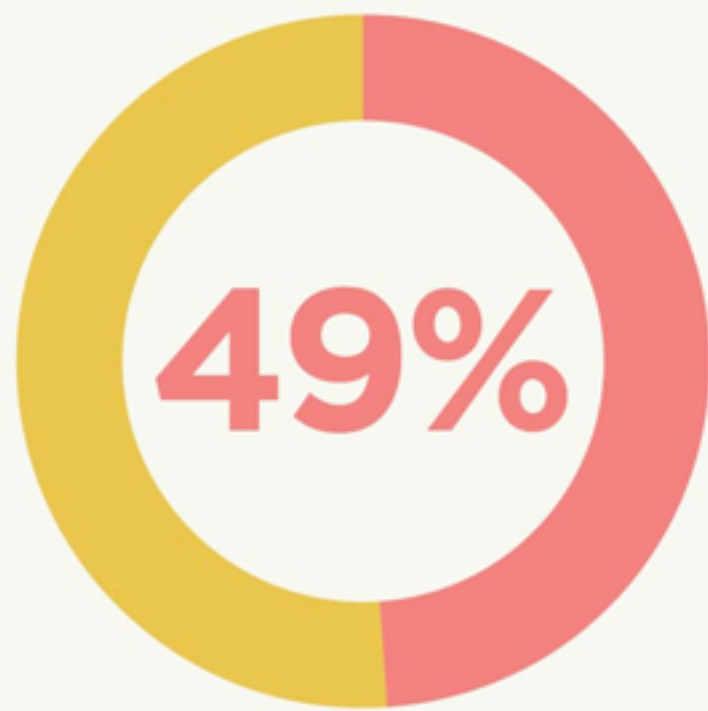


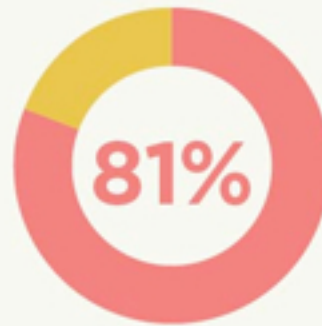
THE IMPACT OF HOME STAGING

Most homeowners know it is important to keep a home clean, bright, and free from clutter while it is on the market for sale. But, sometimes taking the extra step to stage a home can make a difference in how a buyer values it and the price a seller might get for it.

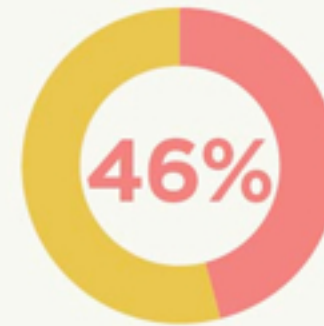
Top reasons a buyer's decision is impacted by a staged home:



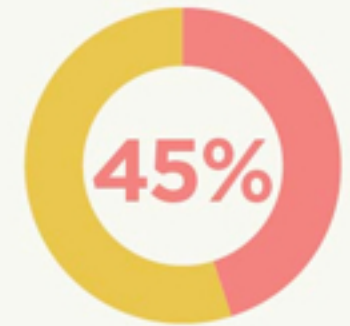
of REALTORS® representing buyers say home staging impacts most buyers' final decision.



Easier to visualize the property as a future home



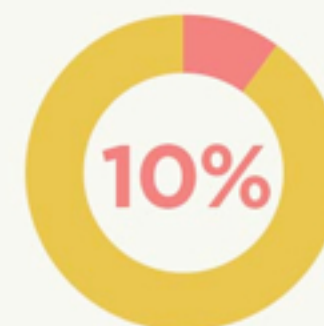
More willing to walk through a home viewed online



Will positively impact home value of home if decorated to buyer's tastes



Overlook other property faults



Will negatively impact home value if decorated against buyer's tastes



More suspect of home features

Most important rooms to be staged:

