

Diagram 1 – Staged Houses versus Non-Staged Market Averages

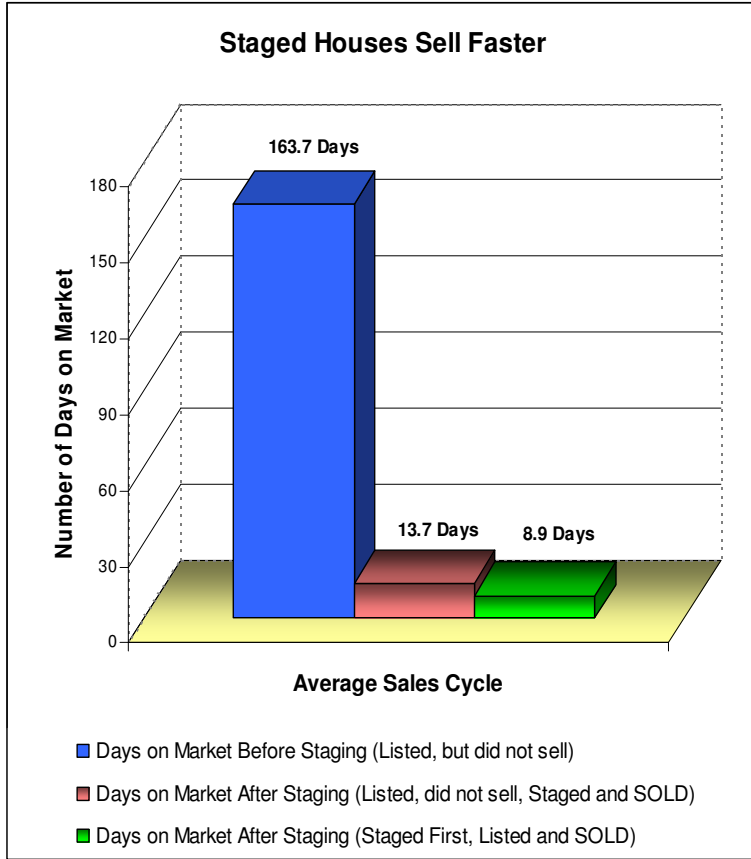


Diagram 2 – Average Increase in Sales Price

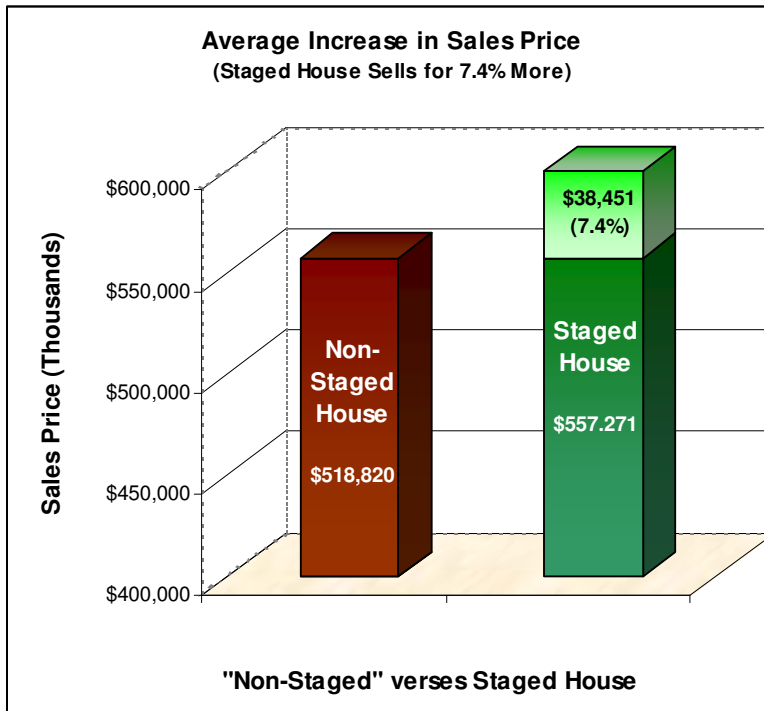
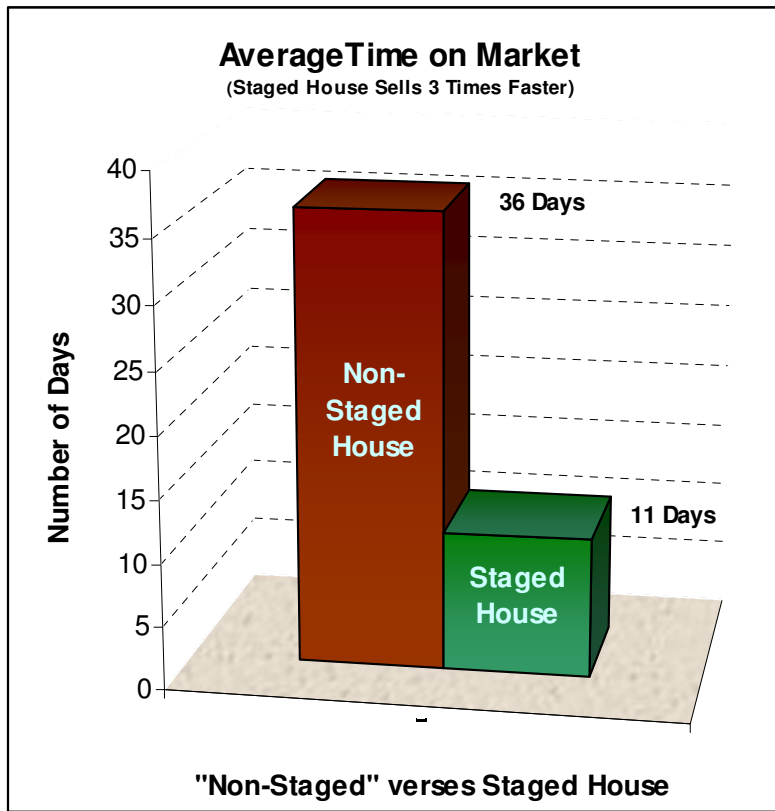
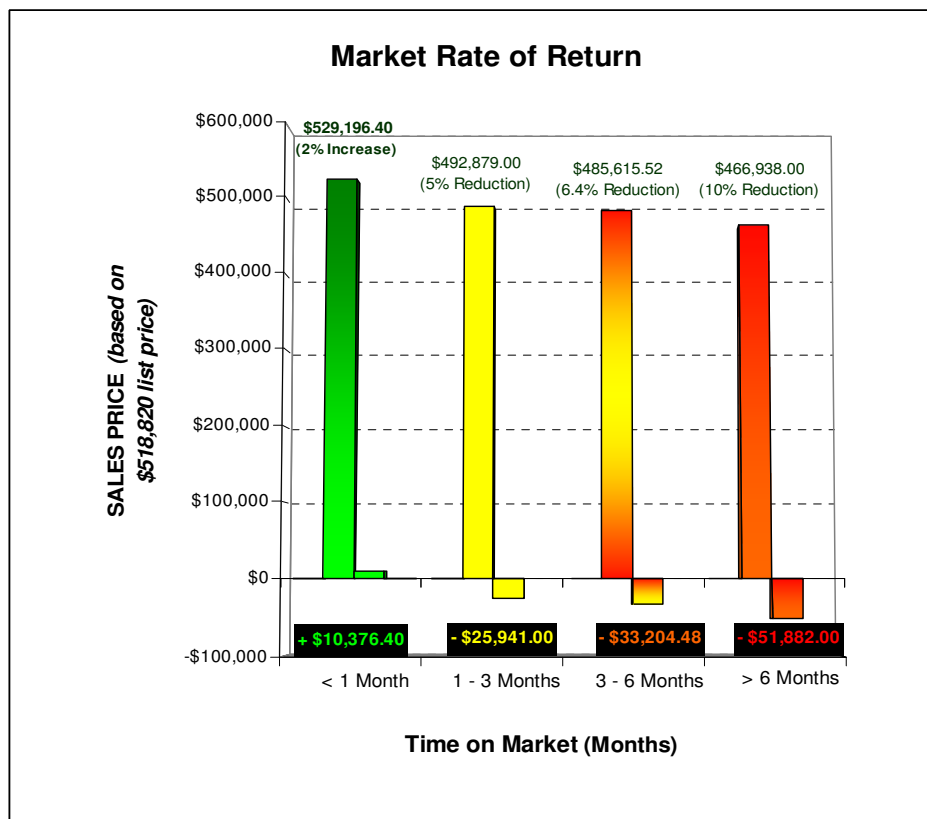


Diagram 3 - Average Time on Market



* Source: 2772 Total Properties / 129 Staged Properties ~ ranging in list price from \$229,000 to \$4.8 million. Village Voice, 3/24/00

Diagram 5 - Market Rate of Return Comparison

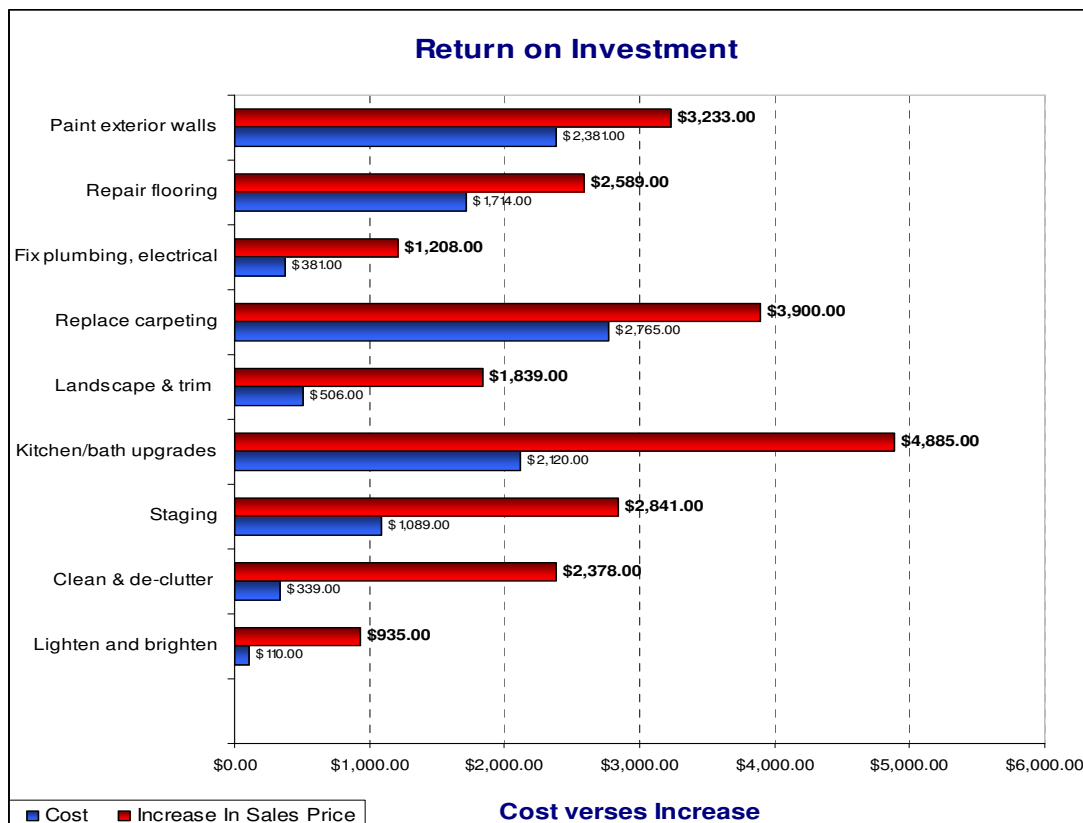


Time on Market	Homeowner Return
Less than 1 Month (1 day to 4 Weeks)	Sell for list or 1-2% higher
1 to 3 Months (4 - 12 Weeks)	Sell for 5% Less than list
4 to 6 Months (13 - 24 Weeks)	Sell for 6.4% Less than list
Over 6 Months (24+ Weeks)	Sell for 10% Less than list

Home Improvement Return on Investment

Improvement	Cost	Increase In Sales Price	Average Return	Agents Who Recommend
Lighten and brighten	\$86 - \$110	\$768 - \$935	769%	84%
Clean & de-clutter	\$305 - \$339	\$2,093 - \$2,378	594%	91%
Staging	\$212 - \$1,089	\$2,275 - \$2,841	169%	76%
Kitchen/bath upgrades	\$1,546 - \$2,120	\$3,823 - \$4,885	138%	83%
Landscape & trim	\$432 - \$506	\$1,594 - \$1,839	266%	72%
Replace carpeting	\$2,602 - \$2,765	\$3,585 - \$3,900	39%	65%
Fix plumbing, electrical	\$338 - \$381	\$922 - \$1,208	196%	63%
Repair flooring	\$1,531 - \$1,714	\$2,267 - \$2,589	50%	62%
Paint exterior walls	\$2,188 - \$2,381	\$2,907 - \$3,233	34%	57%

Diagram 6 - Investment Return Analysis



* 2003 HomeGain Survey of 2,000 real estate agents nationwide found that moderately priced home improvements, ranging from \$80-2,800, made in preparation for sale actually yield the highest returns when a house is sold.

Statistics from Independent Publications

The New York Times

"...a recent study of West Coast homes found that 17 out of 25 staged homes sold within seven days and the rest within 30 days. All were at or above asking price..."

THE WALL STREET JOURNAL

"Staging speeds up sales in a sluggish market... and can bump up prices 2% to 10% in a moderate market. The biggest advantage to staging occurs with luxury homes or in a market with bidding wars over properties, where effective staging can boost prices by 20% to 50%."

Orlando Sentinel

"To quickly sell a home for top dollar, real estate agents advise home seller to get control of their emotions about the home and place themselves in the shoes of potential buyers. Look at your home the way a potential buyer would, and make it appealing."



U.S. Department of Housing and Urban Development (HUD)

"... a staged house sells, on average, 17% higher than an un-staged house. Statistics suggest staged homes sell at an average of 6.32% over what they are listed for. Non-staged homes only average 1.6% over the listed price."



The Village Voice

"...the average number of days on the market for a staged house was 13.9 versus 30.9 days for an unstaged house."

HomeGain™

Surveyed 2,000 real estate agents nationwide and found that moderately priced home improvements, made in preparation for sale, actually yielded the highest returns when a house is sold.



"Unstaged home prices averaged \$518,820, while a comparable staged home sold for \$557,271, a 7.4 percent difference."

Reasons to Stage Your Home to Sell

If you're selling your home or investment house, take advantage of home staging trends. Below are twelve key points about staged homes.

❖ **Staged Homes Sell in Less Time**

Studies surrounding the effects of home staging range from homes selling 30 percent faster to the Christian Science Monitor's statistic that staged homes sell twice as fast. In early 2005, during the hot seller's market, The National Association of Realtors (NAR) found that staged homes sold in 13.9 days as opposed to 31 for non-staged homes. Imagine what the effect will be during a buyer's market.

❖ **Staged Homes Sell for More Money**

Homes that sit on the market too long usually get lower offers because home shoppers think that there's something wrong with the house and that the desperate home seller is an easy mark for a low offer. Research proves that staged homes sell for more. The NAR statistics indicated that staged homes sold for an average of 6.9 to 10% over listing price.

❖ **Staged Exteriors Entice Viewing**

When home shoppers first pull up in front of a home that's for sale, they make up their minds within SECONDS whether to get out of their comfortable vehicle or drive on. A manicured front yard with staging additions like flowers in colorful pots near the front door and a bench to sit makes buyers want to see what's inside.

❖ **Staged Entryways Affect Buyer's Decision**

Once home buyers cross the threshold, they know within 15 seconds whether they like the home or not. You must captivate your buyers right away with a setting staged for your target buyer. Compel your buyers to take a good look, not hurry through.

❖ **Staged Living Rooms Make Buyers Feel at Home**

Beyond the usual deep cleaning and de-cluttering, staging your living room with suggestions of activities gives buyers ideas like how it will feel to entertain in the space. Spur imagination with props like a cocktail tray set out. You want to entice your buyers to move in, not move on to the next home.

❖ **Staged Kitchens Sell Houses**

Because the kitchen ranks paramount in home shoppers list of requirements, spend extra time staging the space. Remove all appliances on the counter and dress the space with flowers and bowls of fruit. Buyers pay a premium for kitchens that are ready to move in and not ready to work on.

❖ **Staged Homes Tell Buyers that Your Home Is Loved**

Buyers desire a well-maintained home. Homes that show well speak to the buyers that you care enough to keep on routine maintenance.

