



THE RESEARCH IS IN

Staging By The Numbers

What buyers, sellers, and agents are actually saying about the impact of professional staging.



83%

BUYER VISUALIZATION

of buyers' agents say staging makes it easier for buyers to picture a property as their future home. That's the emotional connection that turns a showing into an offer.

49%

FASTER SALE

of sellers' agents report that staging reduces the amount of time a property spends sitting on the market. Fewer days on market means less price erosion.

20%

STRONGER OFFERS

of sellers' agents say staging increases the dollar value offered on a property by more than 10%. That's real, measurable return on investment.

81%

OVERLOOKED FLAWS

of buyers' agents say staged properties help buyers overlook a property's imperfections, softening objections before they ever come up.

MORE PROOF THE NUMBERS ARE ON OUR SIDE

— ALSO WORTH KNOWING

29%

of real estate professionals report staged properties receive offers that are 1-10% higher.

48%

of agents say buyers expect properties to look like what they see on home-design TV shows.

91%

of agents say the living room is the most important room to stage, followed by the primary bedroom (83%).

56%

of agents say buyers are more willing to overlook other property faults when a home is staged.

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*Today's buyers often decide whether to schedule a showing within seconds of viewing a listing online. Professional staging creates a strong first impression and helps buyers imagine themselves living in the property, resulting in **faster sales and stronger offers.***

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STAGING ISN'T A GUESS. IT'S BACKED BY DATA.

Source: National Association of Realtors® 2025 Profile of Home Staging Report