

**2018
REPORT**



HOME STAGING PROFILE

LATEST INFORMATION ON THE INDUSTRY IN THE UK

Prepared by:

**HOME STAGING
ASSOCIATION**

Sponsored by:

SP
SPACE PHOTO

**WHITE VAN
GENTLEMEN**
DELIVERING WITH DISTINCTION

EXECUTIVE SUMMARY

62% of property professionals cited that home staging has great effect on the buyers' view of the property, followed by 33% that cited it has some effect, and 5% that cited that it does not have much effect.

95% of interviewed samples cited that staged homes sell faster than non-staged ones.

100% of real estate agents and property developers cited that home staging makes it easier for a buyer to visualise the property as their future home.

67% of real estate agents cited that the reception room is the most important room to be staged for sale, followed by 14% that cited it to be the kitchen, and 14% the master bedroom.

23% of the properties that were sold had the reception room staged, followed by 22% of properties that had the master bedroom staged.

35% of estate agents cited that staging increased the offer value in up to 3%, followed by 35% who cited the increase to have been from 4-6%.

46% of property developers cited that staging increased the offer value above 10%, followed by 56% that cited it increased the offer value between 1-3%.

76% of interviewed samples cited that the seller pays for the staging before listing the property.

67% of interviewed samples cited that the seller hires a staging company to stage a property. The seller can be either a home owner or a property developer. 19% cited that the estate agency hires a staging company/professional.

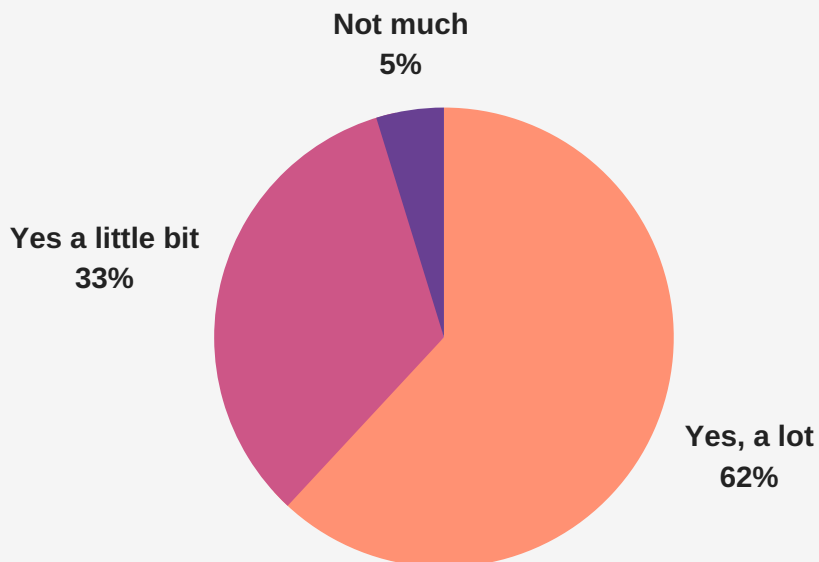
De-cluttering, professional photography and entire house cleaning are the most recommended services to help sell, being cited by 18%, 16% and 15% respectively.

100% of interviewed professionals have cited that properties with professional photography get more viewings than the ones with low-quality images.



Home Staging has an effect on the buyers' view of the property

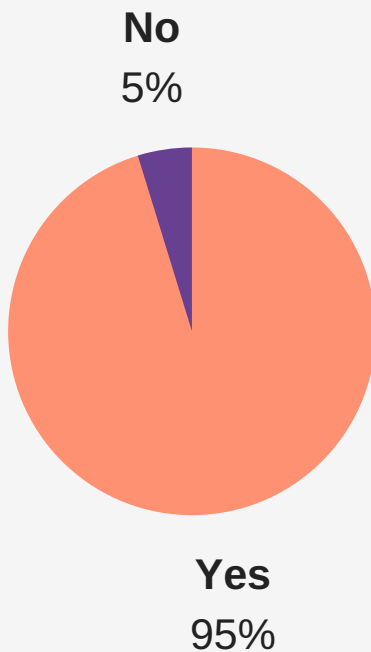
DOES HOME STAGING HAVE AN EFFECT ON MOST BUYERS' VIEW OF THE PROPERTY?





Staged homes
sell faster than
non-staged ones

**DOES A STAGED HOME SELL
FASTER THAN A NON-
STAGED ONE?**





Home Staging helps the buyer to visualise the property as their future home

DOES HOME STAGING MAKE IT EASIER FOR A BUYER TO VISUALISE THE PROPERTY AS THEIR FUTURE HOME?

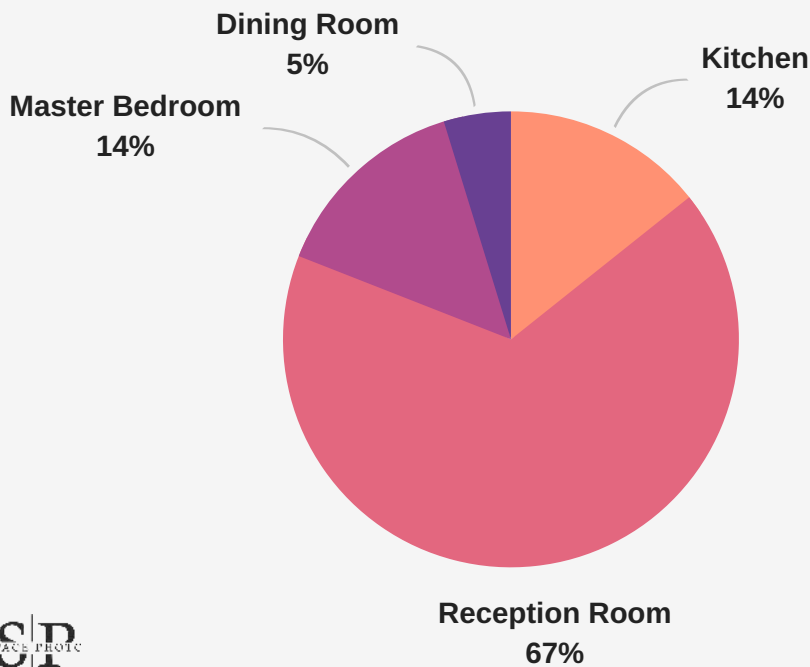


Yes
100%



The reception room is considered the most important to be staged

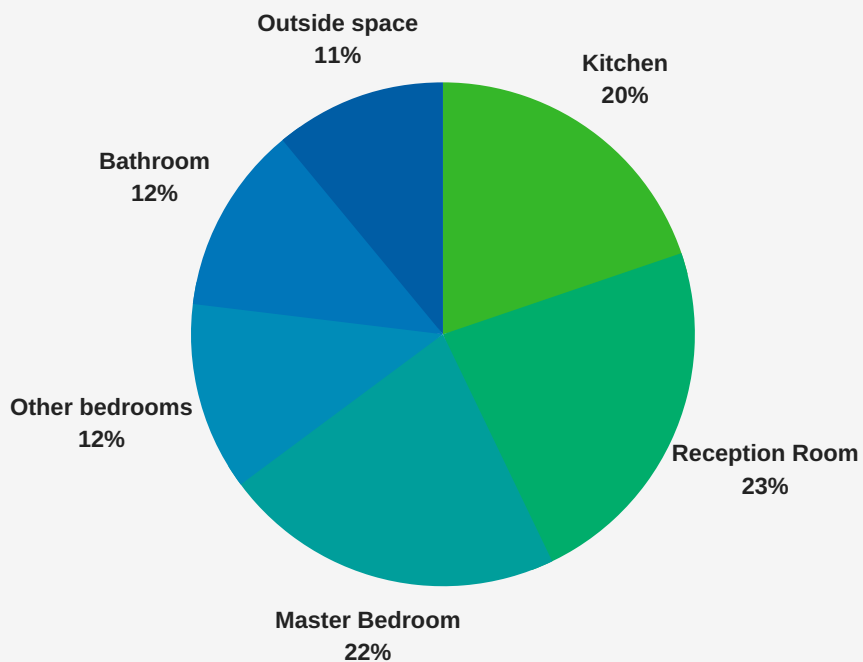
WHAT ROOM IS CONSIDERED THE MOST IMPORTANT TO HAVE STAGED TO HELP SELL?





Most of properties that were sold had the reception room staged

IN PROPERTIES THAT WERE SOLD, WHICH ROOMS WERE STAGED?

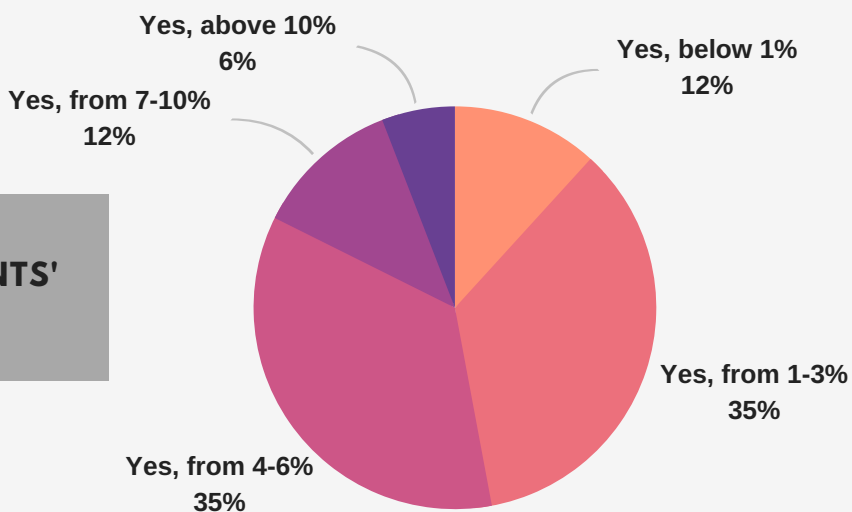




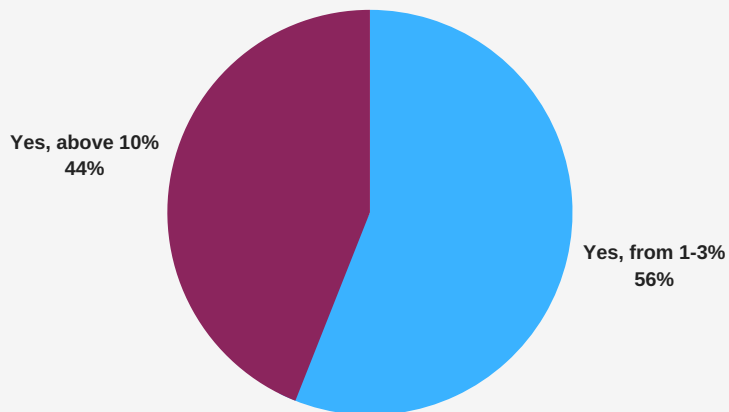
Staging a property increases its offer value

COMPARING OTHER SIMILAR PROPERTIES, DID STAGING INCREASE THE OFFER VALUE?

REAL ESTATE AGENTS' POINT OF VIEW



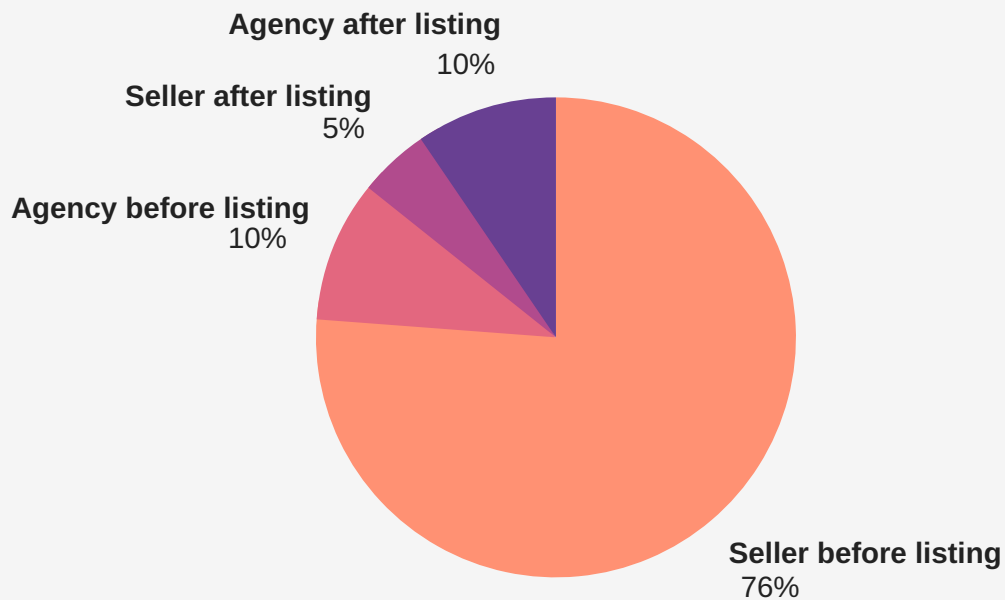
PROPERTY DEVELOPERS' POINT OF VIEW





It's the seller who usually pays for the staging costs before listing the property

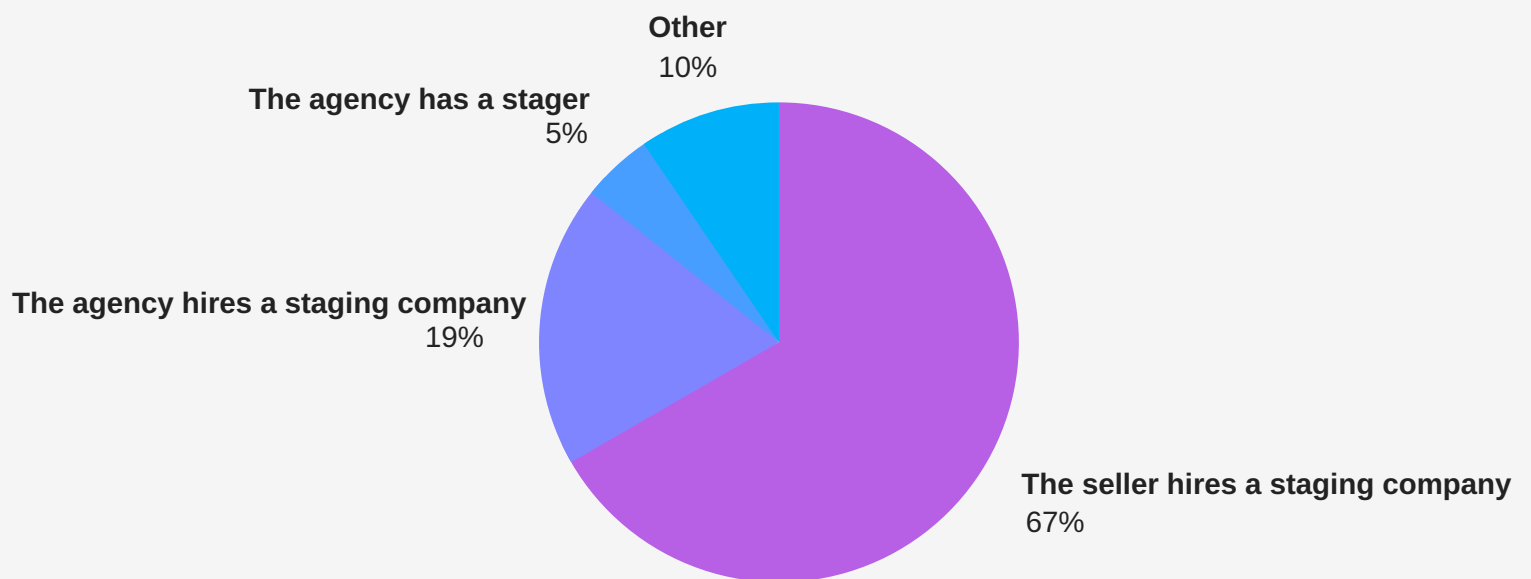
WHO USUALLY PAYS FOR STAGING COSTS?





The seller is the one who usually hires a staging company or professional

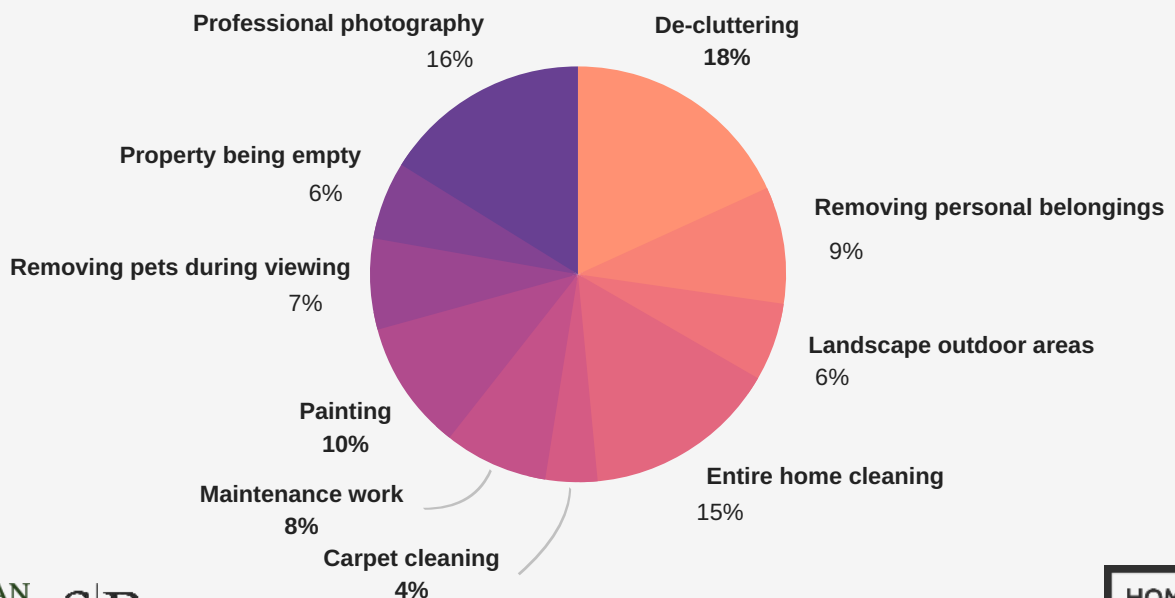
WHO STAGES THE PROPERTIES?





De-cluttering is among the most recommended services to help sell

WHAT ARE THE MOST RECOMMENDED SERVICES TO HELP SELL?





Properties with professional photography get more viewings

DO PROPERTIES WITH PROFESSIONAL PHOTOS GET MORE VIEWINGS THAN PROPERTIES WITH POOR QUALITY IMAGES?



Yes
100%

METHODOLOGY

As part of a descriptive research study, from December 2017 to March 2018, the Home Staging Association invited a random sample of 400 property professionals across the United Kingdom, including real estate agents, property developers and property managers, to fill out an online survey.

A total of 224 useable responses was received and they were distributed into a percentage frequency, identifying the total number of observations being represented, followed by counting the total number of observations within each grouping of data points, and then dividing the number of observations within each data point or grouping of data points by the total number of observations.



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