

# TOP 12

## Reasons to Use a Stager

1

### 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)

2

### 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.

3

### 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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4

### **Better Online Presence**

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

5

### **Competitive Edge**

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

6

### **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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**7 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

**8 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.

**9 Stress Reduction**  
Staging minimizes the need for sellers to keep their homes in show-ready condition for extended periods, making the selling process less stressful.



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### 10 **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.

### 11 **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.

### 12 **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.