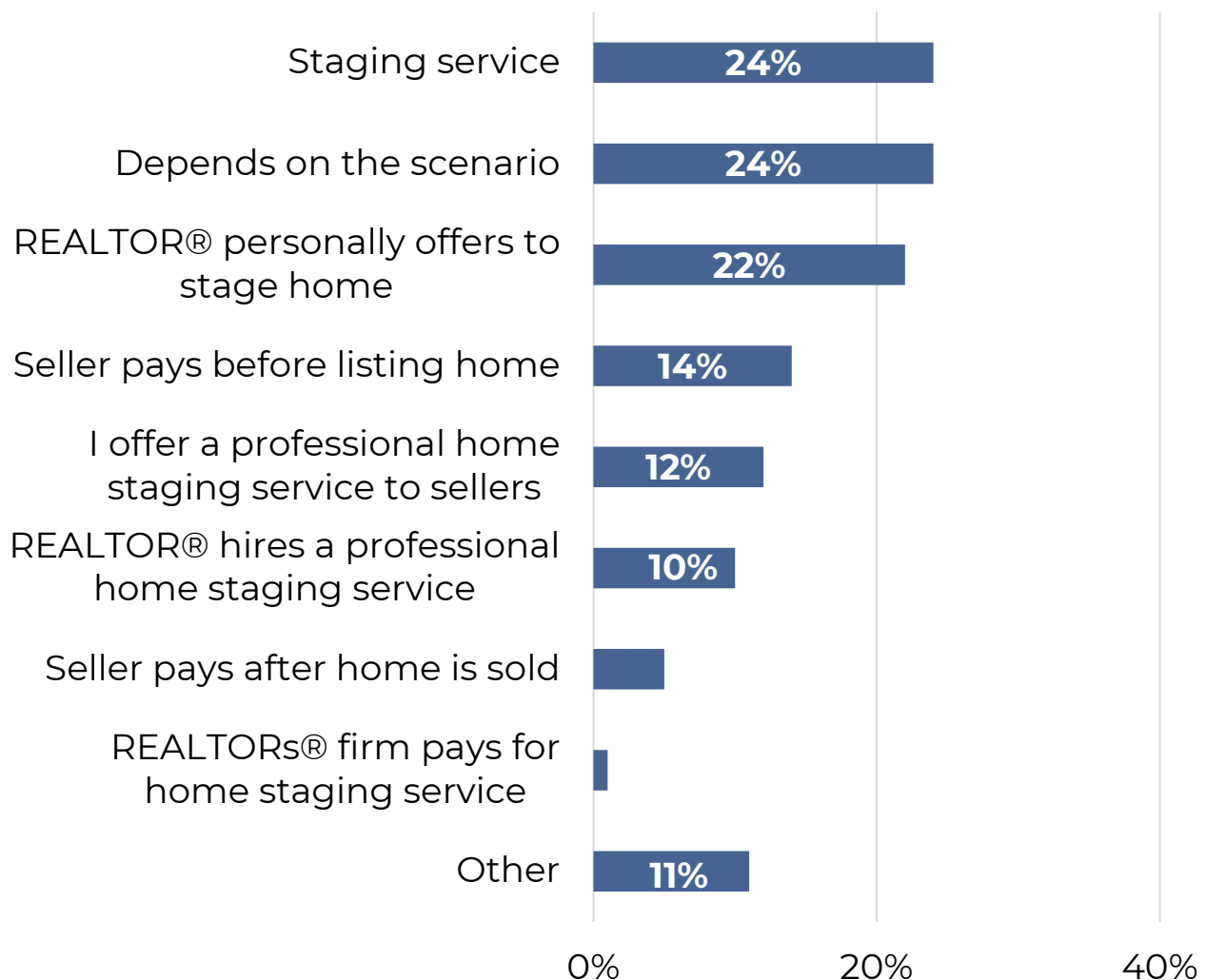
Rooms Staged When Selling



Paying for Home Staging

- When it comes to compensation, it was most common for sellers' agents to use a staging service (24 percent). Sellers' agents also said that it depends on the situation (24 percent), and sellers' agents also personally offered to stage the home (22 percent).
- The median dollar value spent when using a staging service was \$600, compared to \$400 when the sellers' agent personally staged the home.

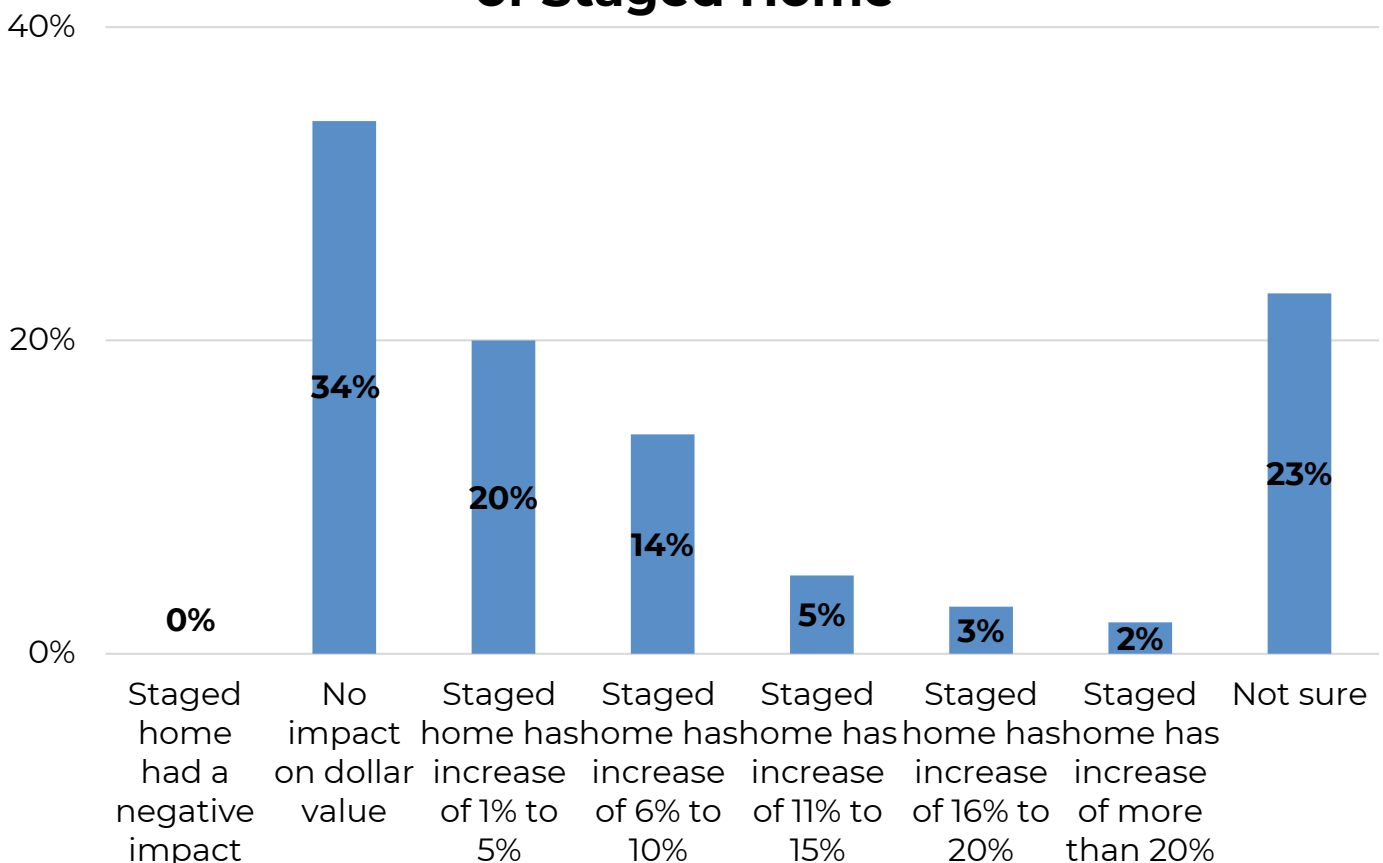
Who Pays for Home Staging



Percentage Change in Dollar Value Sellers Receive

- When staging a home, 20 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers in comparison to similar homes.
- Fourteen percent of respondents stated that staging a home increased the dollar value of the home between six and 10 percent.
- None of the respondents reported that staging a home had a negative impact on the home's dollar value.

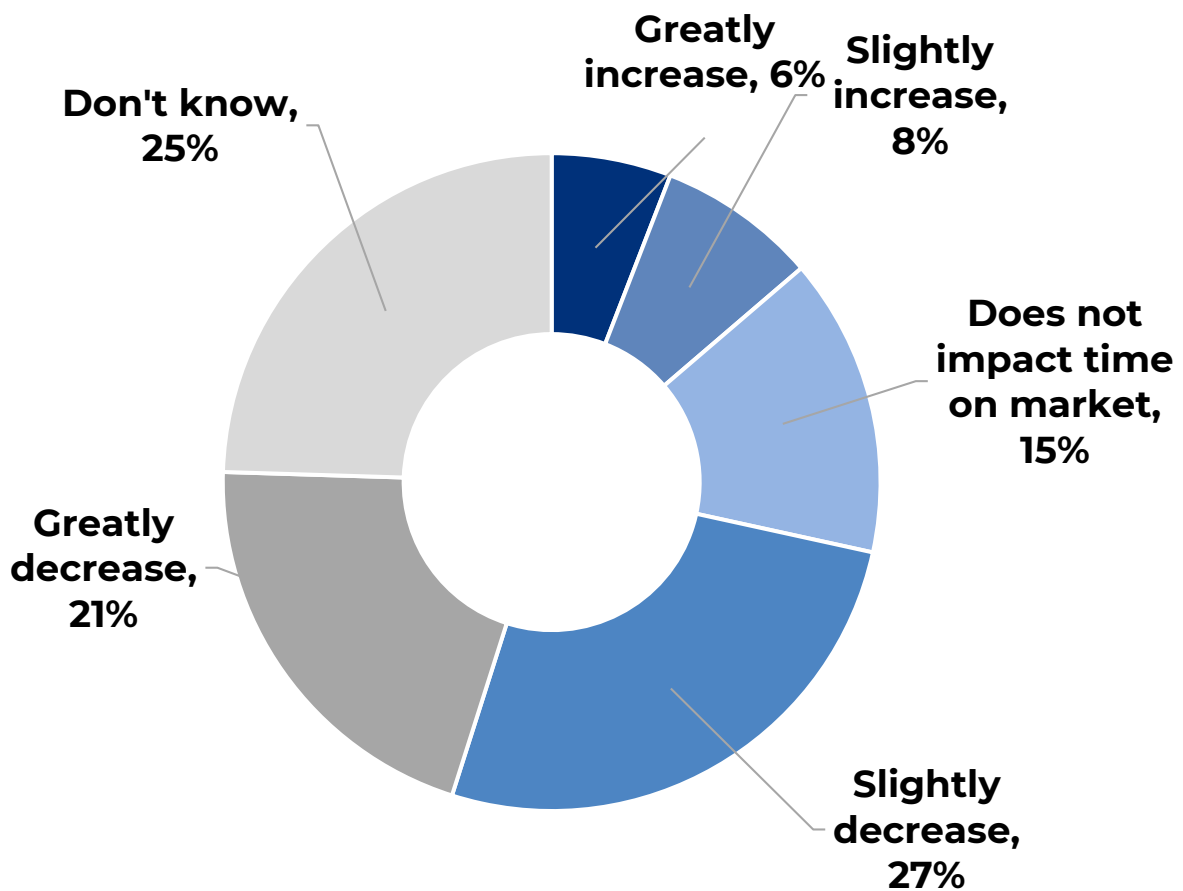
Percent Change in Dollar Value Offered of Staged Home



Impact of Time on Market

- Twenty-seven percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.
- Twenty-one percent reported that staging a home greatly decreased the amount of time the home was on the market, while 15 percent stated that staging a home did not affect the time on market.
- Only six percent of respondents reported that staging a home greatly increased the time a home was on the market.

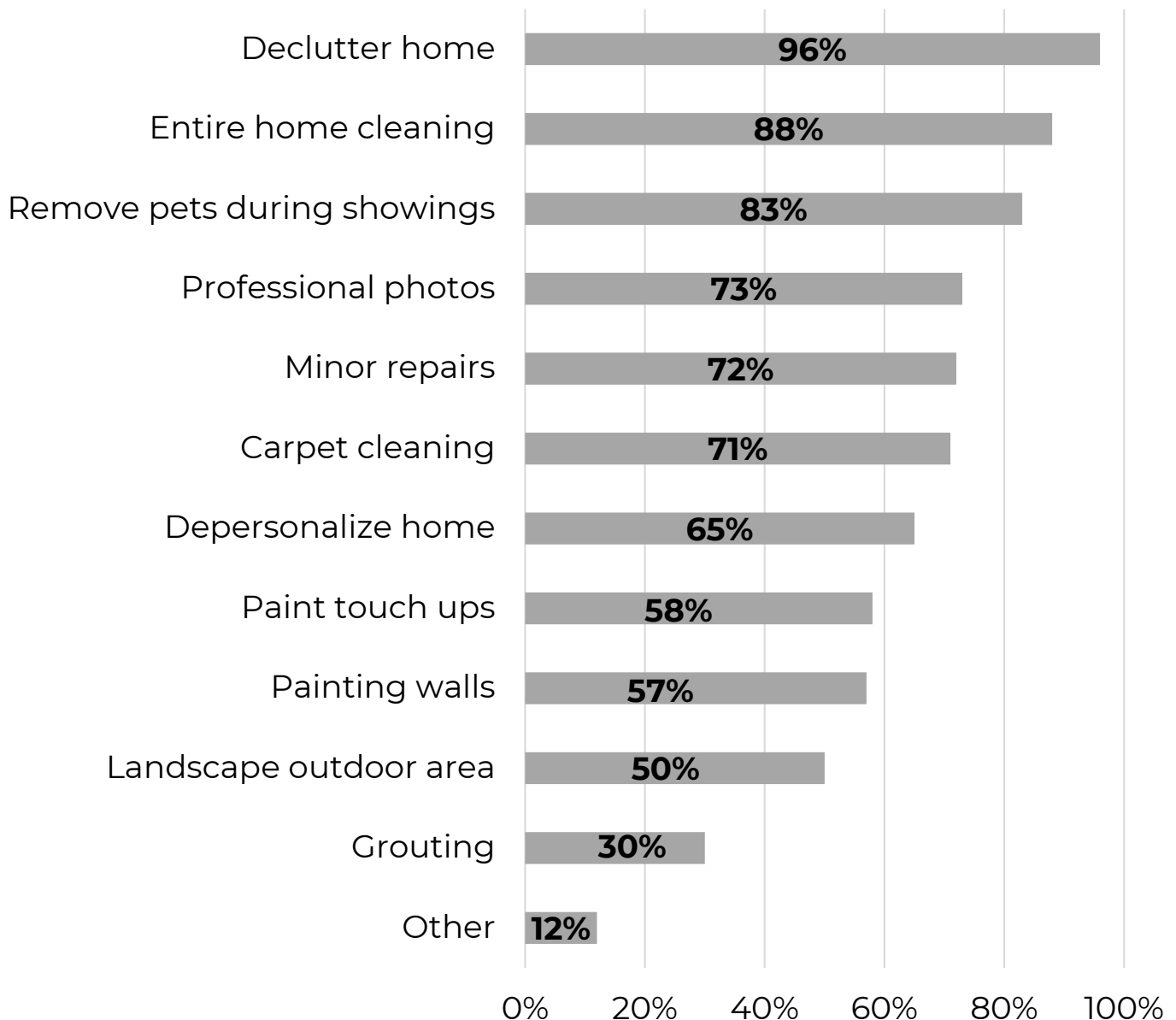
Time the Home Was on the Market



Home Improvement

- The most common home improvement items agents recommended to sellers were decluttering the home (96 percent), entire home cleaning (88 percent), and removing pets during showings (83 percent).

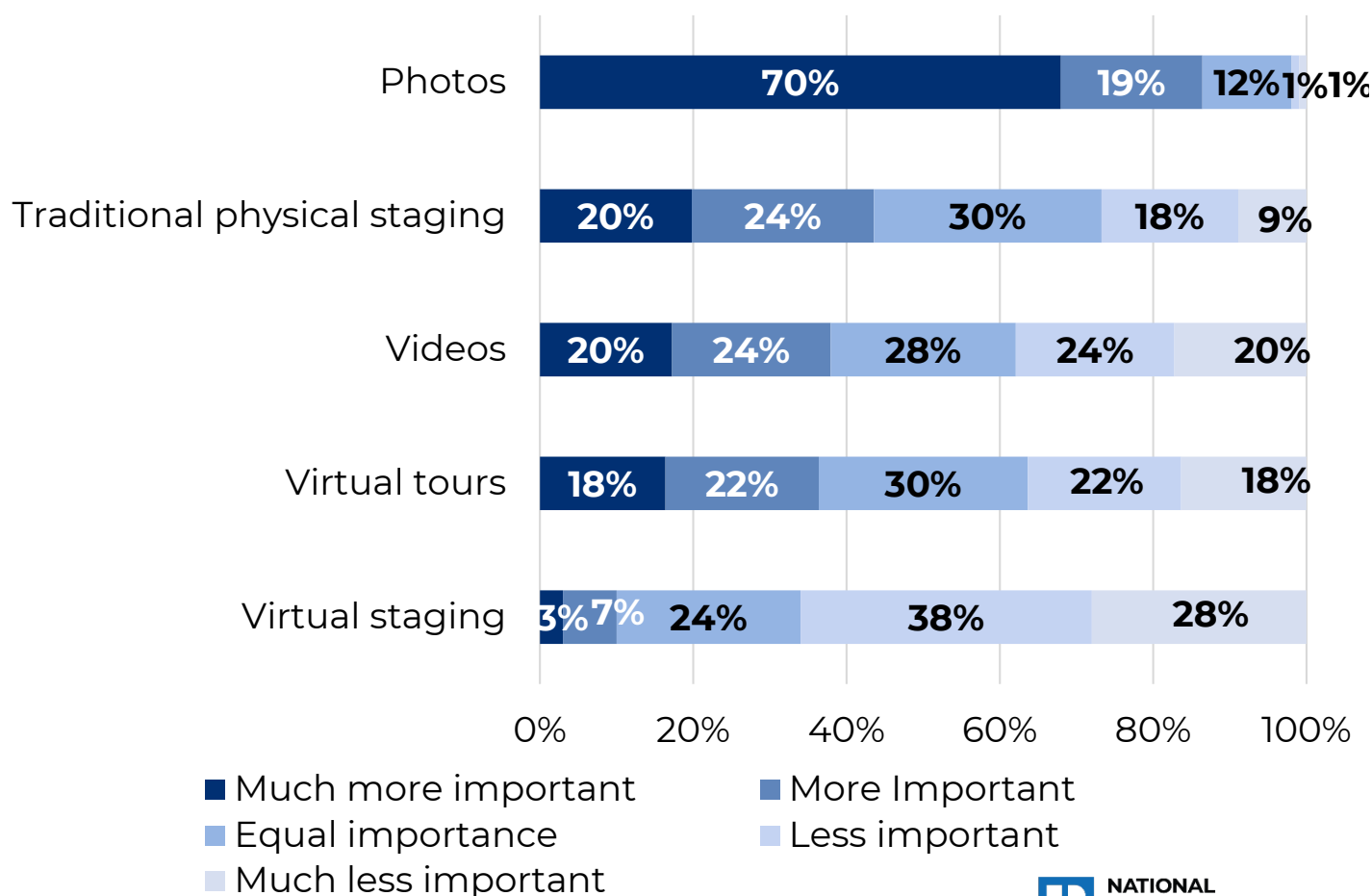
Home Improvement Items Recommended



Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings

- Among sellers' agents, having photos (89 percent), traditional physical staging (44 percent), and videos (44 percent) available for their listings were much more or more important to their clients.
- Thirty-eight percent of sellers' agents said that virtual staging was of less importance, and 24 percent said that virtual staging was of equal importance to their clients.

Importance of Having Staging, Photos, Videos, and Virtual Tours for Listings



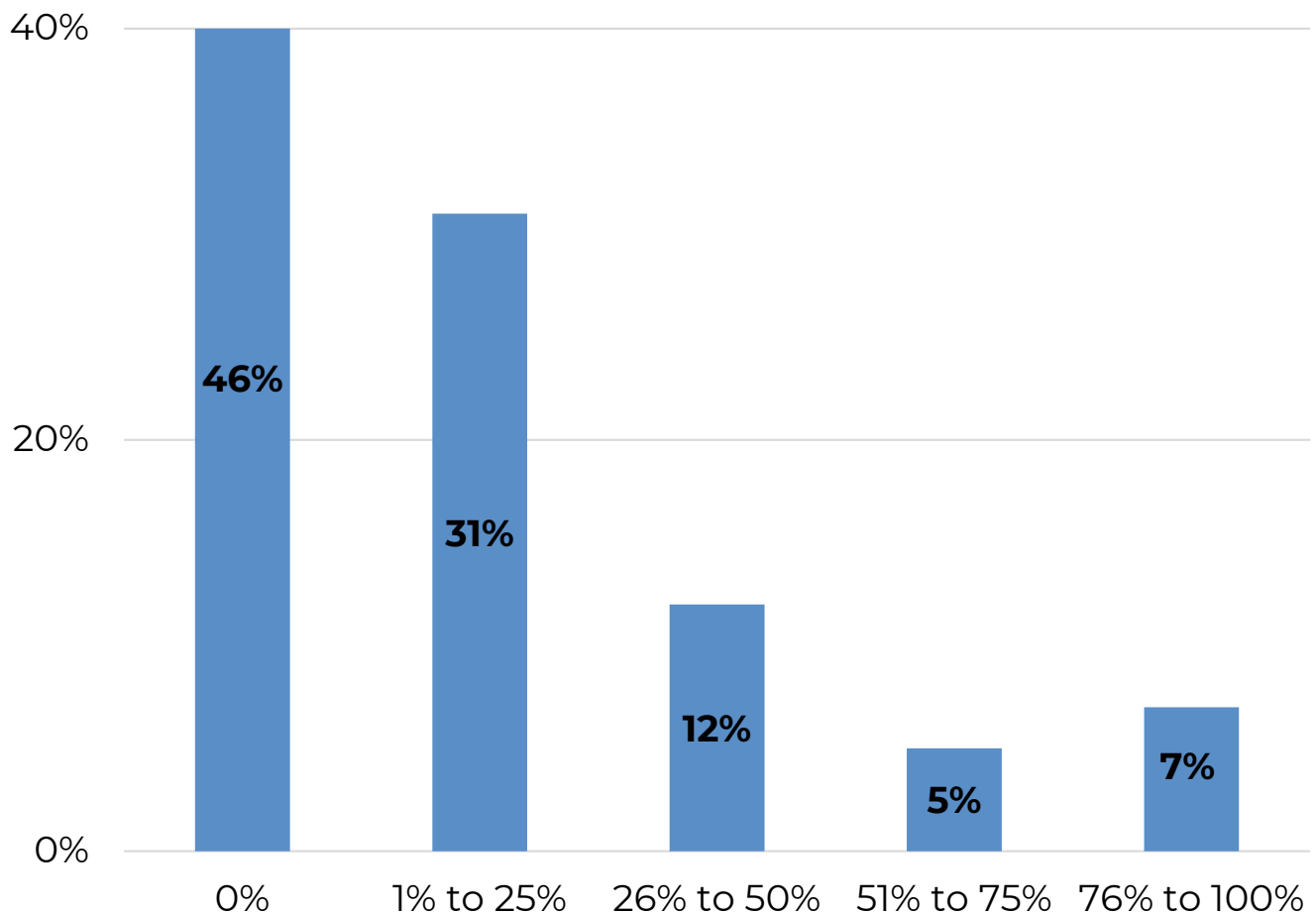
Section 3: How TV Shows Influenced Buyers



Buyers Who Cited Homes Should Look Like They Were Staged on TV Shows

- A median of five percent of respondents cited that buyers believe that homes should look like they were staged on TV shows.
- Fifty-five percent of respondents said that buyers did cite that homes should look like they were staged on TV shows.

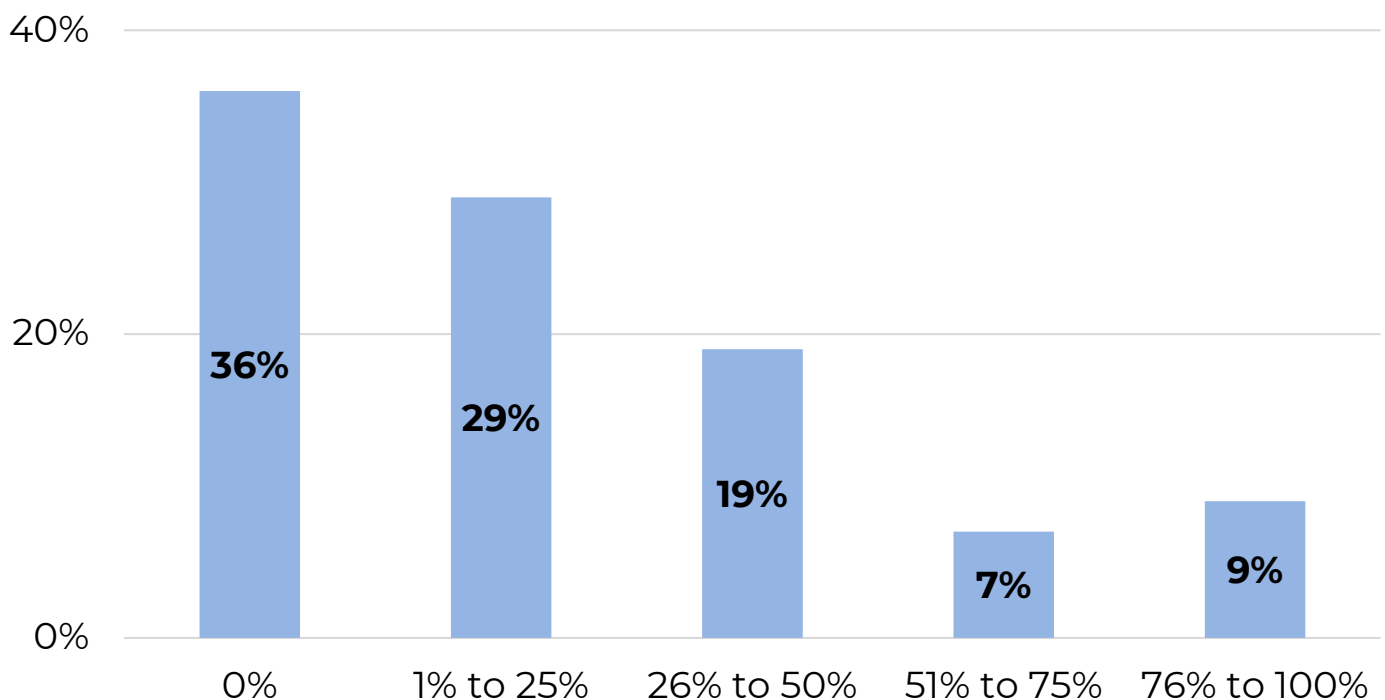
Percentage of Buyers That Cited Homes Should Look Like They Were Staged on TV Shows



Buyers Who Were Disappointed By How Homes Looked Compared to On TV Shows

- A median of 10 percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- Sixty-four percent of respondents said that buyers were disappointed by how homes looked compared to homes they saw on TV shows.

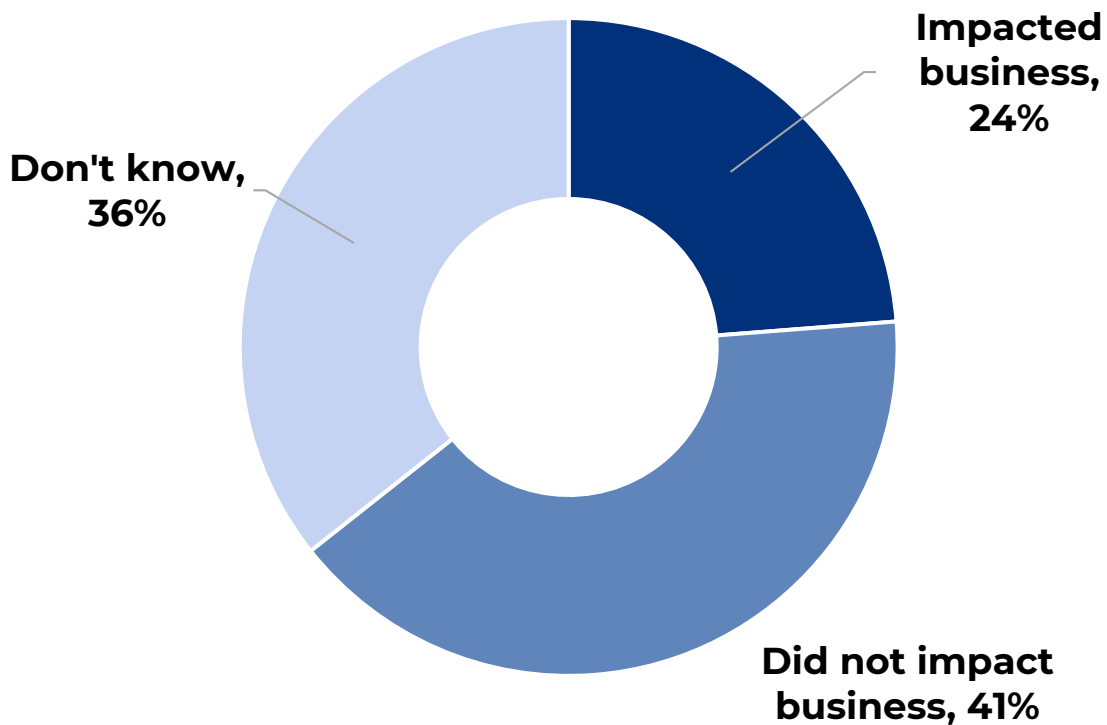
Percentage of Buyers Who Were Disappointed By How Homes Looked Compared to On TV Shows



TV Shows Displaying the Buying Process' Impact On Business

- Twenty-four percent of respondents said that TV shows which display the buying process impacted their business.
- Forty-one percent of respondents said that TV shows which display the buying process did not impact their business.

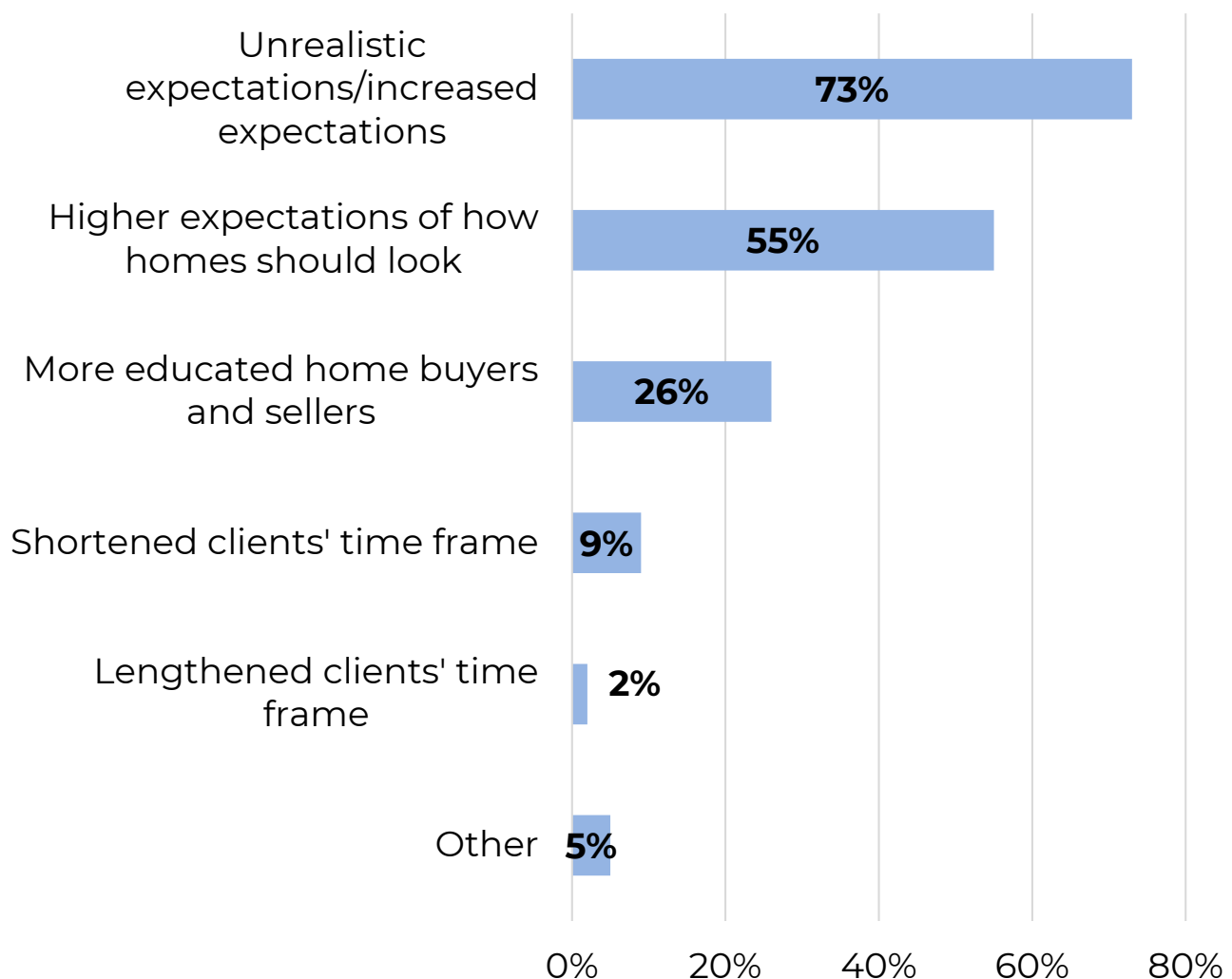
TV Shows Displaying the Buying Process' Impact On Business



How TV Shows Displaying the Buying Process Have Impacted Business

- Seventy-three percent of respondents said that TV shows which display the buying process impacted their business by setting unrealistic expectations or increased expectations.
- Fifty-five percent of respondents said that TV shows set higher expectations of how homes should look, and 26 percent said that TV shows result in more educated home buyers and home sellers.

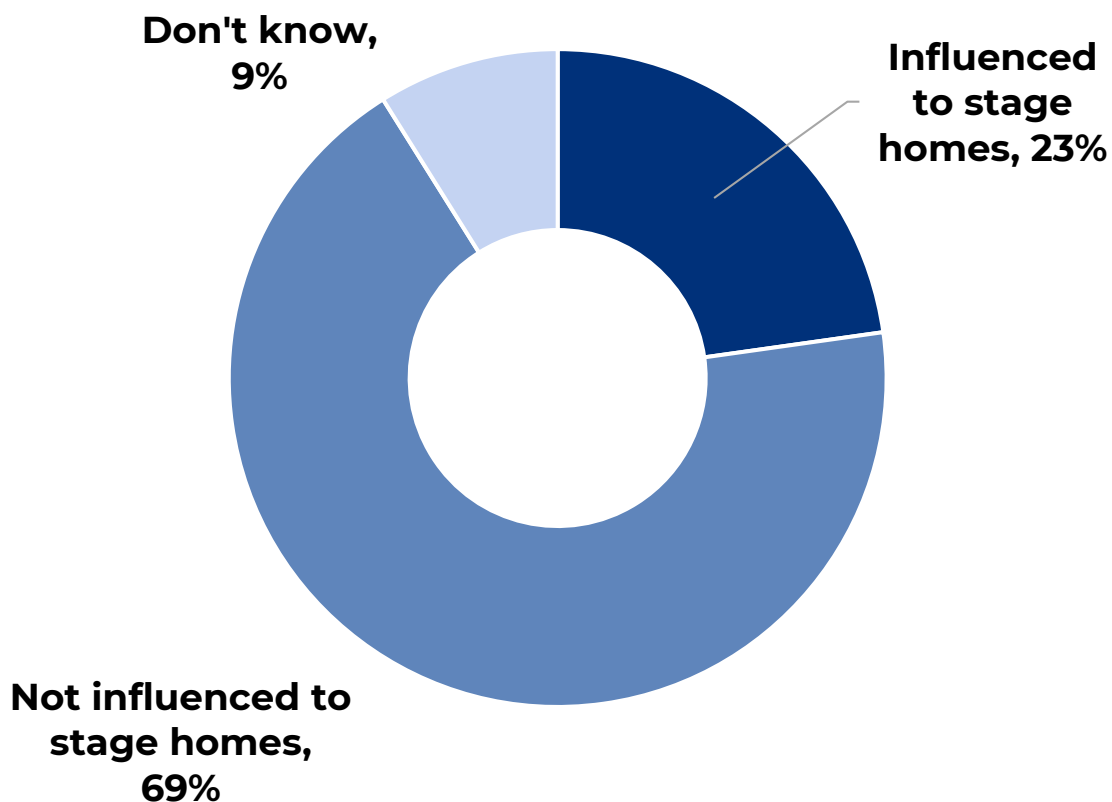
How TV Shows Have Impacted Business



Influenced to Stage Homes As Shown on TV

- Sixty-nine percent of respondents stated that they were not influenced to stage homes as they would see them on TV.
- Twenty-three percent of respondents stated that they were influenced to stage homes as they would see them on TV.

Influenced to Stage Homes As They Were Shown on TV



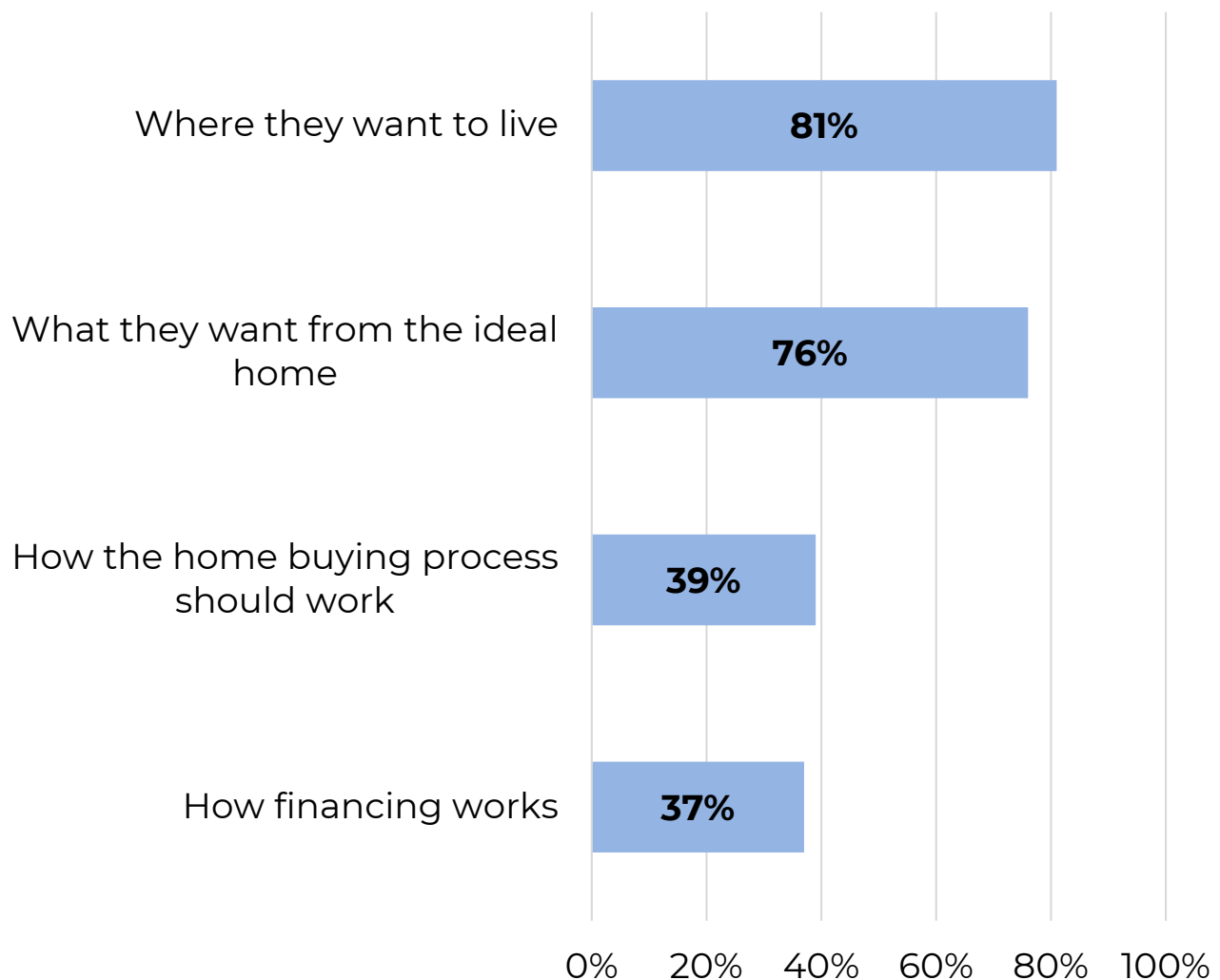
Section 4: Buyer Expectations



Buyer Had Ideas Before the Home Buying Process

- Eighty-one percent of respondents said that buyers had ideas about where they wanted to live and what they wanted in an ideal home (76 percent) before starting the buying process.
- Respondents stated that typically buyers were less sure about how the home buying process should work (39 percent) and how financing worked prior to starting the home buying process (37 percent).

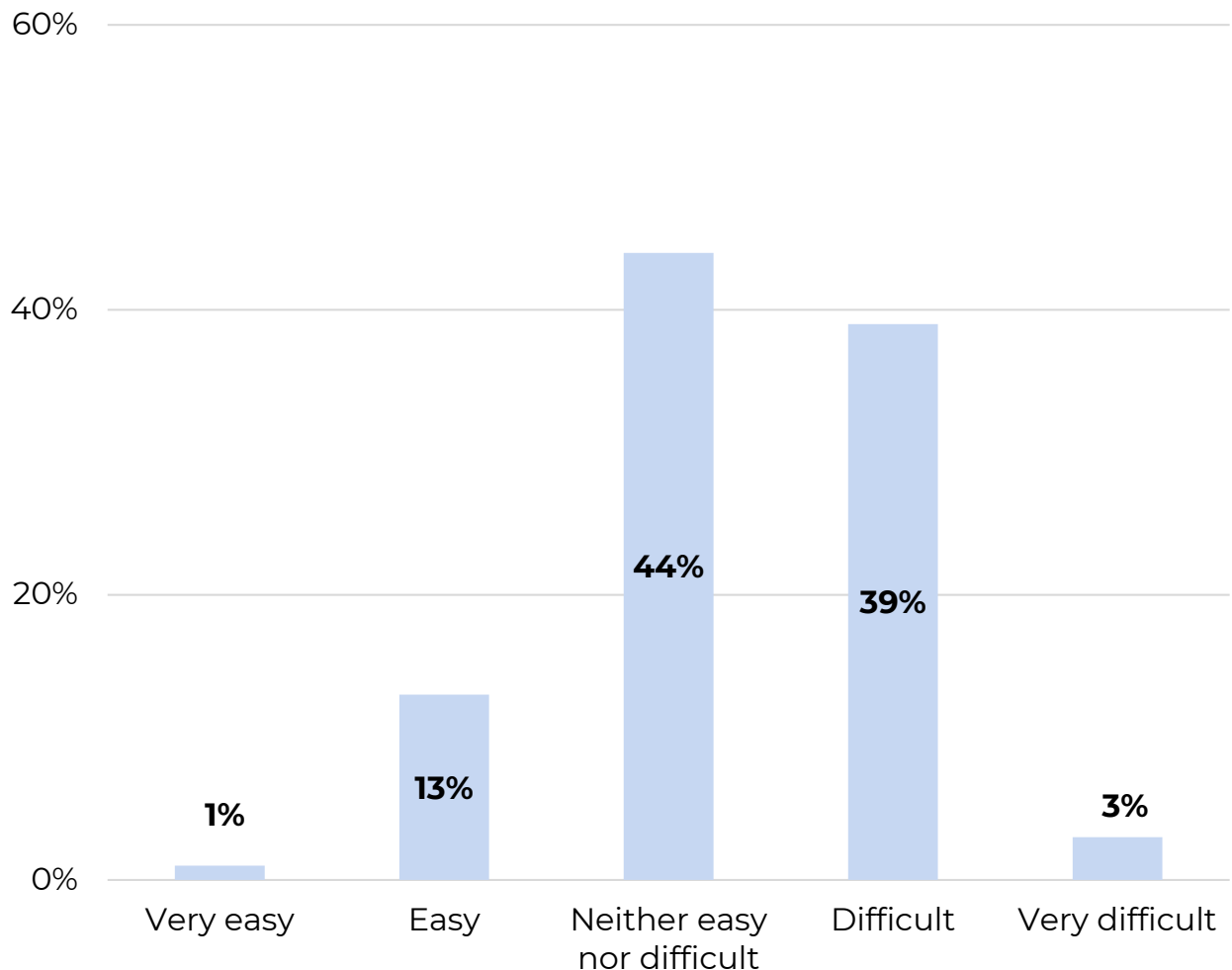
Buyer Has Ideas Before the Buying Process



How Easy or Difficult Buyers Thought the Home Buying Process Would Be

- Forty-four percent of respondents stated that buyers typically thought the home buying process would be neither easy nor difficult.
- Thirty-nine percent said that buyers thought that the home buying process would be difficult.

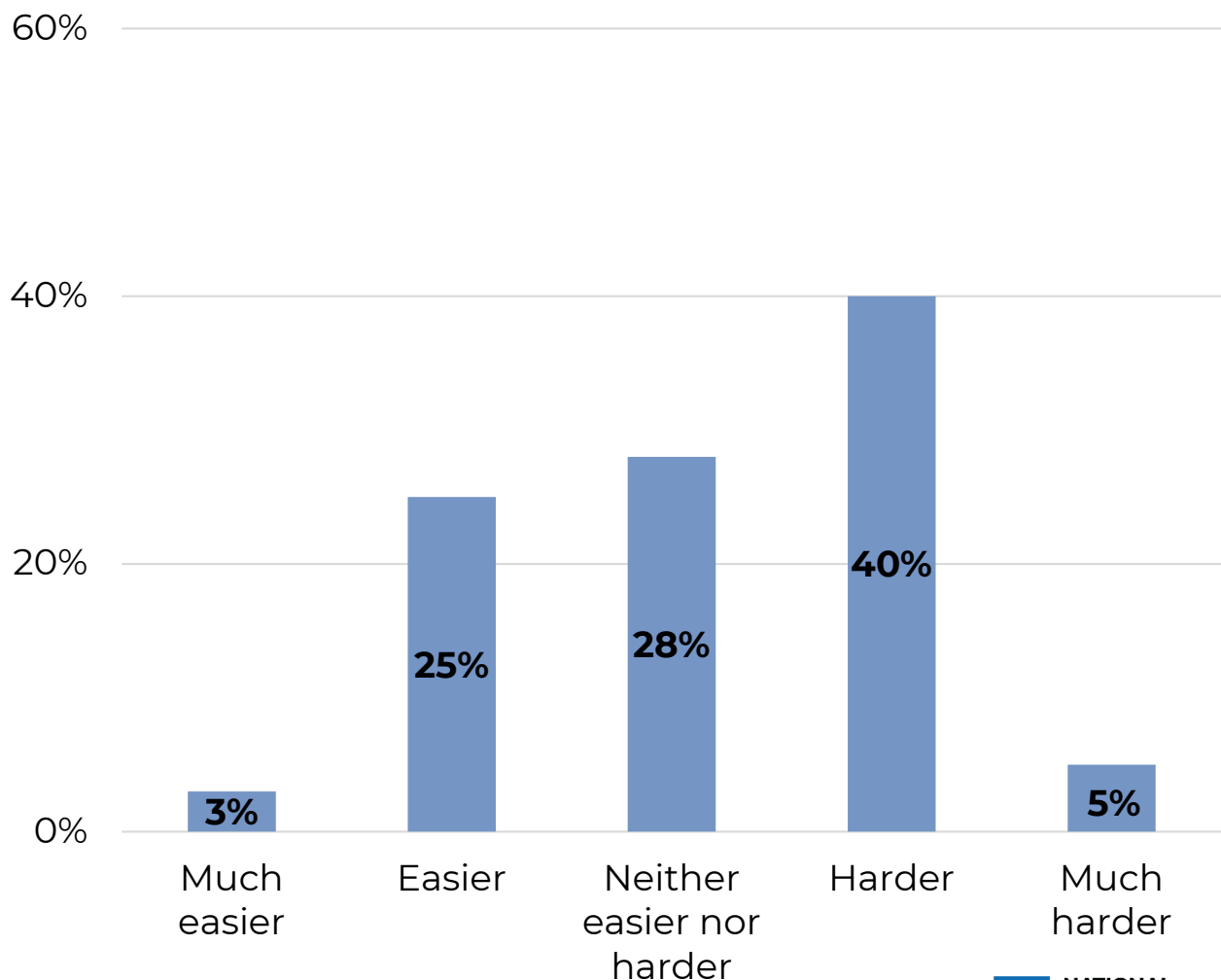
How Easy or Difficult Buyers Thought the Home Buying Process Would Be



How the Home Buying Process Compared to Expectations

- Forty percent of respondents stated that buyers found the home buying process to be harder compared to their expectations.
- Twenty-five percent said that buyers found the home buying process to be easier compared to their expectations.

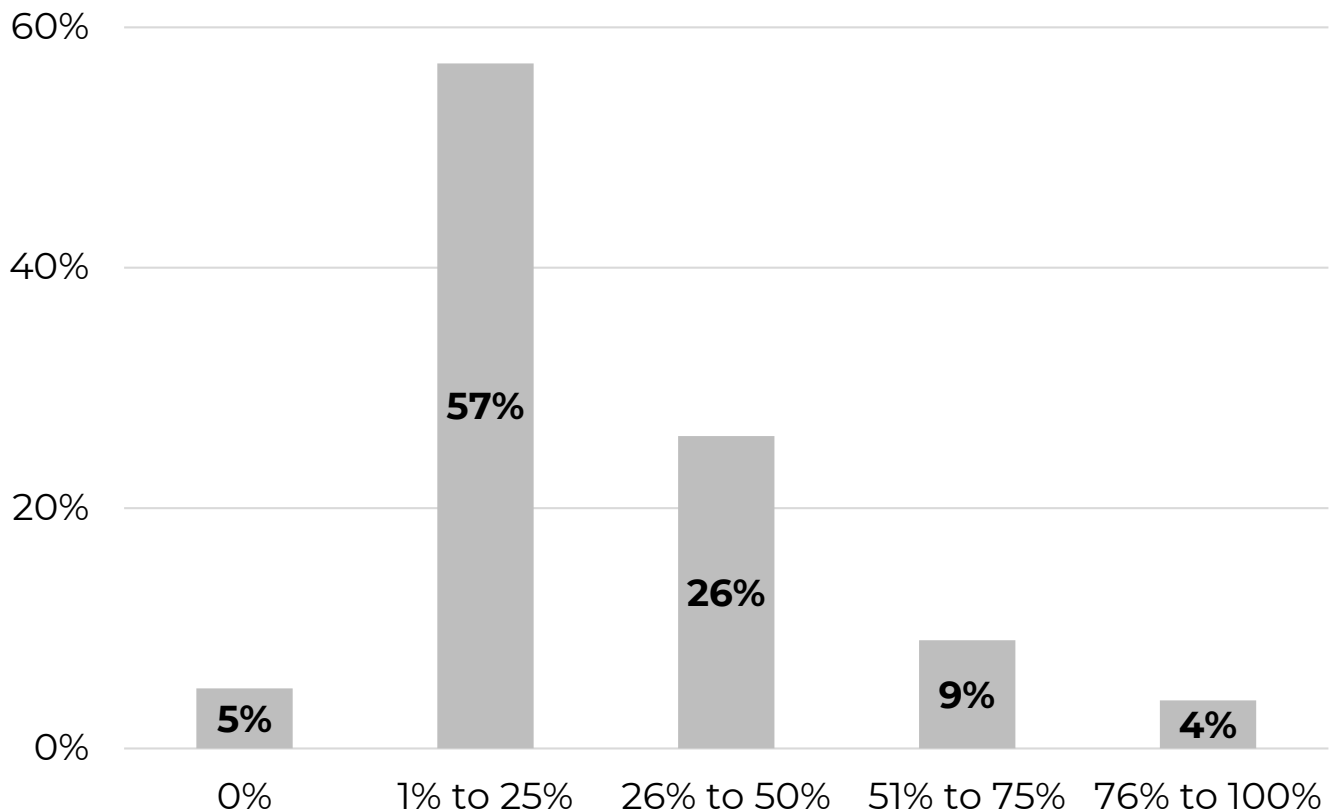
How the Home Buying Process Compared to Expectations



Buyers Who Brought Family Members With Them to View Homes

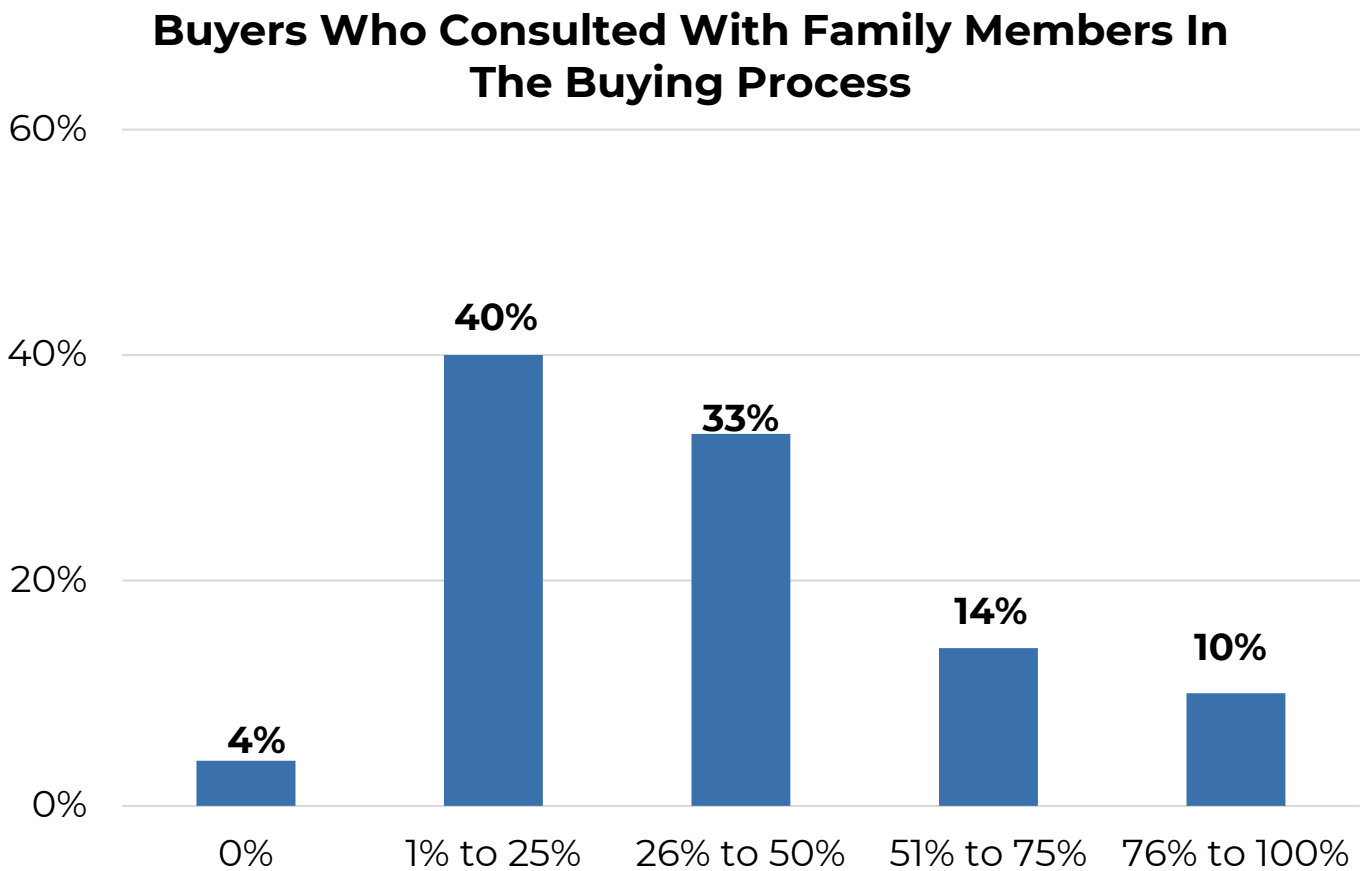
- A median of 20 percent of respondents said that buyers brought family members who were not purchasing the home with them to view homes.
- Ninety-five percent of respondents said that a share of their buyers brought family members who were not purchasing the home with them to view homes.

Buyers Who Brought Family Members With Them to View Homes



Buyers Who Consulted Family Members During The Buying Process

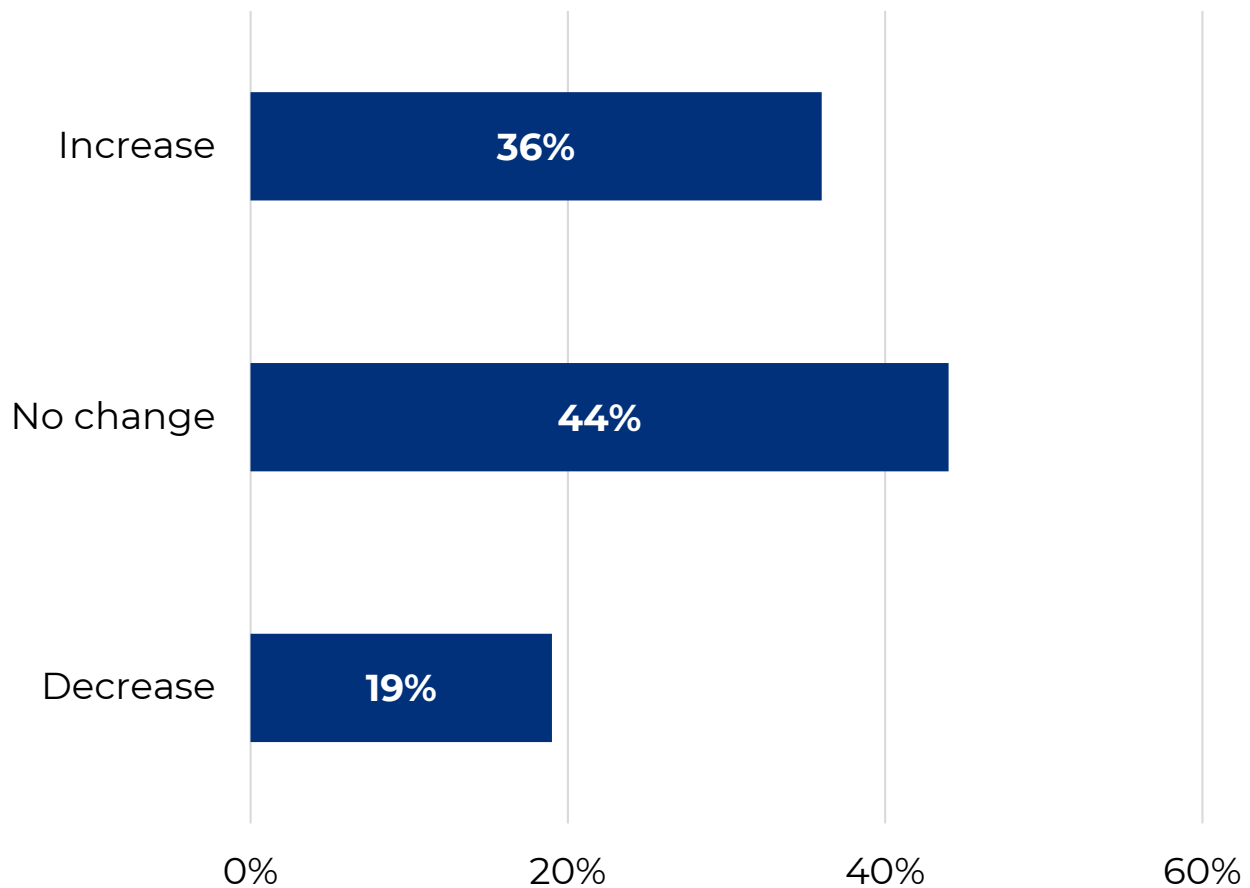
- A median of 30 percent of respondents said that buyers consulted with family members during the buying process, though they would not live in the home.
- Ninety-six percent of respondents said that a share of their buyers consulted with family members during the buying process, though they would not live in the home.



Change in Share of Buyers Who Planned to Flip a Home

- In the last five years, 44 percent of respondents cited they have seen no change in the share of buyers who planned to flip a home.
- Thirty-six percent of respondents cited they have seen an increase in the share of buyers who planned to flip a home.

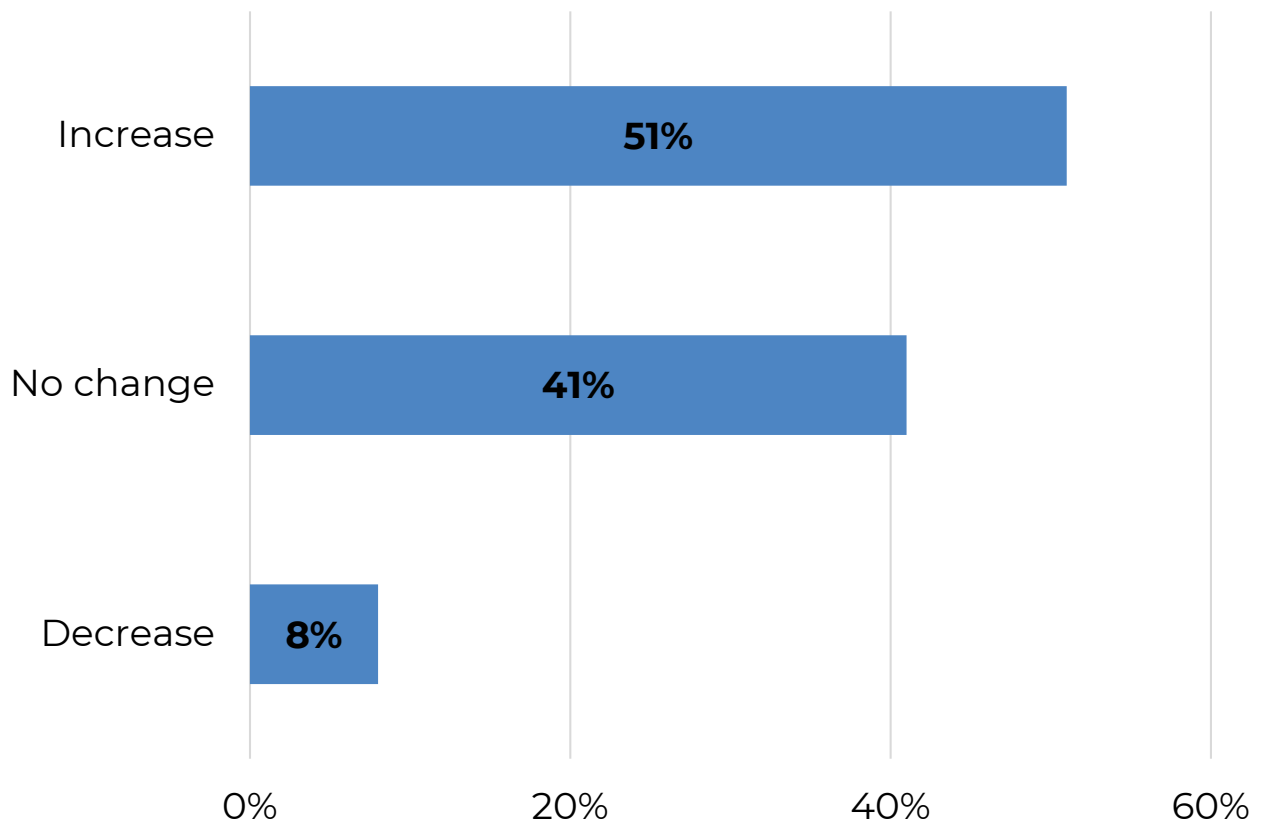
Change in Share of Buyers Who Planned to Flip a Home in the Last Five Years



Change in Share of Buyers Who Planned to Remodel Home

- In the last five years, 51 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home.
- Forty-one percent of respondents cited they have seen no change in the share of buyers who planned to remodel a home.
- A median of 25 percent of respondents said that among their buyers who plan to remodel they will do so within the first three months of owning the home.

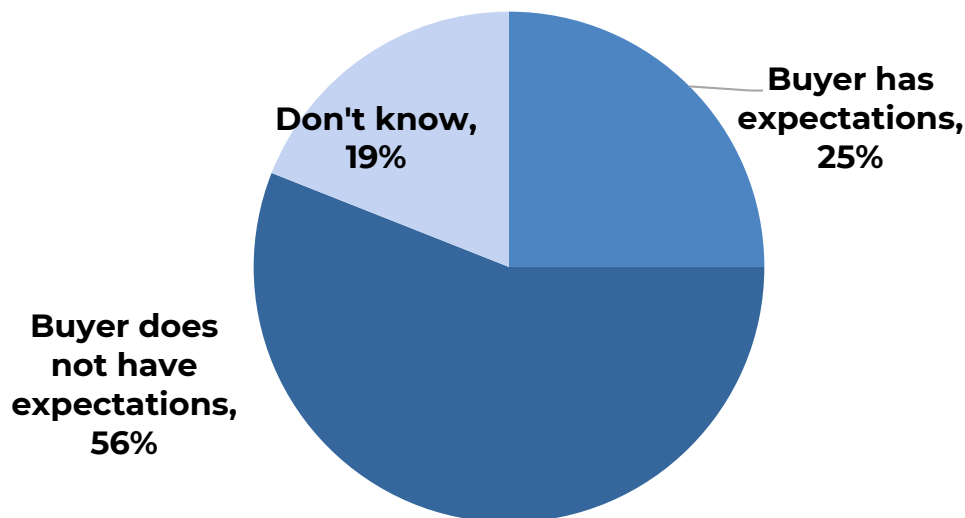
Change in Share of Buyers Who Planned to Remodel a Home in the Last Five Years



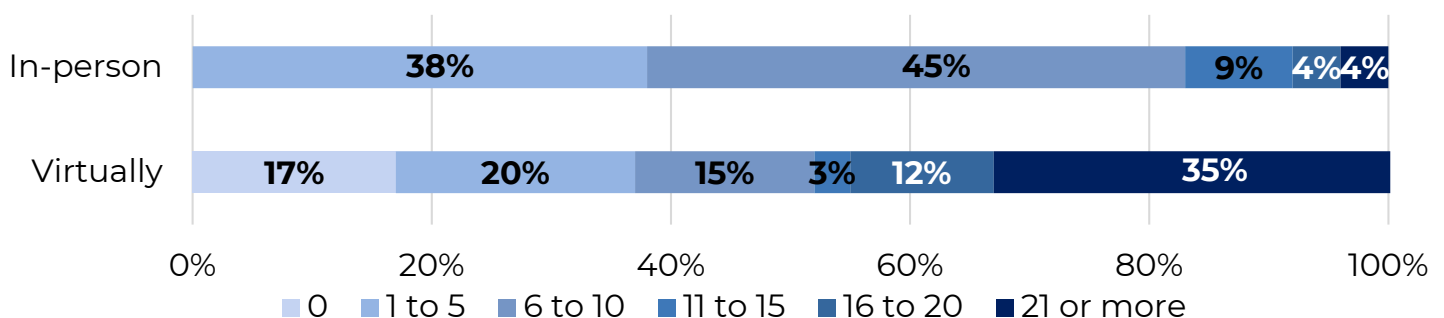
Buyer Expectation of the Number of Homes Buyer Would See Before Buying

- Fifty-six percent of respondents stated that their buyers typically did not have an expectation of the number of homes they would see before buying.
- Twenty-five percent of respondents stated that their buyers did have an expectation of the number of homes they would see.
- Among those who did have an expectation, their buyers expected to view a median of seven homes in-person and a median of 12 homes virtually.
- Forty-five percent of respondents cited that their buyers expected to view between six to 10 homes in person.

Buyer Expectation of the Number of Homes They Would See Before Buying

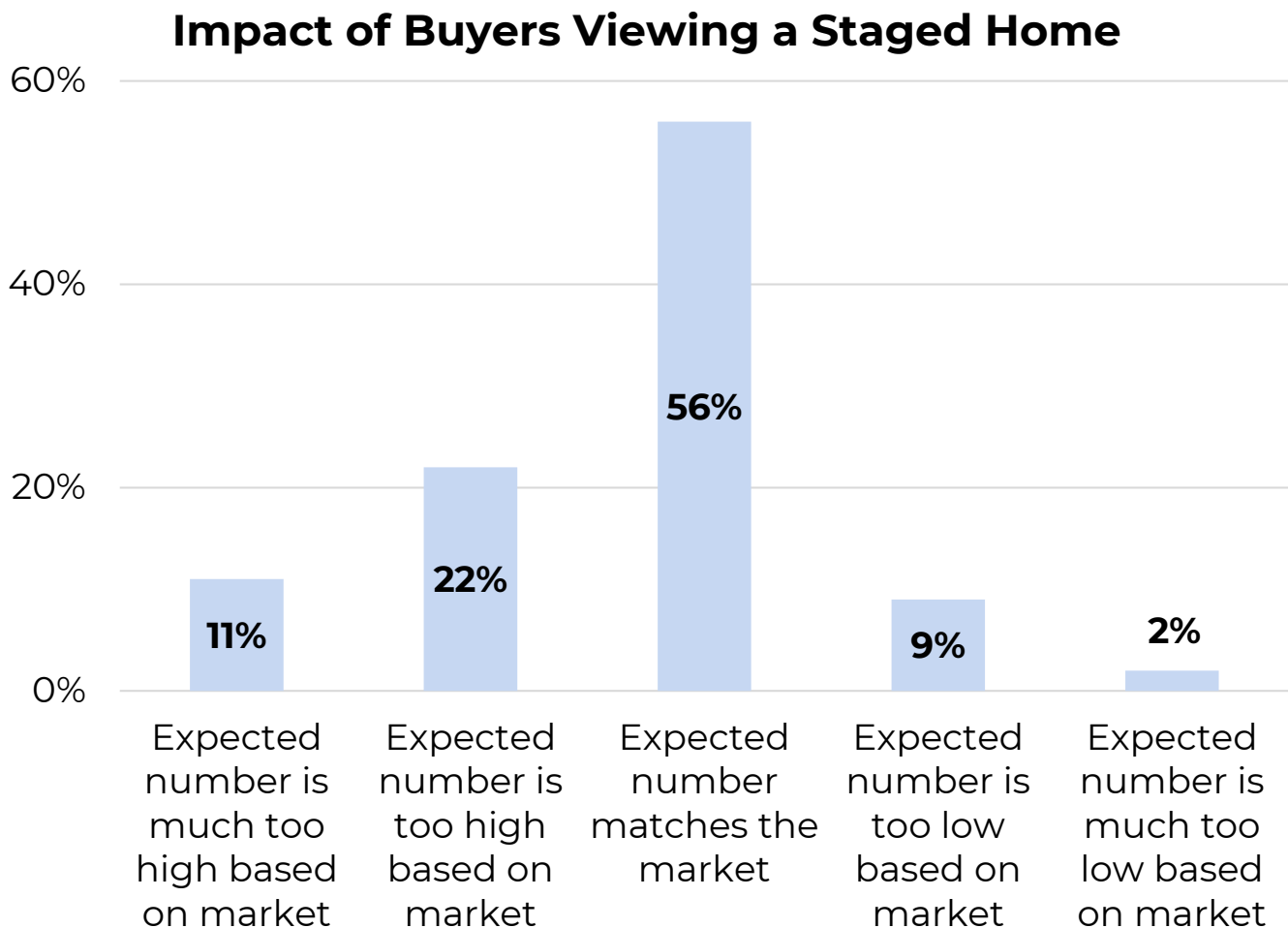


Number of Homes Buyers Expected to See



Expectation of the Number of Homes Matched Market

- Fifty-six percent of respondents stated that their buyers' expectations of the number of homes they would see before buying matched the market.
- Twenty-two percent of respondents stated that their buyers' expectation of the number of homes they would see before buying was too high based on the market.



Methodology

In January 2023, NAR invited a random sample of 43,176 active REALTORS® to fill out an online survey. A total of 1,921 usable responses were received for an overall response rate of 4.4 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2.23 percent.

The primary measure of central tendency used throughout this report is the median – the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and below a particular value.

©2023 National Association of REALTORS®

All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact data@nar.realtor.



NATIONAL ASSOCIATION OF REALTORS®

The National Association of REALTORS® is America's largest trade association, representing more than 1.5 million members, including NAR's institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

RESEARCH GROUP

The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers, and the media in a professional and accessible manner. To find out about other products from NAR's Research Group, visit www.nar.realtor/research-and-statistics.

NATIONAL ASSOCIATION OF REALTORS®

Research Group
500 New Jersey Avenue, NW
Washington, DC 20001
202-383-1000
data@nar.realtor

©2023 National Association of REALTORS®

All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact data@nar.realtor