

# 2025 Profile of Home Staging

National Association of REALTORS®  
Research Group

REALTORS® are members of the National Association of REALTORS®.



NATIONAL  
ASSOCIATION OF  
REALTORS®



NARdotRealtor



nar.realtor



## NAR Research Staff

---

©2025 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](mailto:data@nar.realtor).

### LAWRENCE YUN, Ph.D.

*Chief Economist and Senior Vice President*

### JESSICA LAUTZ, Dr. of Real Estate

*Deputy Chief Economist and Vice President, Research*

### BRANDI SNOWDEN

*Director, Member and Consumer Survey Research*

### MEREDITH DUNN

*Research Manager*



## Table of Contents

---

Section 1   Home Staging: Buyer's Agent Perspective	6
Section 2   Home Staging: Seller's Agent Perspective	12
Section 3   How TV Shows Influenced Buyers	21
Section 4   Buyer Expectations	27

# Executive Summary

## Home Staging: Buyers' Agent Perspective:

- Sixty percent of buyers' agents cited that home staging affected most buyers' view of the home most of the time, while 26 percent said that home staging affected most buyers, but not always.
- Eighty-three 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 (37 percent), followed by staging the primary bedroom (34 percent) and staging the kitchen (23 percent).
- Among buyers' agents, having photos (73 percent), traditional physical staging (57 percent), videos (48 percent), and virtual tours (43 percent) available for their listings was much more or more important to their clients.
- Seventeen 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-one 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), primary bedroom (83 percent), and dining room (69 percent).
- When it comes to compensation, sellers' agents said that it depends on the situation (26 percent), that they personally offer to stage the home (23 percent), and that the seller pays to stage the home before listing (17 percent).
- The median dollar value spent when using a staging service was \$1,500, compared to \$500 when the sellers' agent personally staged the home.
- When staging a home, 19 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.
- Thirty percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.
- Among sellers' agents, having photos (88 percent), videos (47 percent), and traditional physical staging (43 percent) available for their listings were much more or more important to their clients.

# Executive Summary

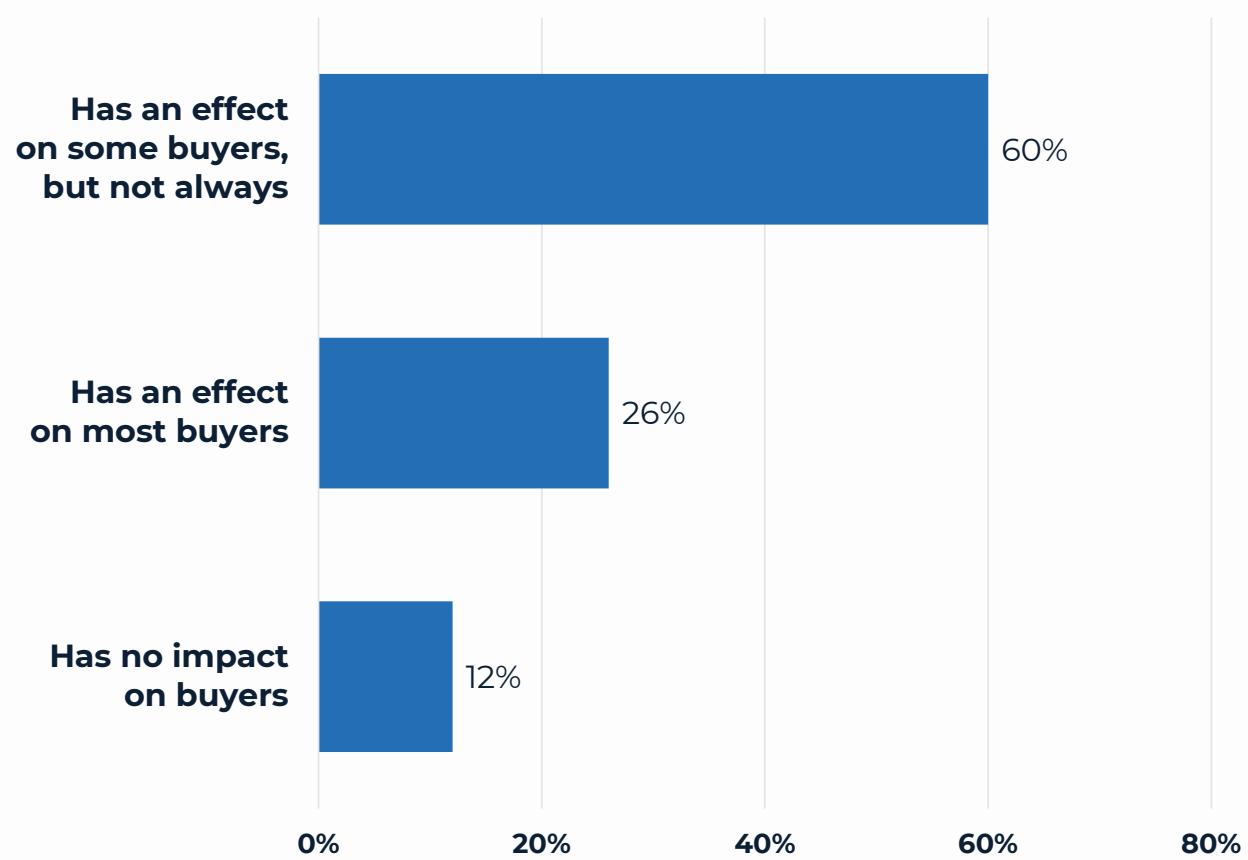
## TV and Family Influence and Buyer Expectations:

- Forty-eight percent of respondents said that buyers cited that homes should look like they were staged on TV shows.
- Fifty-eight percent of respondents said that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- Twenty-one percent of respondents said that TV shows that display the buying process impacted their business.
- Seventy-three percent of respondents said that TV shows that display the buying process impacted their business by setting unrealistic expectations or increasing expectations.
- Seventy-seven percent of respondents stated that they were not influenced to stage homes as they would see them on TV.
- Seventy-nine 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-two percent of respondents stated that buyers typically thought the home buying process would be difficult.
- Thirty-eight percent of respondents stated that buyers found the home buying process to be harder than they expected.
- A median of 23 percent of respondents said that buyers brought family members who were not purchasing the home with them to view homes.
- Among those who did have an expectation, their buyers expected to view a median of eight homes in person and a median of 20 homes virtually.
- Fifty-five percent of respondents stated that their buyers' expectations of the number of homes they would see before buying matched the market.

# Section 1 | Home Staging: Buyer's Agent Perspective

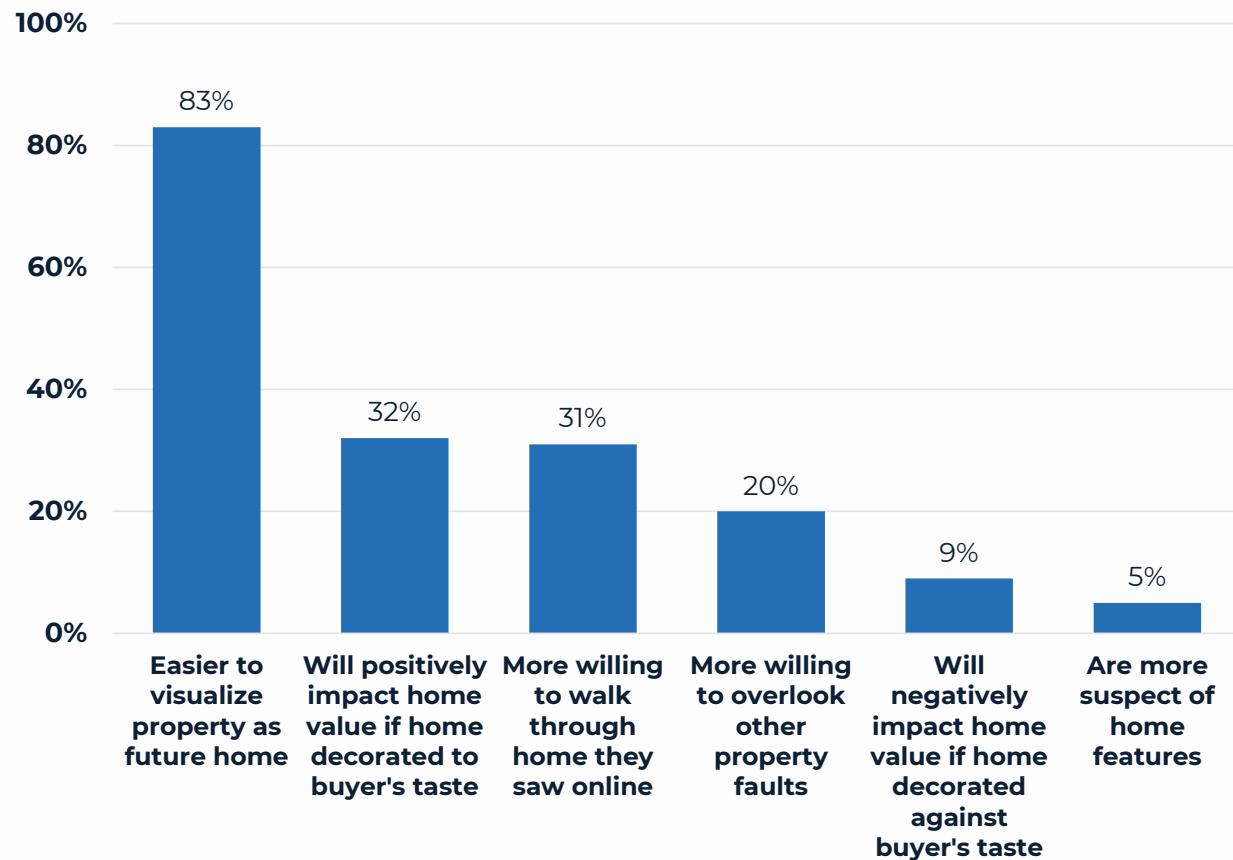


# Home Staging Effect on Buyer's View of Home



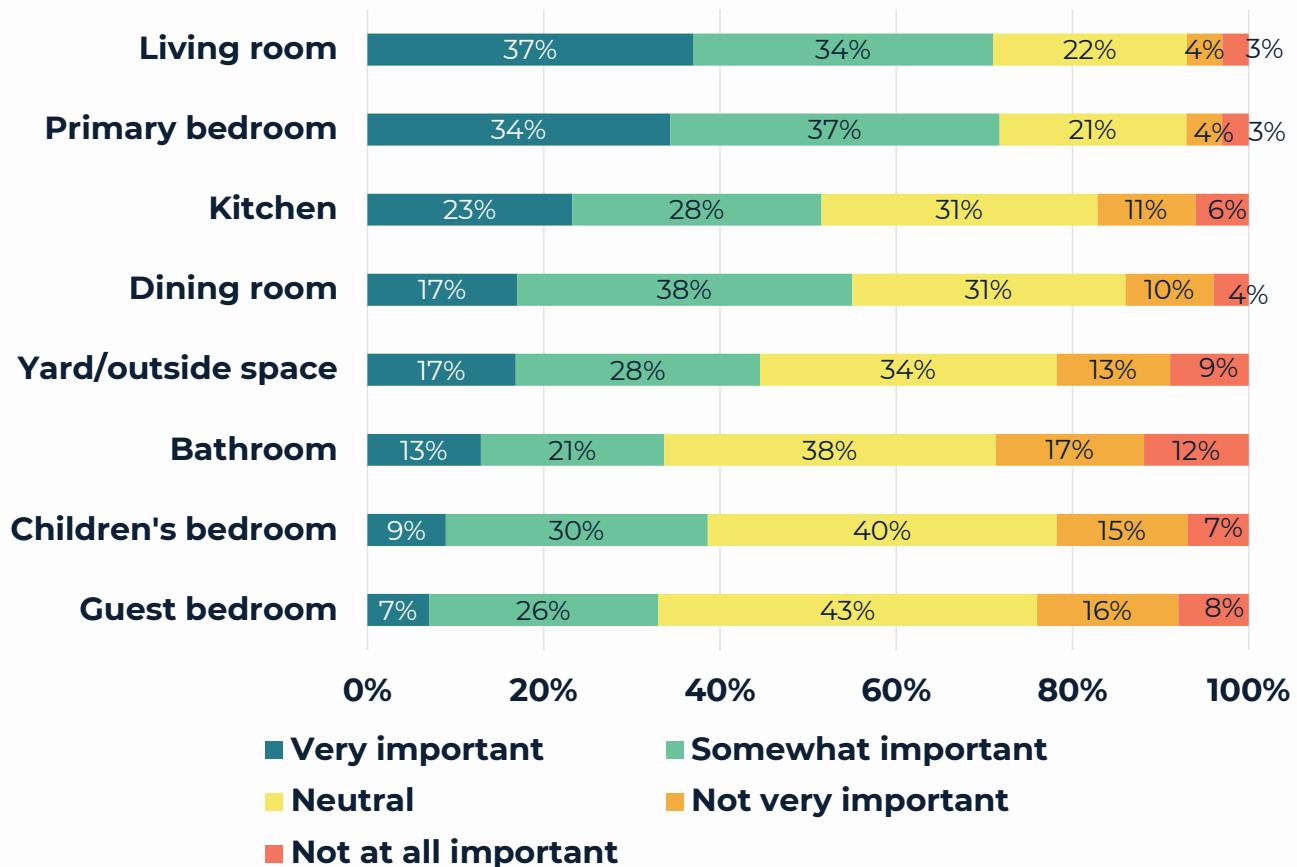
- **Sixty percent of buyers' agents cited that home staging had an effect on most buyers' view of the home most of the time, while 26 percent said that home staging had an effect on most buyers, but not always.**
- **Only 12 percent of respondents said that home staging had no effect on the buyer's view of the home.**

# Impact of Buyer Viewing a Staged Home



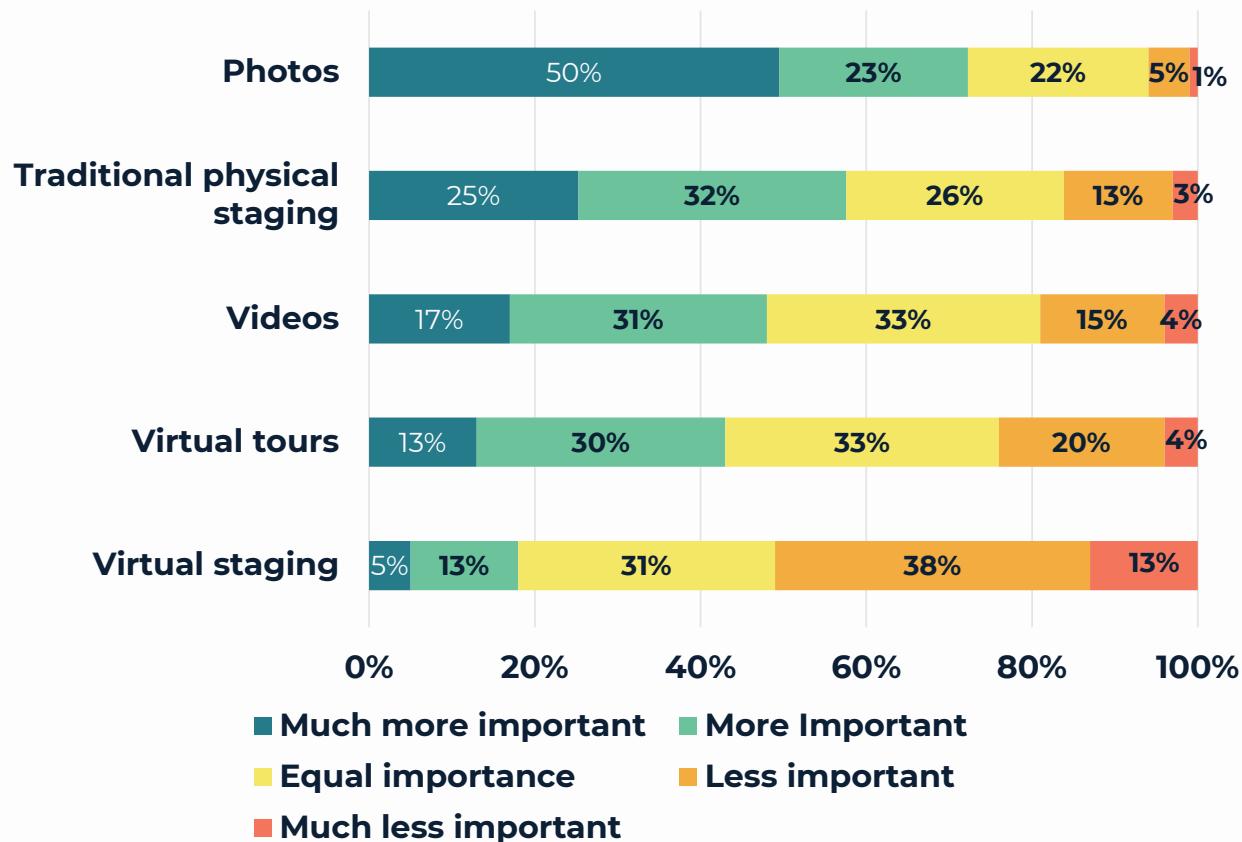
- **Eighty-three percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.**
- **Buyers' agents identified that staging would positively impact the home value if the home was decorated to a buyer's taste (32 percent), and buyers were more willing to walk through a home they saw online (31 percent).**

# Importance of Staged Rooms



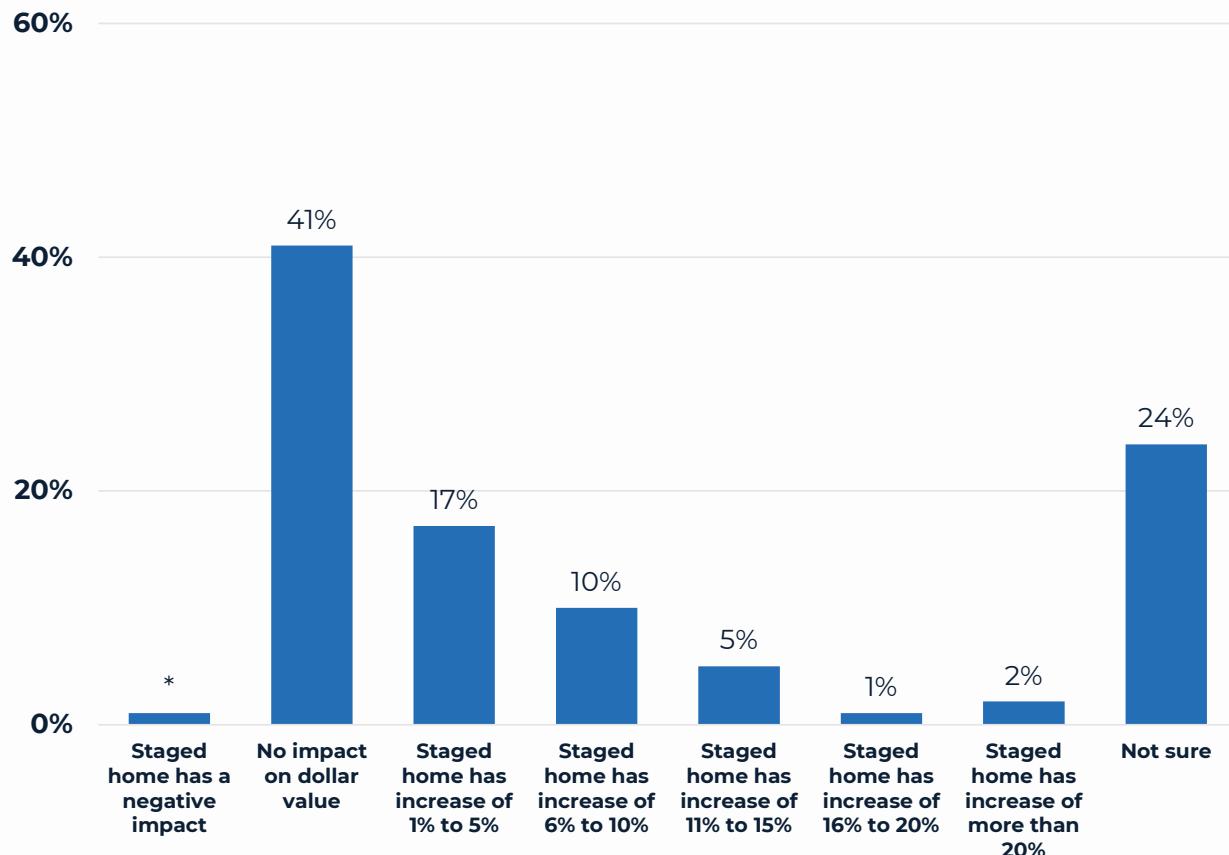
- **Staging the living room was found to be most important for buyers (37 percent), followed by staging the primary bedroom (34 percent) and staging the kitchen (23 percent).**
- **Buyers' agents cited staging the guest bedroom as the least important room, with just seven percent saying that it was very important to stage.**

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



- Among buyers' agents, having photos (73 percent), traditional physical staging (57 percent), videos (48 percent), and virtual tours (43 percent) available for their listings was much more or more important to their clients.
- Thirty-three percent of buyers' agents said that both virtual tours and videos were of equal importance, and 38 percent said that virtual staging was of less importance.

# Percentage Change in Dollar Value When Home Was Staged



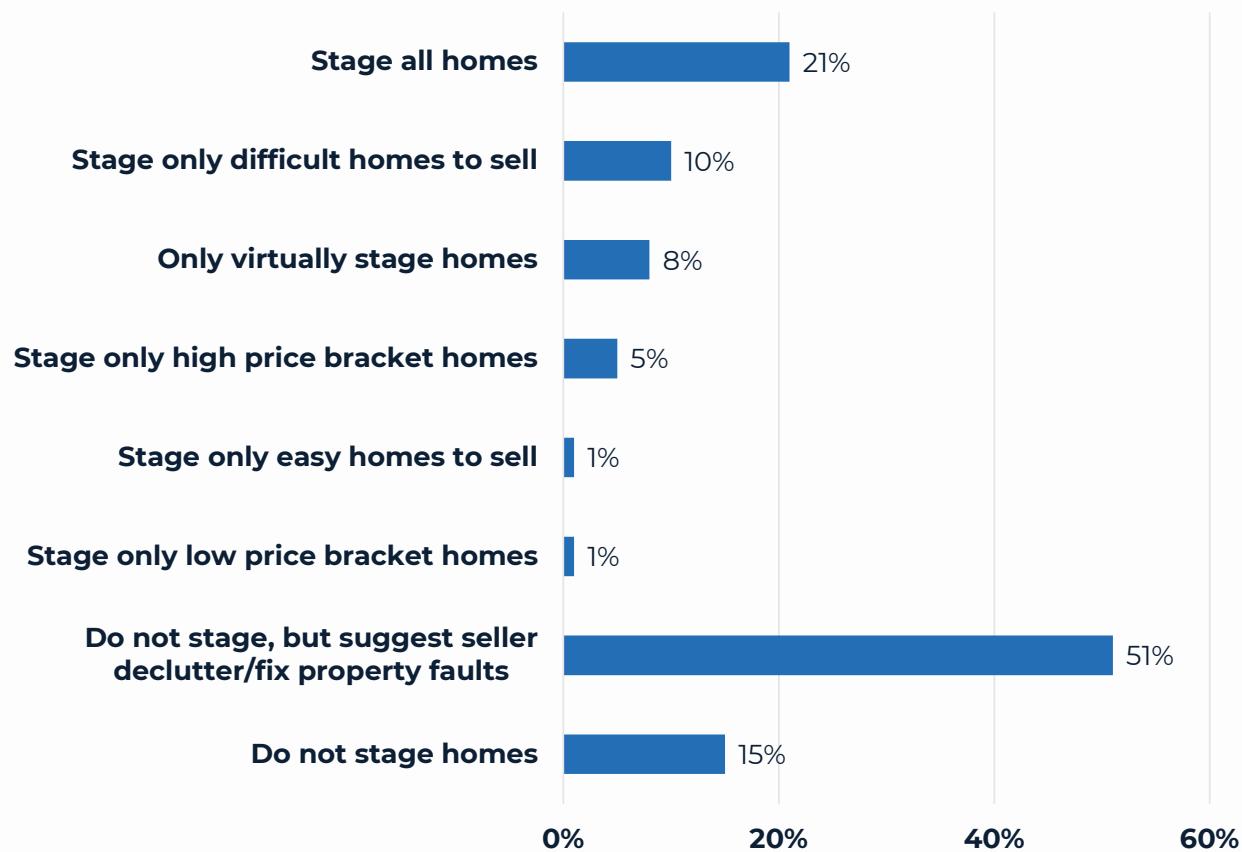
\* Less than 1%

- **Seventeen 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.**
- **Forty-one percent of buyers' agents indicated that staging a home had no impact on the dollar value that was offered.**



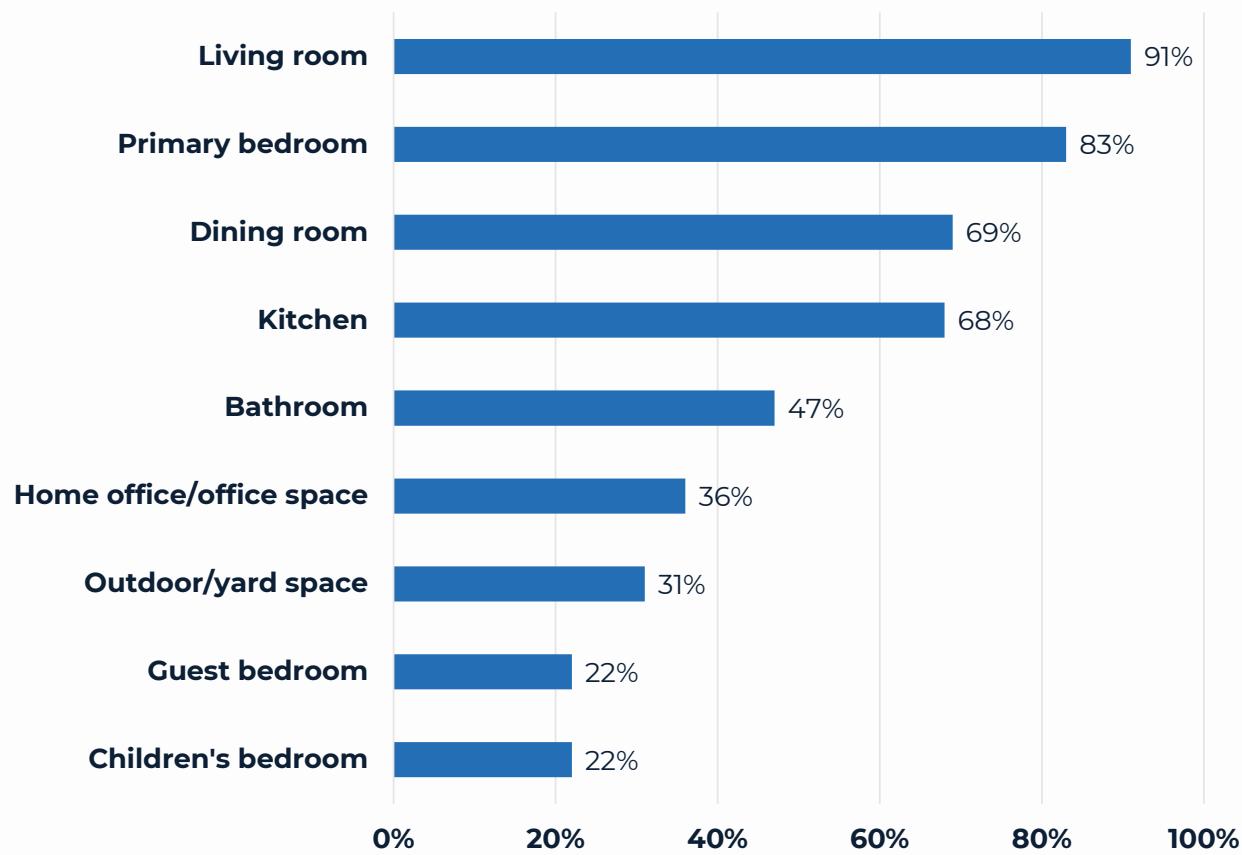
## Section 2 | Home Staging: Seller's Agent Perspective

# Staging Homes Before Listing for Sale



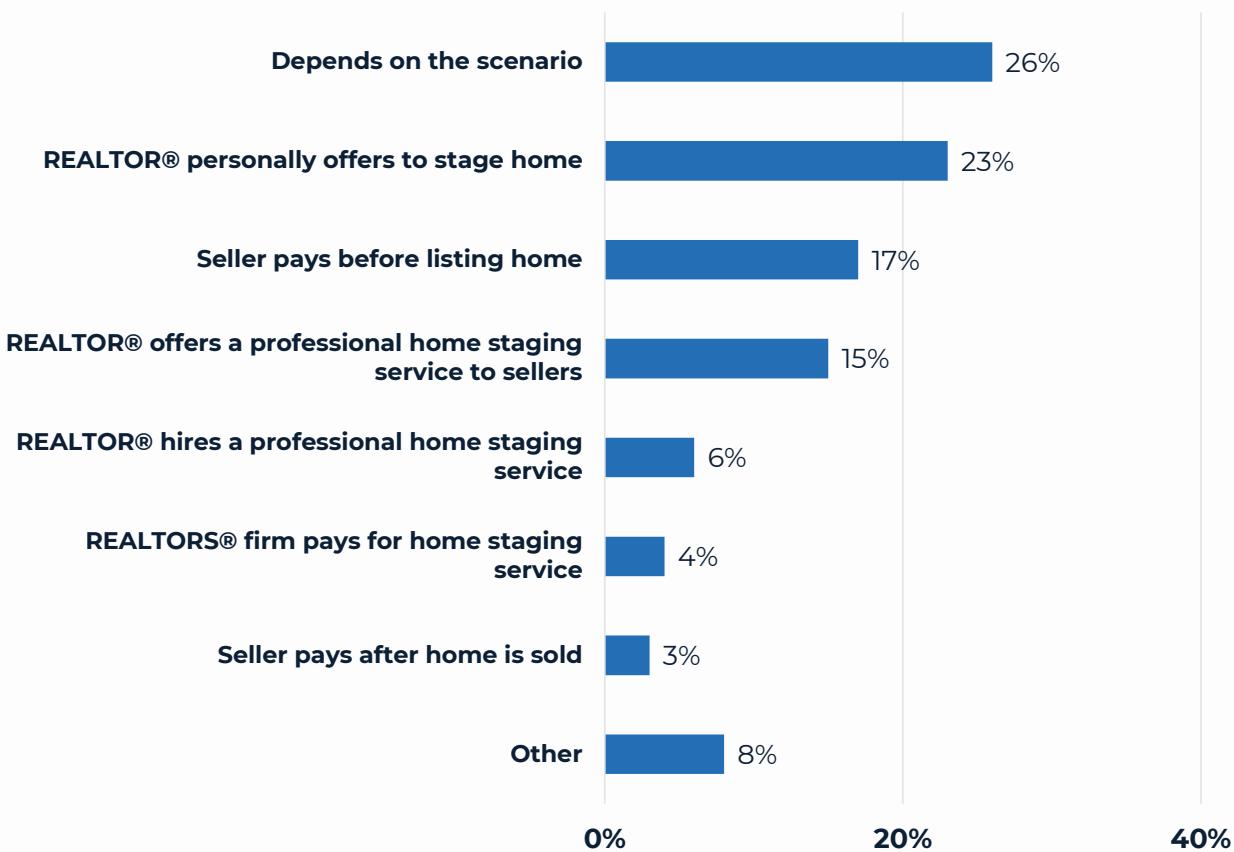
- Twenty-one percent of sellers' agents said they staged all sellers' homes prior to listing them for sale.
- Ten percent noted that they only staged homes that were difficult to sell.
- Fifty-one percent of sellers' agents stated that they did not stage homes before listing them for sale, but suggested that the seller declutter or fix property faults.
- Seller's agents typically sold homes between \$500,000 and \$749,999 (37 percent) and \$250,000 and \$499,999 (35 percent). Fourteen percent of seller's agents sold homes between \$750,000 and \$999,999, and 13 percent at \$1,000,000 or more.

# Rooms Typically Staged When Selling



- The most common rooms that were staged included the living room (91 percent), primary bedroom (83 percent), and dining room (69 percent).
- Sixty-eight percent staged a kitchen.
- The least common rooms to stage were guest bedrooms and children's bedrooms, both at 22 percent.

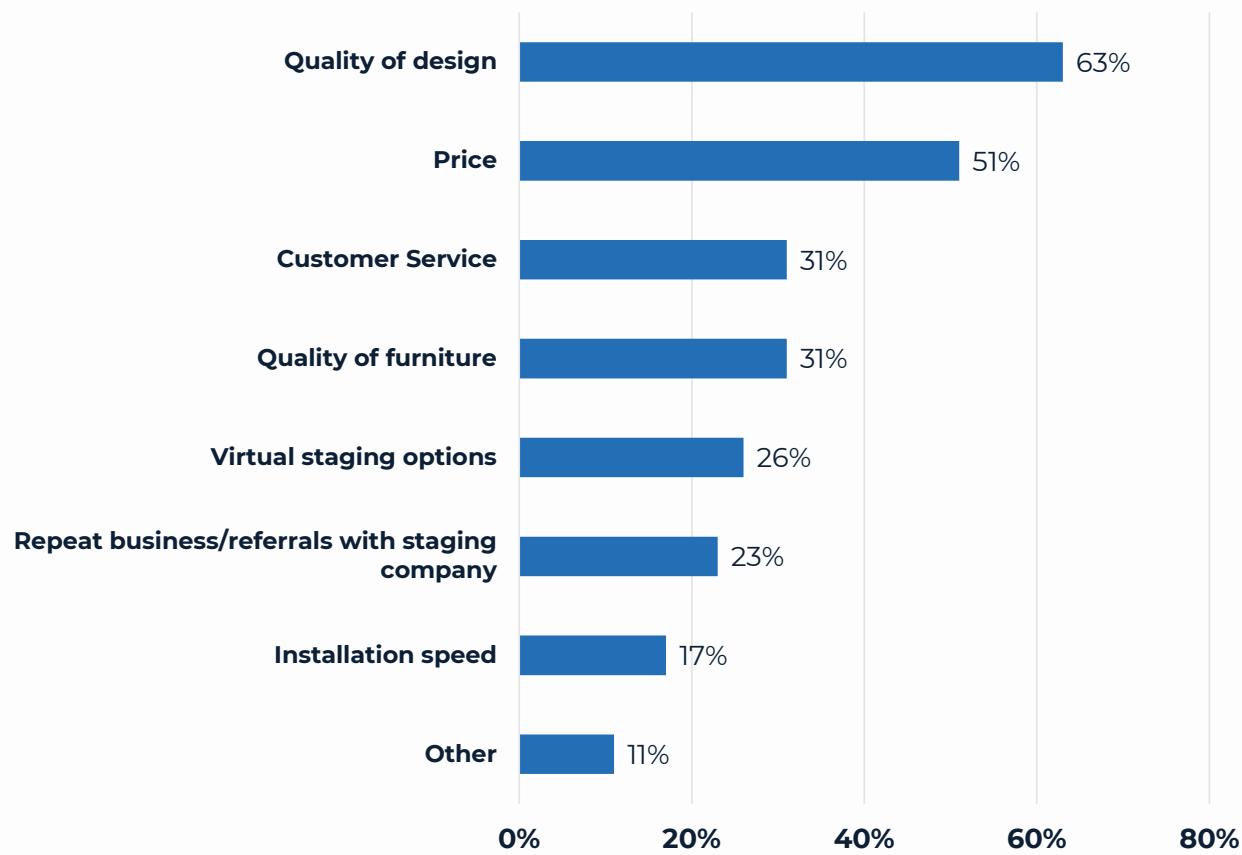
# Paying for Home Staging



- When it comes to compensation, sellers' agents said that it depends on the situation (26 percent), that they personally offer to stage the home (23 percent), and that the seller pays to stage the home before listing (17 percent).

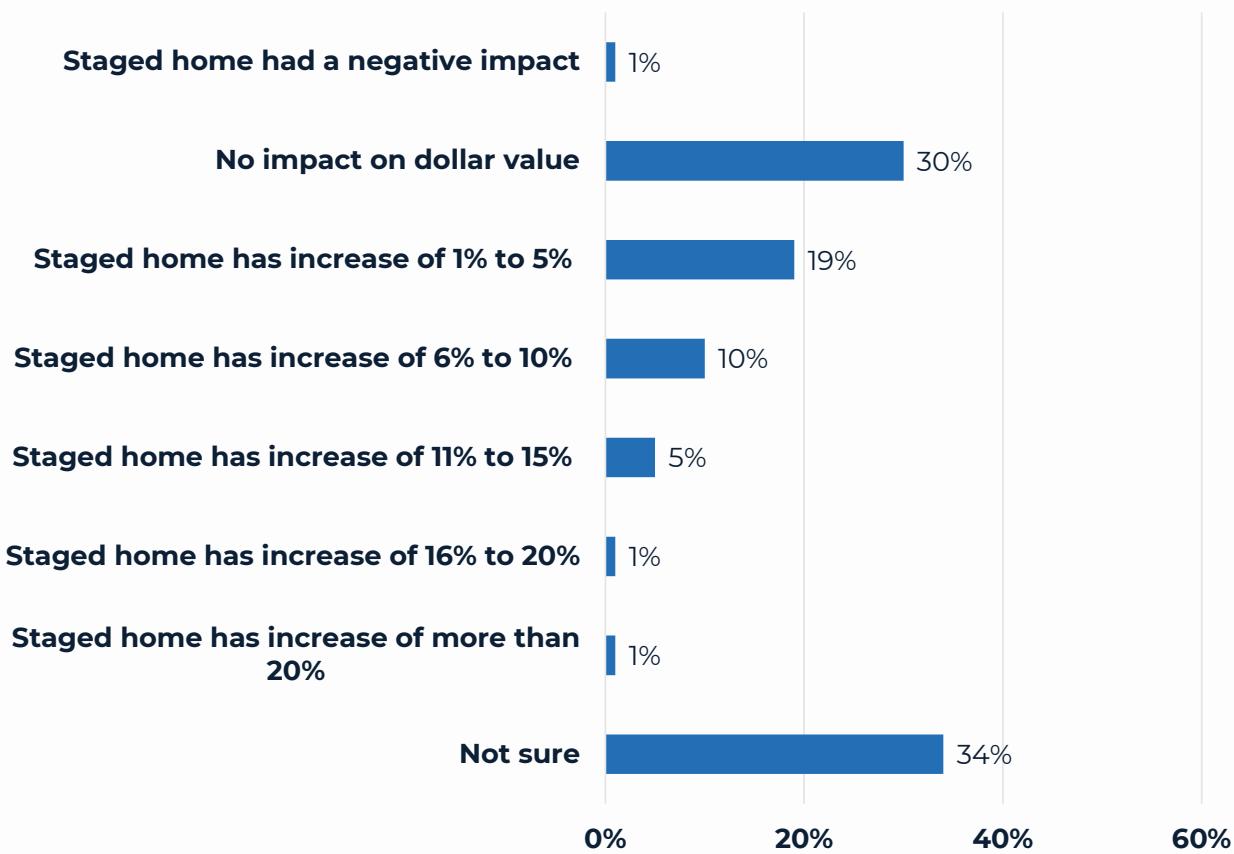
- The median dollar value spent when using a staging service was \$1,500, compared to \$500 when the sellers' agent personally staged the home.

# Important Factors When Choosing a Home Staging Service



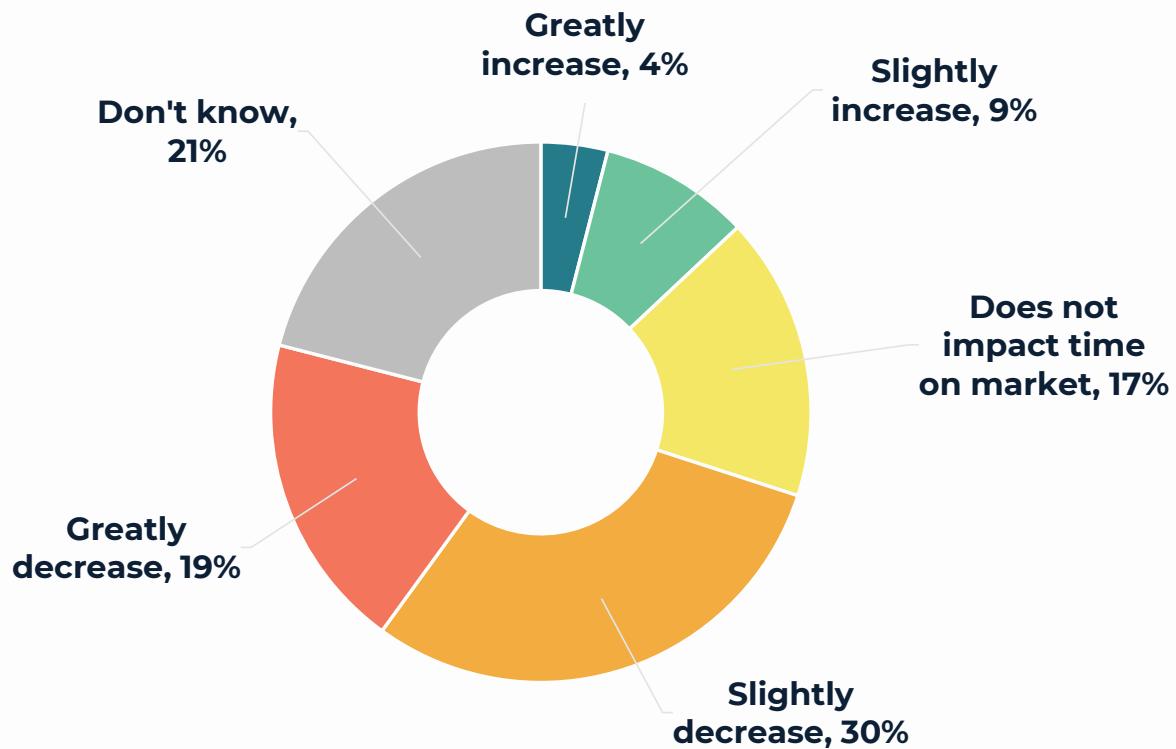
- **Sellers' agents who used a staging service said that the quality of the design (63 percent) and the price of the staging service (51 percent) were the most important factors when choosing a company to work with.**
- **Sellers' agents who used a staging service typically received a median of two bids before choosing a company to work with.**

# Percentage Change in Dollar Value That Sellers Receive



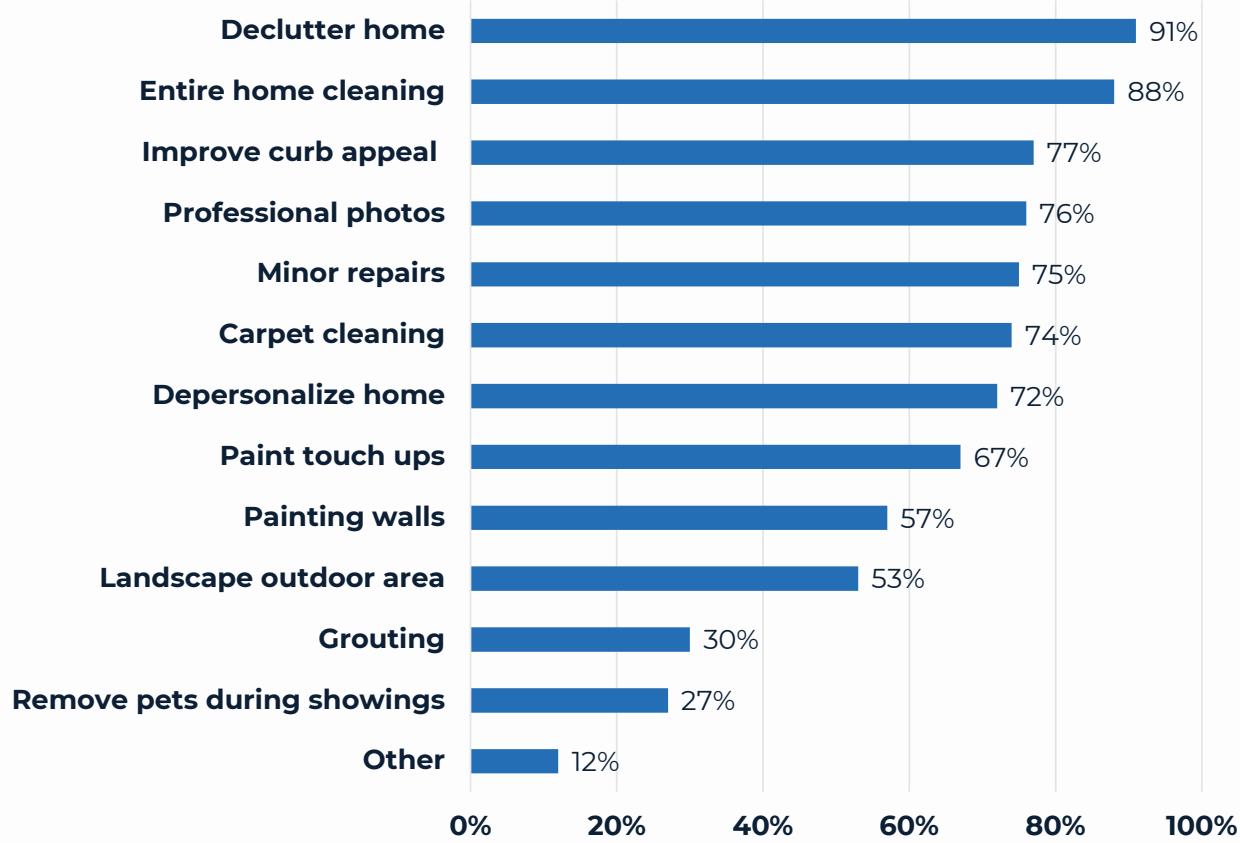
- When staging a home, 19 percent of sellers' agents reported an increase of one percent to five percent of the dollar value offered by buyers in comparison to similar homes.
- Ten percent of respondents stated that staging a home increased the dollar value offered for the home between six and 10 percent.
- Only one of the respondents reported that staging a home had a negative impact on the home's dollar value offered.

# Impact of Time on Market



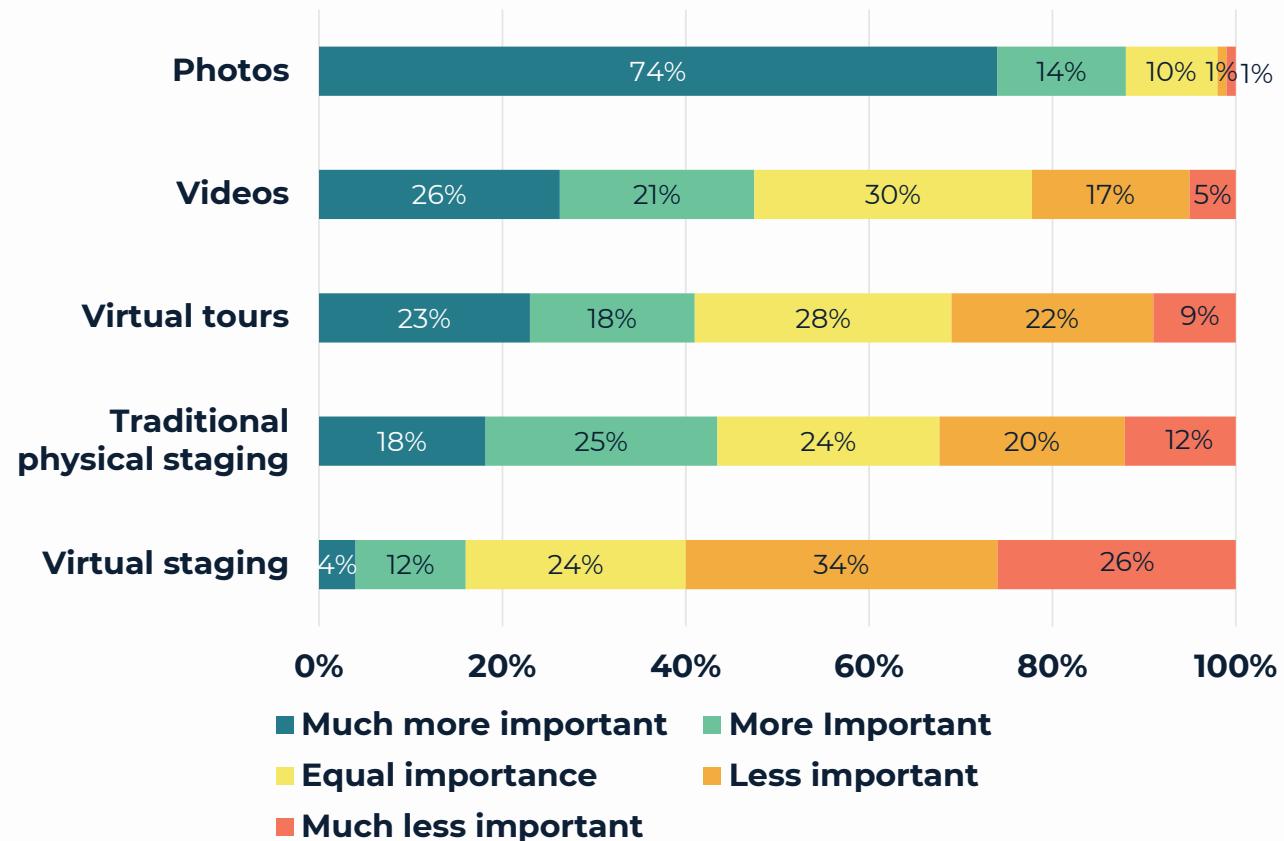
- **Thirty percent of sellers' agents stated that there were slight decreases in the time on market when the home was staged.**
- **Nineteen percent reported that staging a home greatly decreased the amount of time the home was on the market, while 17 percent stated that staging a home did not affect the time on market.**
- **Only four percent of respondents reported that staging a home greatly increased the time a home was on the market.**

# Home Improvement



- The most common home improvement items agents recommended to sellers were decluttering the home (91 percent), entire home cleaning (88 percent), and improving curb appeal (77 percent).

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

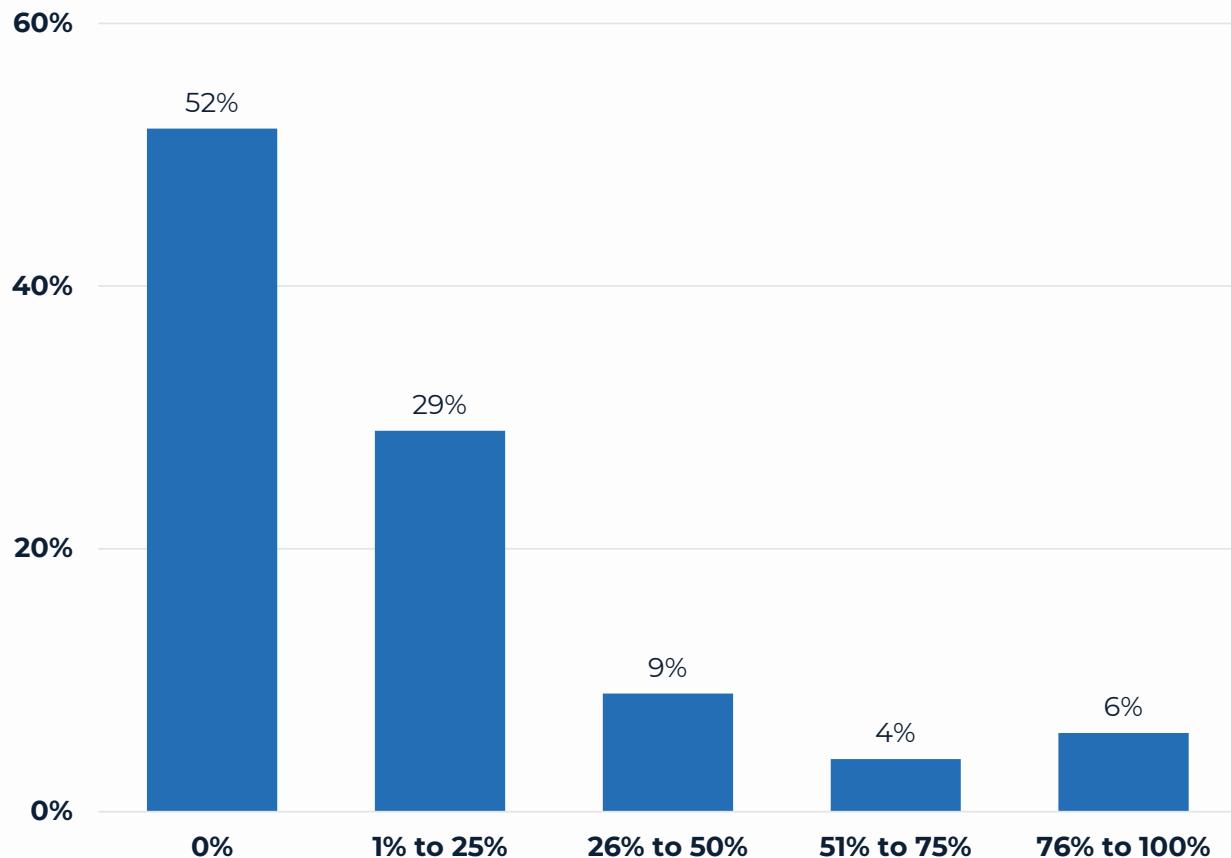


- Among sellers' agents, having photos (88 percent), videos (47 percent), and traditional physical staging (43 percent) available for their listings were much more or more important to their clients.
- Thirty-four percent of sellers' agents said that virtual staging was of less importance, and 24 percent said that virtual staging was of equal importance to their clients.



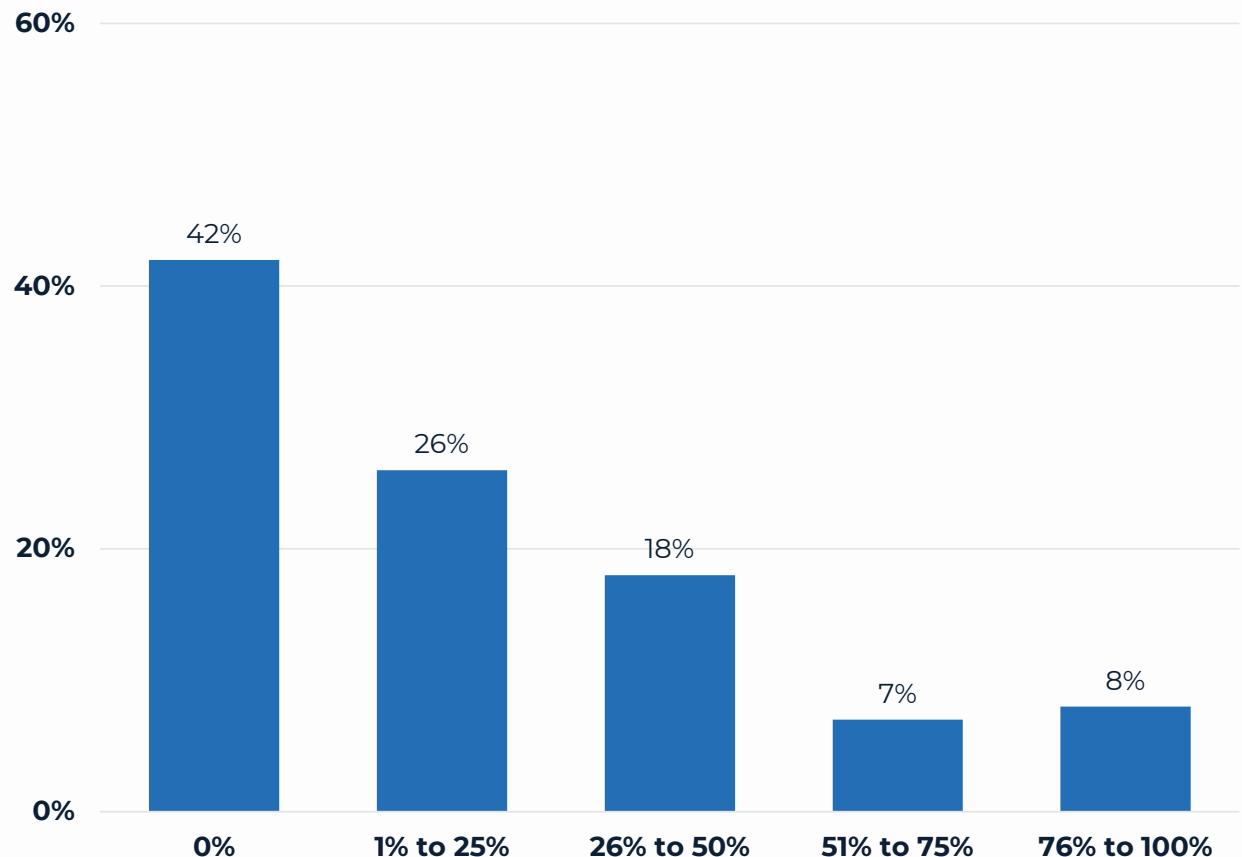
## Section 3 | How TV Shows Influenced Buyers

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



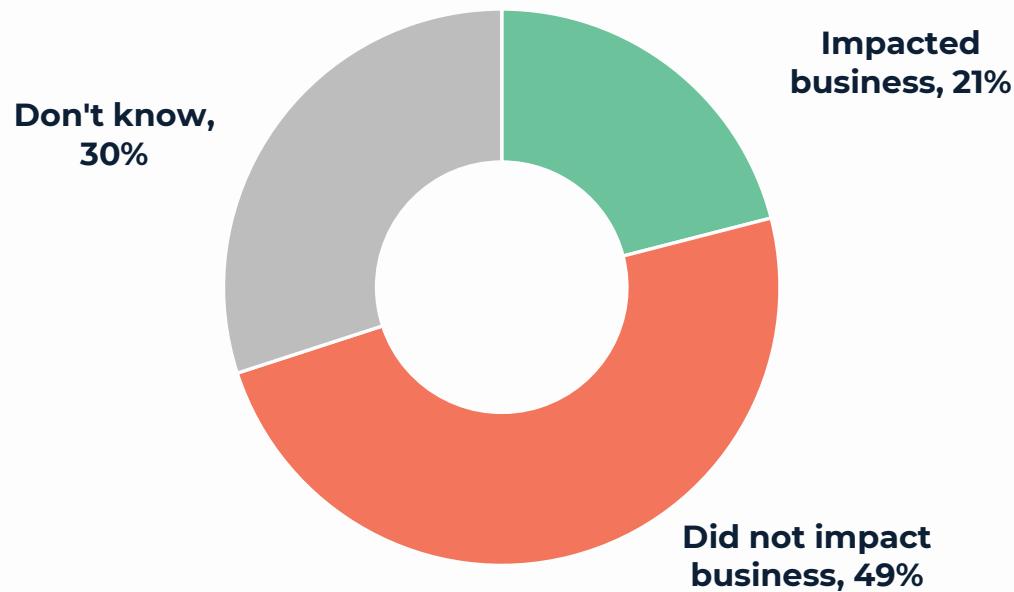
- A median of zero percent of respondents cited that buyers believe that homes should look like they were staged on TV shows.
- Forty-eight percent of respondents said that buyers cited that homes should look like they were staged on TV shows.

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



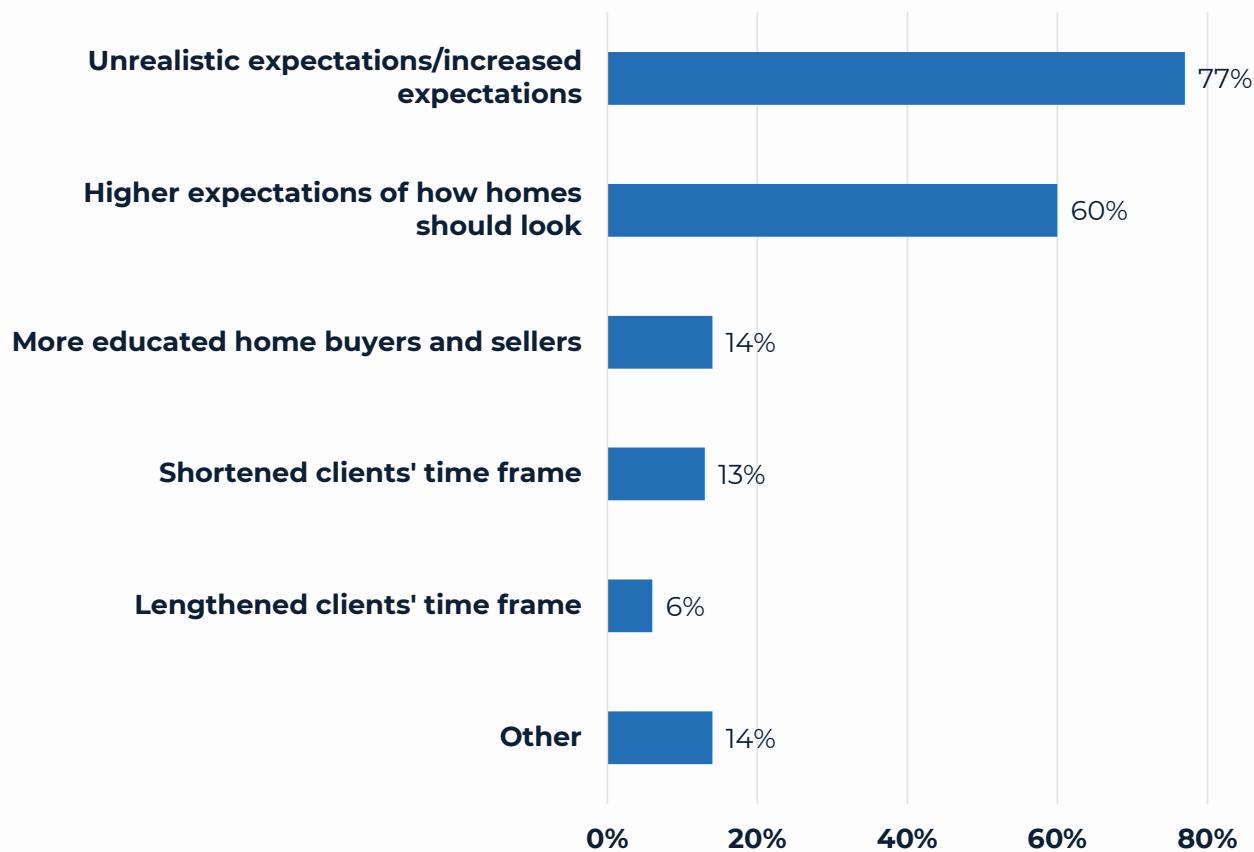
- A median of five percent of respondents stated that buyers were disappointed by how homes looked compared to homes they saw on TV shows.
- Fifty-eight percent of respondents said that buyers were disappointed by how homes looked compared to homes they saw on TV shows.

# TV Shows Displaying the Buying Process' Impact On Business



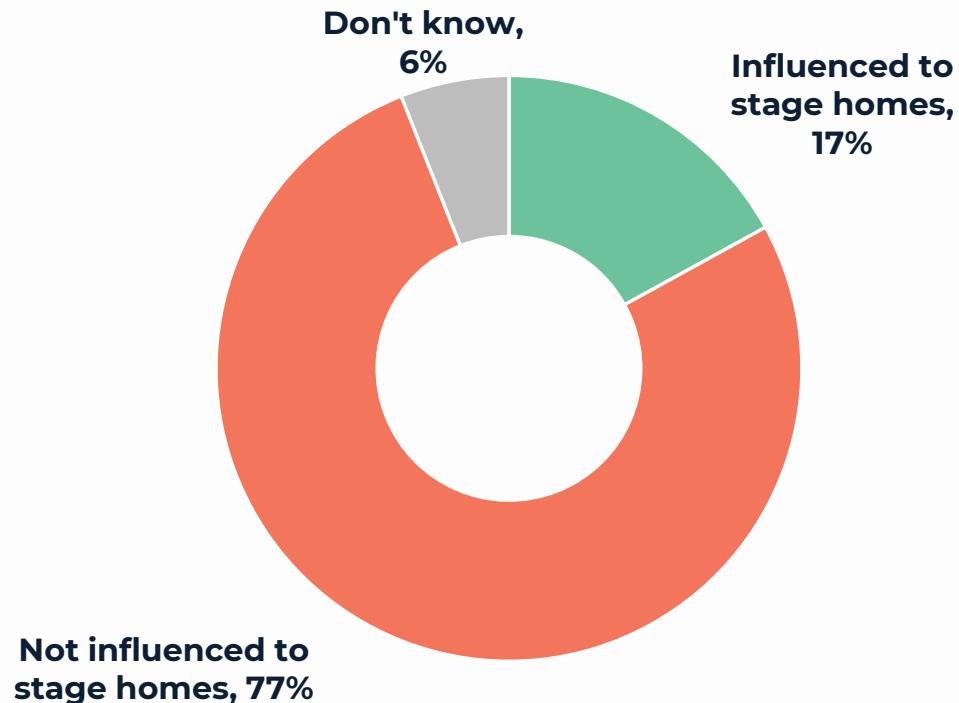
- Twenty-one percent of respondents said that TV shows which display the buying process impacted their business.
- Forty-nine percent of respondents said that TV shows which display the buying process did not impact their business.

# How TV Shows Displaying the Buying Process Have Impacted Business



- **Seventy-three percent of respondents said that TV shows that display the buying process impacted their business by setting unrealistic expectations or increasing 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.**

# Influenced to Stage Homes As Shown on TV

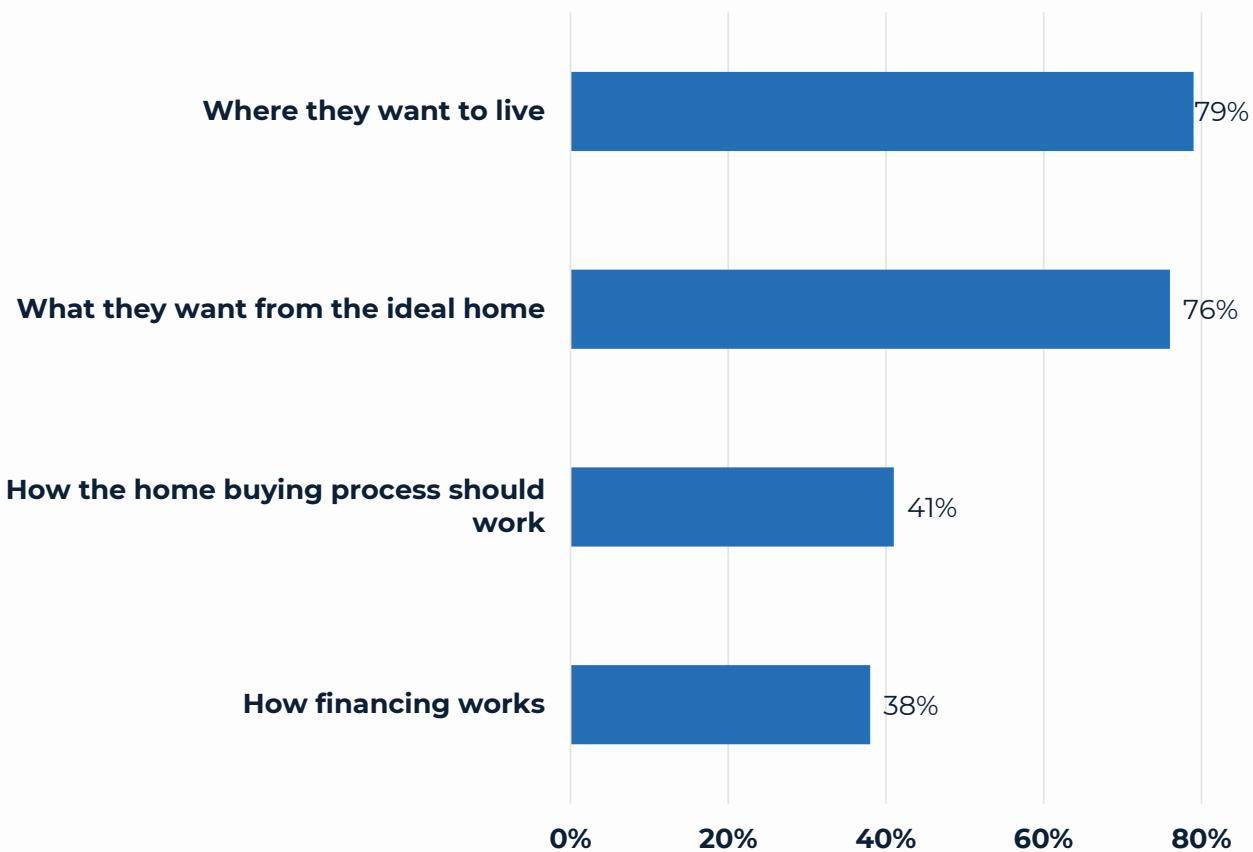


- **Seventy-seven percent of respondents stated that they were not influenced to stage homes as they would see them on TV.**
- **Seventeen percent of respondents stated that they were influenced to stage homes as they would see them on TV.**



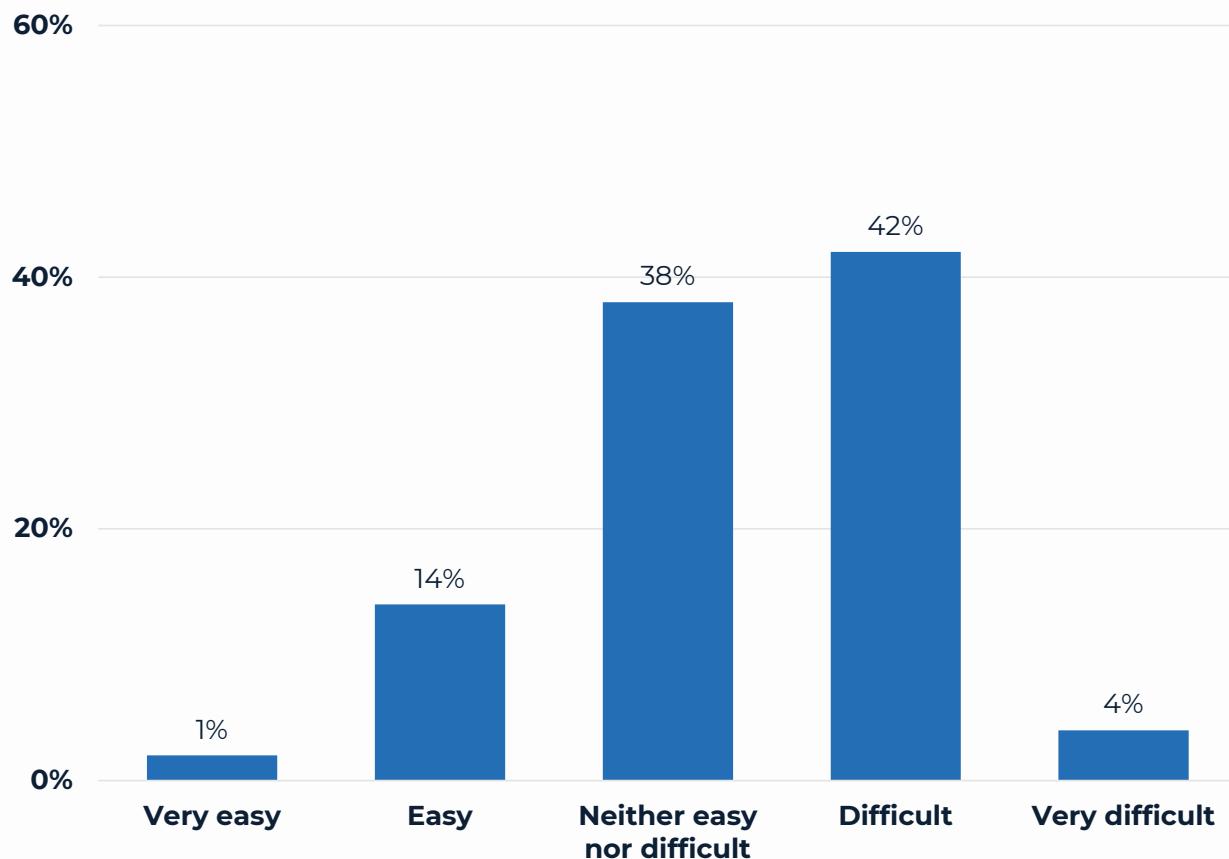
## Section 4 | Buyer Expectations

# Buyer Had Ideas Before the Home Buying Process



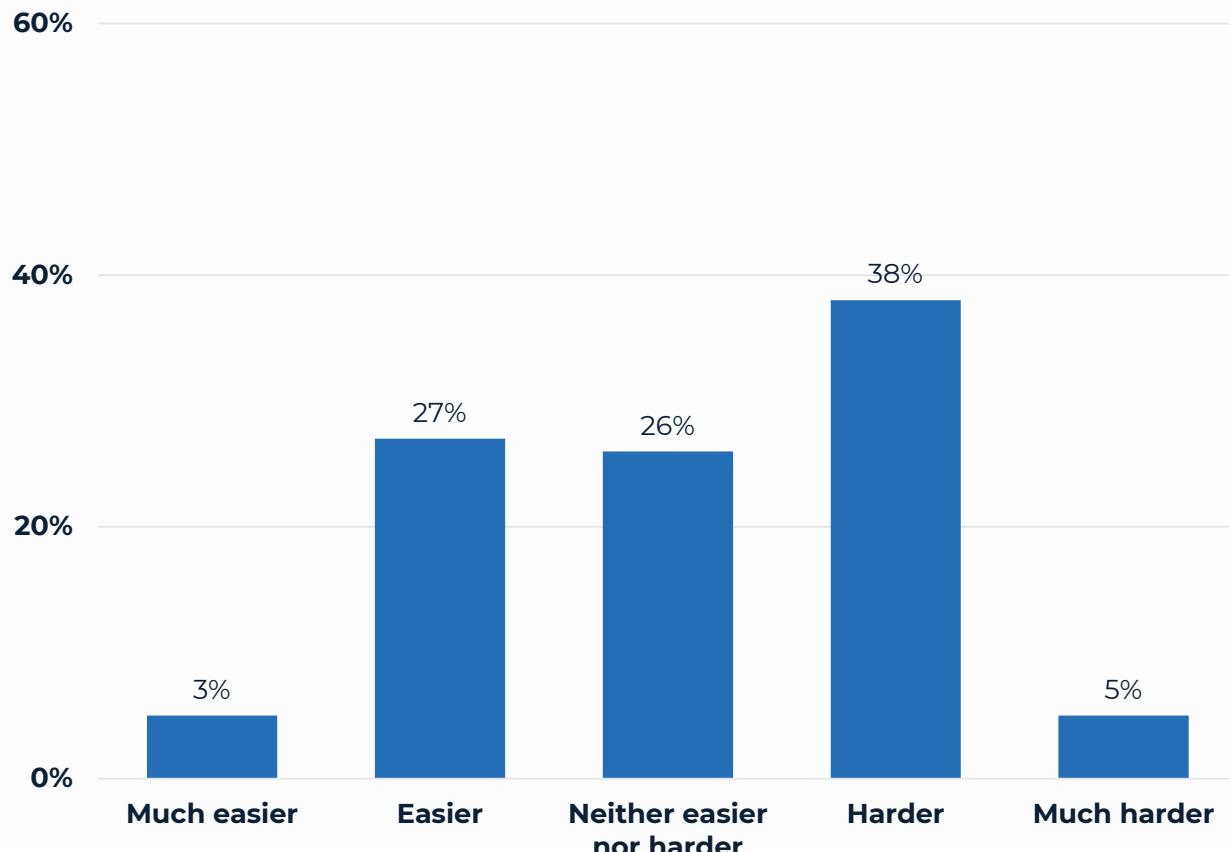
- **Seventy-nine percent of respondents said that buyers had ideas about where they wanted to live and what they wanted in an ideal home (76 percent) before starting the buying process.**
- **Respondents stated that typically buyers were less sure about how the home buying process should work (41 percent) and how financing worked prior to starting the home buying process (38 percent).**

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



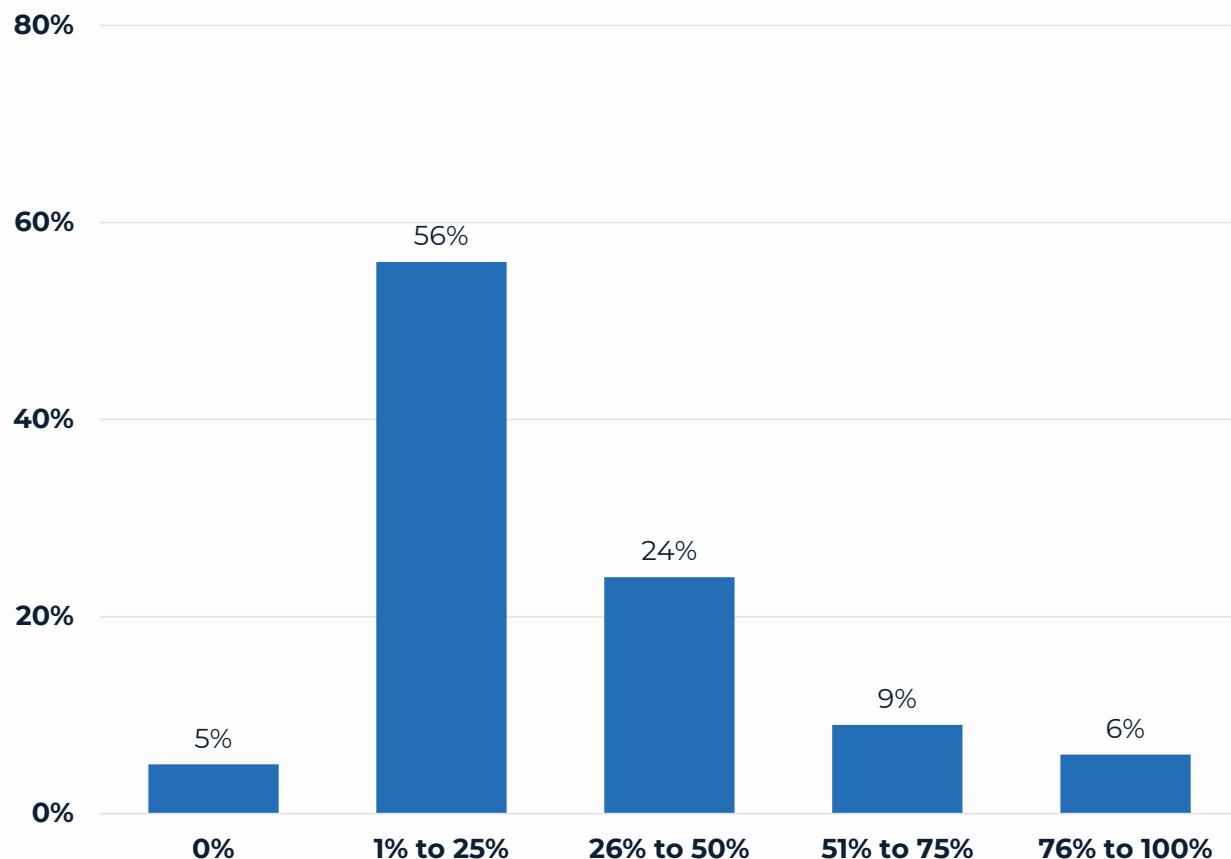
- **Forty-two percent of respondents stated that buyers typically thought the home buying process would be difficult.**
- **Thirty-eight percent said that buyers thought that the home buying process would be neither easy nor difficult.**

# How the Home Buying Process Compared to Expectations



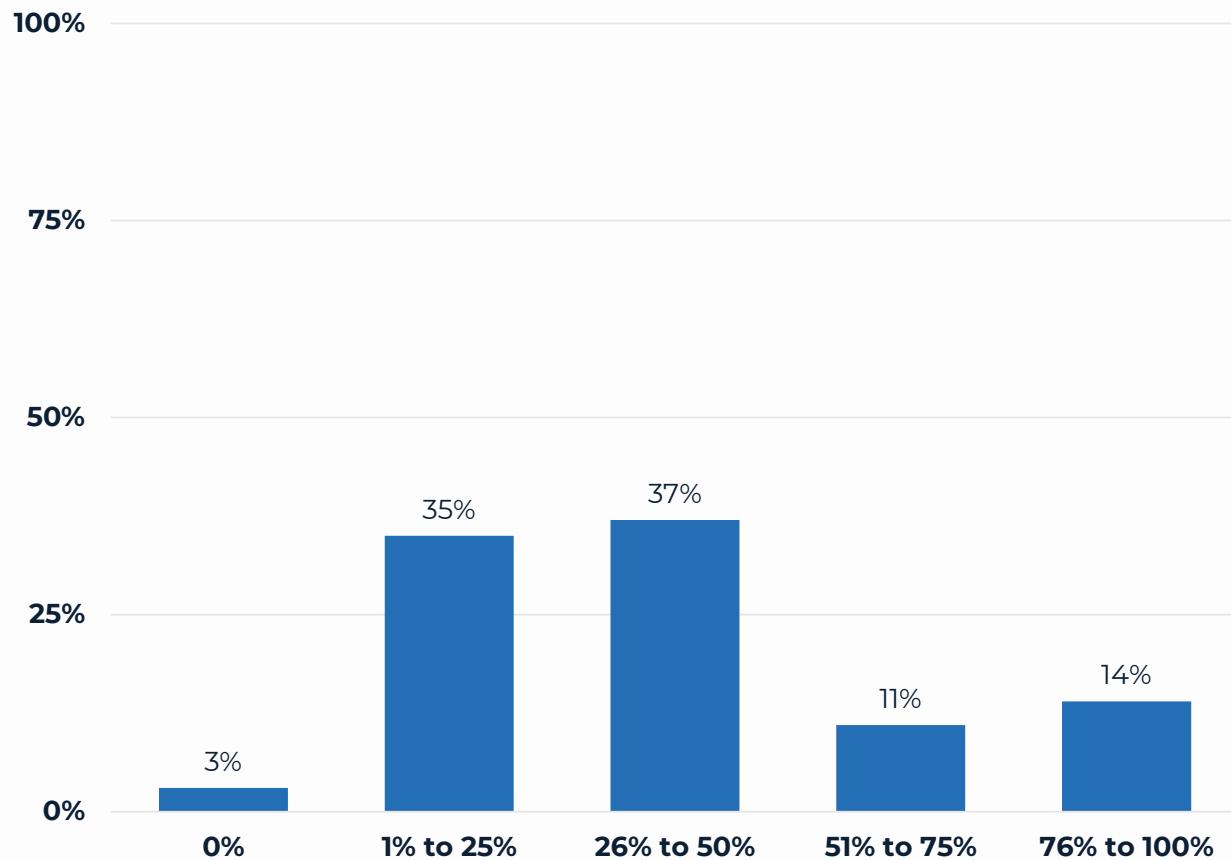
- **Thirty-eight percent of respondents stated that buyers found the home buying process to be harder than they expected.**
- **Twenty-seven percent said that buyers found the home buying process to be easier compared to their expectations.**

# Buyers Who Brought Family Members With Them to View Homes



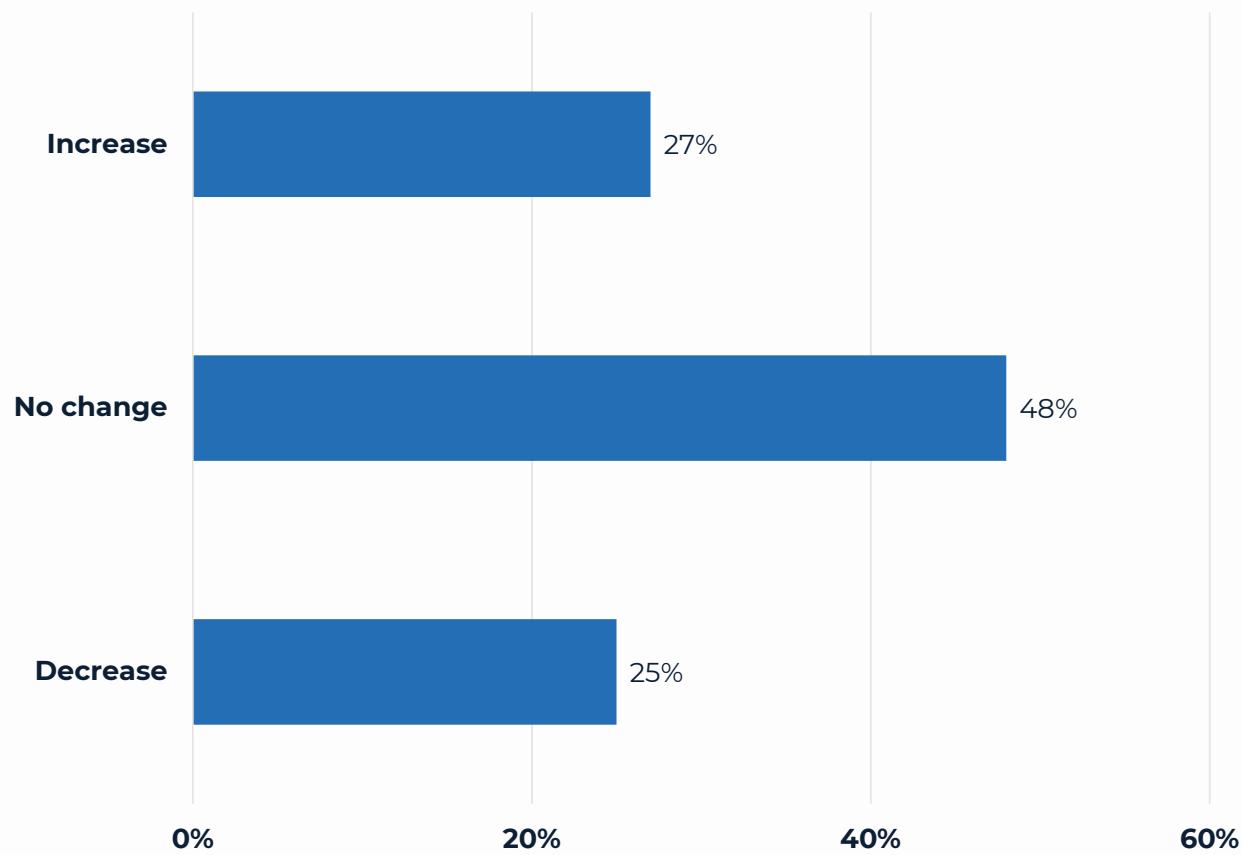
- **A median of 23 percent of respondents said that buyers brought family members who were not purchasing the home with them to view homes.**
- **Ninety-five percent of respondents said that a share of their buyers brought family members who were not purchasing the home with them to view homes.**

# Buyers Who Consulted Family Members During The Buying Process



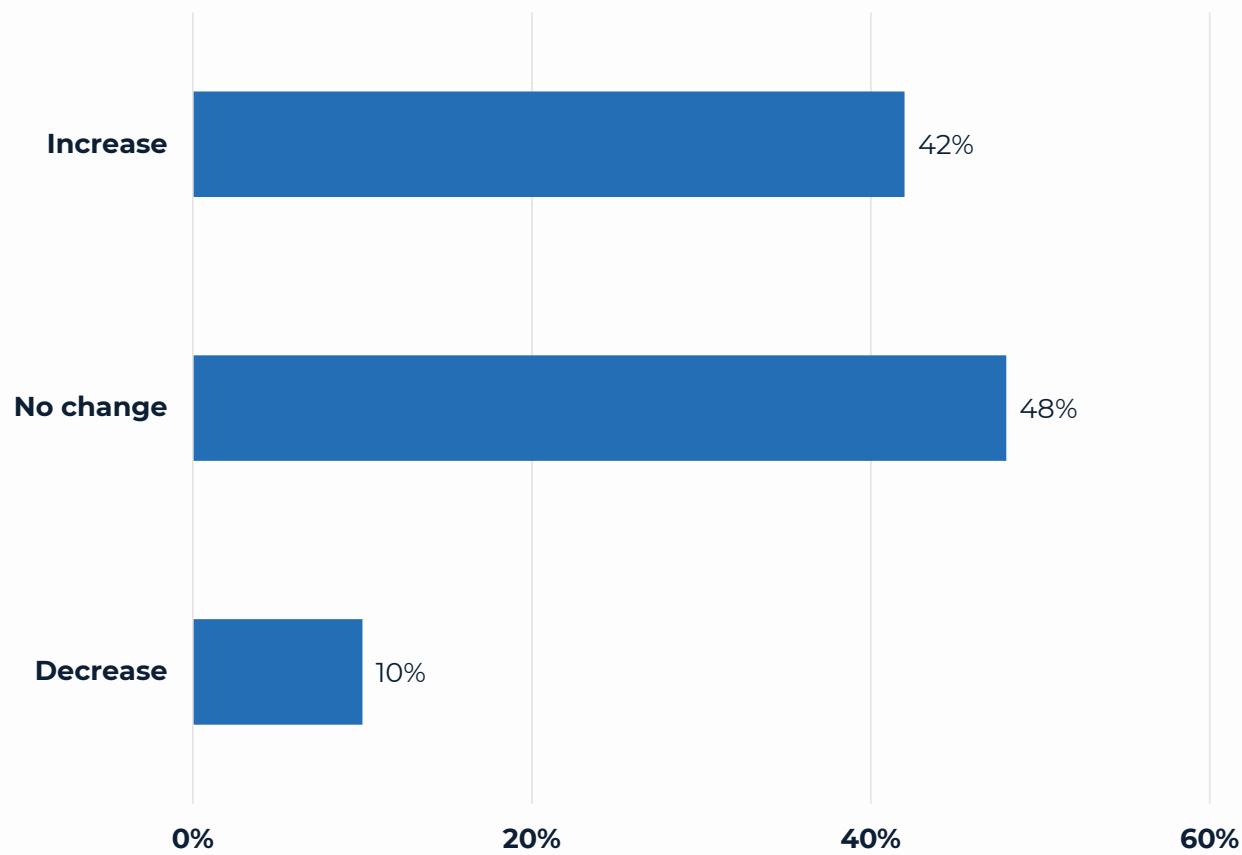
- **A median of 40 percent of respondents said that buyers consulted with family members during the buying process, though they would not live in the home.**
- **Ninety-seven percent of respondents said that a share of their buyers consulted with family members during the buying process, though they would not live in the home.**

# Change in Share of Buyers Who Planned to Flip a Home



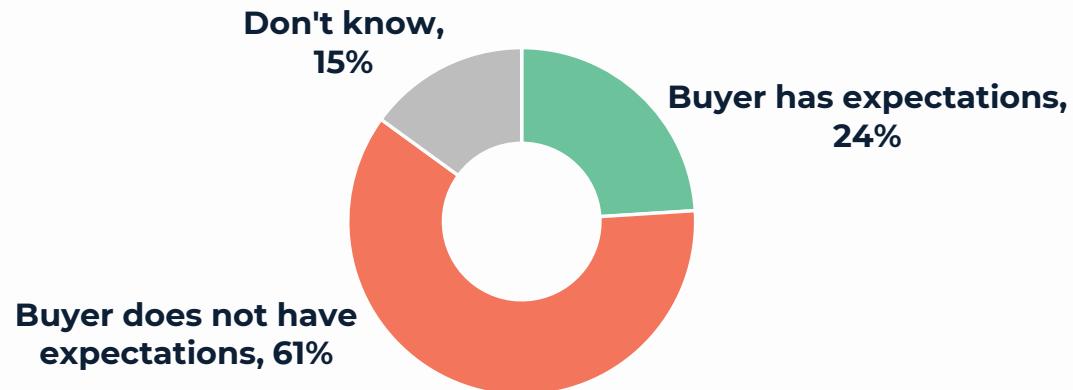
- In the last five years, 48 percent of respondents cited that they have seen no change in the share of buyers who planned to flip a home.
- Twenty-seven percent of respondents cited that they have seen an increase in the share of buyers who planned to flip a home.

# Change in Share of Buyers Who Planned to Remodel Home

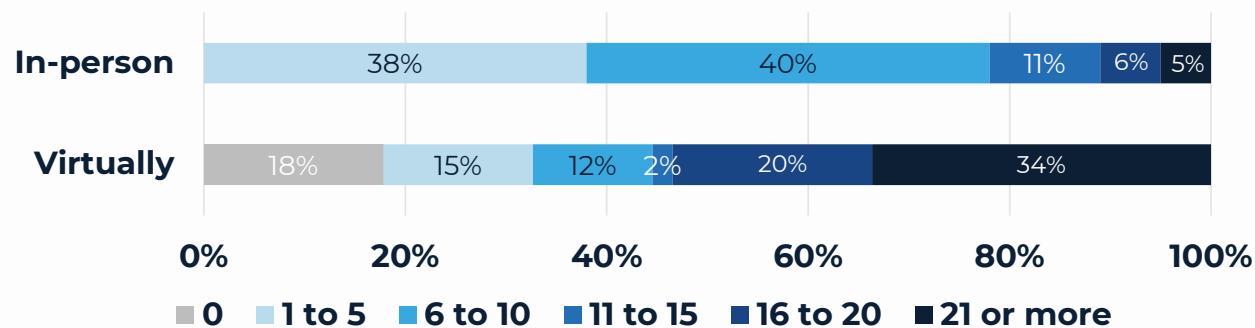


- In the last five years, 42 percent of respondents cited they have seen an increase in the share of buyers who planned to remodel a home.
- Forty-eight percent of respondents cited they have seen no change in the share of buyers who planned to remodel a home.
- A median of 20 percent of respondents said that among their buyers who plan to remodel they will do so within the first three months of owning the home.

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

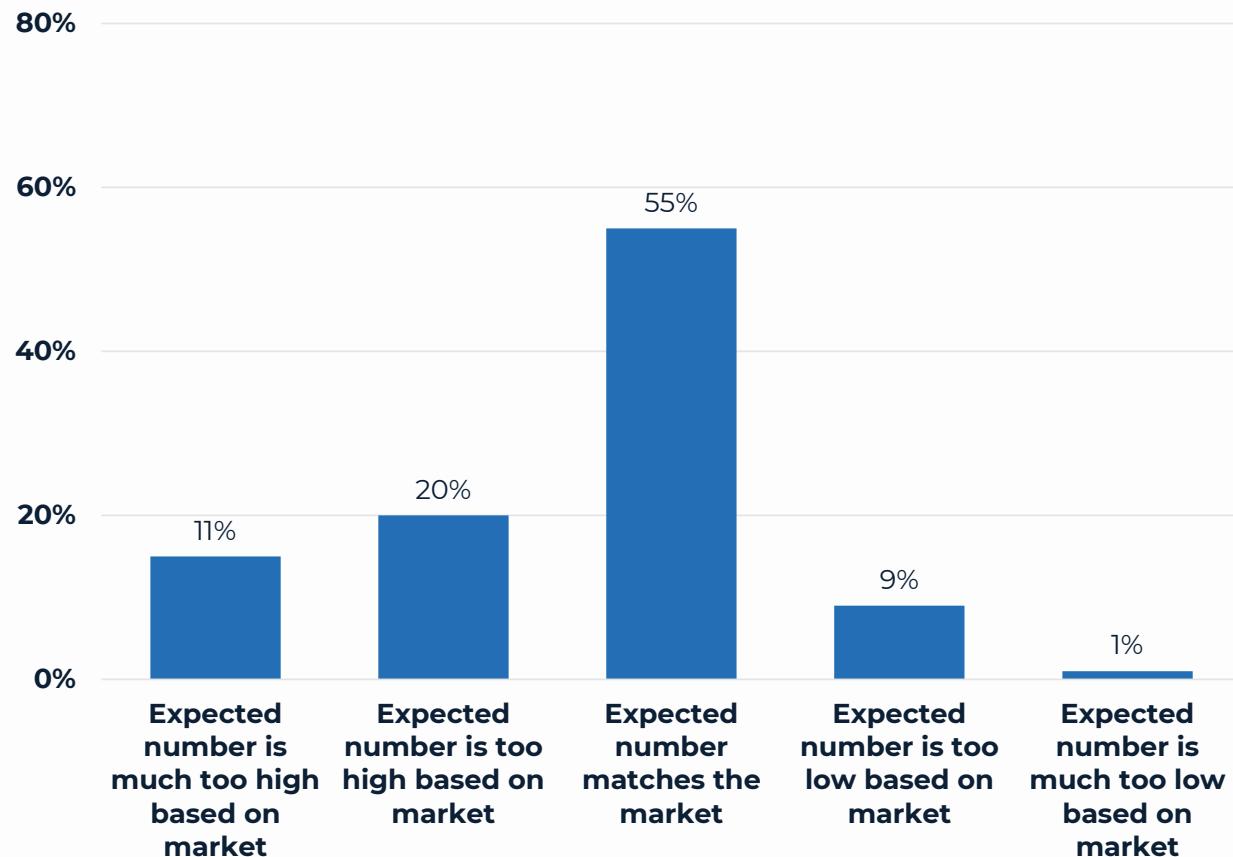


## Number of Homes Buyers Expected to See



- Sixty-one percent of respondents stated that their buyers typically did not have an expectation of the number of homes they would see before buying.
- Twenty-four 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 eight homes in person and a median of 20 homes virtually.
- Forty percent of respondents cited that their buyers expected to view between six to 10 homes in person.

# Expectation of the Number of Homes Matched Market



- **Fifty-five percent of respondents stated that their buyers' expectations of the number of homes they would see before buying matched the market.**
- **Twenty 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 February 2025, NAR invited a random sample of 49,806 active REALTORS® to fill out an online survey. A total of 1,266 usable responses were received for an overall response rate of 2.5 percent. At the 95 percent confidence level, the margin of error is 2.75 plus-or-minus 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.

©2025 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](mailto:data@nar.realtor).



#### About the National Association of REALTORS®

As America's largest trade association, the National Association of REALTORS® is involved in all aspects of 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](#). For free consumer guides about navigating the homebuying and selling transaction processes – from written buyer agreements to negotiating compensation – visit [facts.realtor](#).

#### About the National Association of REALTORS® 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.

Learn about other products from NAR's Research Group at [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](mailto:data@nar.realtor)