



# HOME STAGING

**kelly**designs

redesign of spaces & dwellings

refine. refresh. renew.

# 25%

of Home Sellers are paying  
& getting their home  
staged before listing it.



LIVING ROOM

# 39%

of Sellers' Agents agreed that staging a home greatly decreases the amount of time the home is on the market.



BEFORE



AFTER

LIVING ROOM

# 29%

of Seller's Agents reported an increase of 1-5% of the dollar value offered by buyers, in comparison to similar homes.



LIVING ROOM

86%

of Home Buyers consider  
a "Living Room"  
IMPORTANT to have  
staged.



LIVING ROOM



# 38%

of Sellers' Agents stage all homes prior to listing them for sale.



MASTER BEDROOM

# 84%

of Home Buyers consider  
a "Master Bedroom"  
IMPORTANT to have  
staged.



BEFORE



AFTER

MASTER BEDROOM

68%

of Home Buyers consider  
a "Kitchen" IMPORTANT  
to have staged.



KITCHEN



# 49%

of Buyers' Agents cited that home staging had an effect on most buyer's view of the home.



## OFFICE

27%

of Buyers are willing to  
"overlook property faults"  
when the home is staged.



DINING ROOM

# 71%

of Home Buyers consider  
a "Dining Room"  
IMPORTANT to have  
staged.



BEFORE



AFTER

DINING ROOM

40%

of Buyers are "more willing to walk through a staged home they saw online."



FAMILY ROOM



# 29%

of Seller's Agents believe the staging increased the value of the home 6-20%.



## FAMILY ROOM



OVER  
77%

of Buyers find it "easier to visualize the property as a future home" when it's staged.



BEFORE

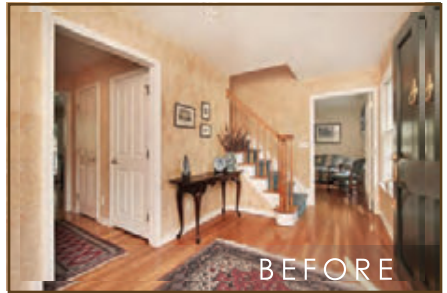


AFTER

FOYER

72%

of staged homes spend  
less time on the market.



FOYER



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FACT SOURCES:  
National Association of Realtors 2017 Profile of Home Staging Report & RESA