

DALIA

STAGING | DESIGN

NAPA & SONOMA VALLEY

www.daliastaging.com

STAGING STATISTICS

Don't reduce the price, *increase the appeal*.
Staging transforms every listing into a model home.

Why should you have your listing staged?



85% of staged homes sold for 5-23% over the list price.

*National Association of Realtors®



91% of buyers agents said staging affects the buyers view of the home.

*Real Estate Staging Association®



52% of seller's agents say that staging a home increases the dollar value offered.

*National Association of Realtors®



82% of buyers find it easier to visualize a property as a future home when staged.

*National Association of Realtors®

52% of seller's agents incorporate staging into their marketing strategies.

*National Association of Realtors®

Key rooms to stage



Living Room



Kitchen



Dining Area



Bedroom

Home Staging is important because...



99% of millennials search for homes online.

*National Association of Realtors®



83% of buyers say photos are the most important factor in picking homes to tour.

*National Association of Realtors®



Over a quarter of buyers (27%) are more willing to overlook property faults in a staged home.

*National Association of Realtors®

Staged homes sell **88%** faster and for **20%** more.

*Realtor.com®