

PROFESSIONAL HOME STAGING

# More urgency. More momentum. More *leverage*.

Professional home staging — INCLUDED AT NO COST TO YOU

**81%**

**BUYERS**

say staging makes it easier to visualize a home as their future home.

**83%**

**BUYERS' AGENTS**

report that staged homes sell faster than unstaged listings.

**73%**

**FASTER SALE**

Staged homes can sell up to 73% faster — fewer days, fewer carrying costs.

## Buyers decide *emotionally*.

Most buyers form an opinion within moments of walking in — and even faster scrolling online. *First impressions win.*

### Presentation creates *leverage*.

Better presentation creates urgency, momentum, and leverage — all of which translate directly into stronger negotiating power at the table.

- Staged homes **photograph better** — more clicks, more saves, more showings.
- Online appeal pulls qualified buyers *through the door*, not past the listing.
- Stronger first impressions support **higher offers** and cleaner terms.

### Less time on the *market*.

Faster sale means fewer disruptions to your life, fewer carrying costs, and less stress through the listing period.

- **Up to 73% faster** sale times versus comparable unstaged homes.
- **Nearly half** of listing agents report measurably reduced days on market.
- Shorter listing window = fewer mortgage, utility, and maintenance *carry months*.

**+\$25,000**  
ON A \$500,000 HOME

On a \$500,000 home, even a 5% increase in sale price means **\$25,000 more** in your pocket at closing. Strategic staging isn't a cost — it's a *lever* that pays for itself many times over.

## Schedule your *listing consultation*.

Professional staging, photography, and marketing — included with every listing, at no additional cost to you.