

Justify Staging to an Unwilling Homeowner

Home Staging is tested and proven marketing tool yet still remains a tough sell



HIGHLIGHTS & TIPS

Staging Finance Options

Most stagers want their funds upfront in full. However a less established staging company may work with you on a, half now half after the sell, payment option.

Set That Appointment

Regardless of how much your buyer protests against hiring a home stager, offer to at least meet with the stager. Let the Home staging expert talk. Their vision for the property may be the push that is needed.

“Average 1% investment saw a 5-15% ROI over asking”

Real Estate Staging Association (RESA)

Although twenty-three percent of homeowners say it leads to increased offer. Interested buyers have proven that it has also increased the amount of time spent viewing the property. And not by a small amount. As much as twelve minutes more within the property. This compared to an average of three minutes typically for properties un-staged.

Buyers spent an average of nine times longer viewing homes that were staged versus those that were not.

Decreased time on the market

Though its price has required convincing for homeowners, staging similar properties within the same zip code made a difference on average of eight percent according to agents that had represented such listings. Offers increased by up to five percent, giving agents a compelling reason to make home staging the norm.

When Profit Margins are slim

Clearly the market variables are considerable from quarter to quarter in more volatile climates. This of course makes staging an even harder sell at a time when it could not be more needed and a willingness to settle for a low offer is tempting.

Inexpensive alternatives can be arranged in the form of “editing” the property.

This is the formal name for using the seller’s own furnishings and accessories when a full staging isn’t possible due to budgetary constraints.

However, *partially staging* single rooms within a home may seem like a bargain and possible solution for some sellers. The outcome could be detrimental to the overall goal.

Such a look can leave a space looking vacant. And as one experienced home stager put it, “The rooms can look like they’ve just been robbed rather than *partially staged* with fewer furnishings.” In this case, an empty space with no furnishings at all can be better than skimpy accessories attempting to fill in the gaps.

Make an appointment for the home stager regardless of preconceived budgets and see what compromise can be reached. The budget alternatives and creativity are not only many, but also lucrative for both agent and homeowner.