## Reasons to Use a Stager

### Higher Sale Price

Staged homes sell for higher prices than non-staged homes, with potential price increases ranging from 1% to 20%. more (Source: Real Estate Staging Association)

#### **Faster Sales**

Staged homes sell faster. A professionally staged home can spend less time on the market, reducing carrying costs and stress for both the agent and the seller.

### **Trust and Credibility**

Recommending staging showcases your commitment to your clients' success, building trust and credibility as an agent who goes the extra mile.





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#### **Better Online Presence**

Professionally staged homes result in better online listing photos, attracting more views and inquiries from potential buyers browsing online platforms.

### **Competitive Edge**

Professional staging differentiates a property from competing listings, helping it stand out in a crowded market.

### Wider Buyer Pool

Staging can help a home appeal to a broader range of potential buyers by neutralizing decor and minimizing personal touches.

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### **Buyers Can Visualize**

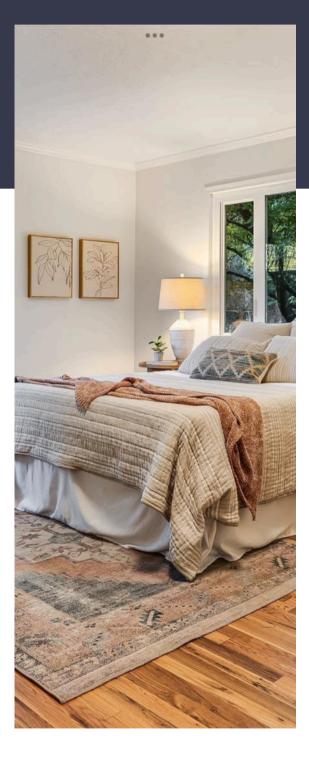
According to a National Association of Realtors (NAR) Survey, over 83% of buyers find it "easier to visualize the property as their future home" when it's professionally staged

### **Professional Objectivity**

If you can't see objectively, you can't "package" effectively and it's almost impossible for a seller to be objective about their home... they need professional help.

#### **Stress Reduction**

Staging minimizes the need for sellers to keep their homes in showready condition for extended periods, making the selling process less stressful.





# Reasons to Use a Stager

## Considered a "Critical Necessity"

According to a Zillow survey of thousands of real estate experts, "home staging" was listed as the TOP TWO necessary items to sell.

## **ROI for Agents**

Staged homes can lead to repeat business and referrals for real estate agents, as satisfied clients are more likely to recommend your services to others.

### **Better Than a Price Reduction**

Staging is always much less expensive than your first price reduction. Don't make the seller question why you didn't stage in the first place.