



STAGING OBJECTIONS, SOLVED.

What to Say When Your Seller Pushes Back on Staging



16

Real seller objections,
word-for-word replies

4

Categories: money, timing,
trust, perception

1

Script you can use in your
very next appointment

Every listing appointment eventually runs into the same handful of objections. The seller who doesn't want to spend money before a sale. The one who thinks their house already looks fine. The one who's emotionally attached and doesn't want anything touched. This guide gives you exactly what to say back, organized by the type of pushback you're facing, so you can move a hesitant seller to yes without fumbling for the right words.

IN THIS GUIDE

● MONEY

Cost concerns and pay-at-close

● TIMING

Market speed and tight deadlines

● TRUST & PROCESS

Access, virtual staging, as-is sales

● MINDSET & PERCEPTION

Taste, attachment, and aspiration



■ MONEY OBJECTIONS

"That's too expensive."

YOU SAY

I hear you, but think of it as marketing, not decorating. RESA's latest data shows professionally staged homes are averaging 109% of list price, and NAR reports sellers' agents seeing a 1–5% increase in dollar value from staging, so what you put in typically comes back several times over. Staging almost always costs less than your first price reduction would.

"I don't want to put money into a house I'm about to sell."

YOU SAY

Totally understand, that's actually why we work with Ashworth Home. They offer a pay-at-close program, so there's no money out of pocket before the sale. It simply comes out of your closing costs once the home sells.

"Can't we leave some of our things and mix in Ashworth Home's? It'll be cheaper."

YOU SAY

It usually ends up costing more, not less. Working around your existing furniture means a longer design plan and a longer install. Full vacant staging is more efficient, and the results are stronger too.

"This is a starter home, staging isn't worth it here."

YOU SAY

Staging isn't scaled to price point, it's scaled to competition. Buyers at every price range are comparing the same photos. If anything, staging matters more here, because more similar listings are competing for the same buyers.

■ TIMING OBJECTIONS

"The market's hot, it'll sell anyway."

YOU SAY

It probably will sell, the question is how fast and for how much. Staged homes are selling up to 73% faster than unstaged ones. In a market like this, staging is how we turn one offer at asking into multiple offers over asking.

"We don't have time, I want to list next week."

YOU SAY

That's actually the best reason to stage, not a reason to skip it. The first two weeks a listing is live get the most traffic it will ever see. Ashworth Home works with tight turnarounds all the time, they'll do everything they can to get you in fast.

■ TRUST & PROCESS OBJECTIONS

"I don't want strangers moving my stuff around."

YOU SAY

Totally fair, and it's more controlled than it might sound. Ashworth Home actually doesn't move much of your stuff at all. For occupied staging, they'll ask you to handle a few things ahead of time, and they avoid moving anything large, expensive, or sentimental themselves, that's exactly the kind of thing they don't want to risk damaging. And if anything ever did happen, they're fully insured, so you're covered either way.

"Should I move out, or can we stage while I'm still living here?"

YOU SAY

Both are options, but we generally recommend moving out if you can. Vacant staging lets us use our own furniture and design the space specifically to sell, rather than working around what's already there. If you need to stay in the home, we can absolutely do occupied staging too, we'll just work with you on what to adjust.

"Can't we just do virtual staging instead?"

YOU SAY

We could, but it can actually work against us. Buyers show up expecting what they saw online, and if the house looks empty or different in person, it creates doubt right when we need their trust the most. In-person staging keeps everything consistent.

"I'm selling as-is, I don't want extra work."

YOU SAY

Good news, staging isn't a repair or a renovation, so it doesn't conflict with an as-is sale at all. It's furniture and styling, completely temporary and reversible. It just changes how the home is perceived while it's on the market.

■ MINDSET & PERCEPTION OBJECTIONS

WORTH GETTING RIGHT

"My house is already decorated nicely."

YOU SAY

It really is, and here's the thing: you're not the one buying it. Staging isn't about what you like, it's about what appeals to the masses, to the buyer we're targeting. That's actually why we focus as much on destyling as we do on styling. If a home reads too strongly in one direction, heavy farmhouse, for example, a buyer who doesn't share that taste can walk in, fixate on the style, and mentally check out before they even take in the space itself. Our job is to make the house feel broadly appealing, so buyers see the home, not someone else's taste.

"My house is older or dated, staging won't fix that."

YOU SAY

Staging isn't trying to hide the age of the home, it's about directing a buyer's attention to the things that sell. That's the flow and space, but it's also the features that make the house special, a great window, vaulted ceilings, an arched doorway, whatever it has going for it, instead of the things that distract them. It's actually one of the most effective tools for a home like yours.

"I already decluttered, isn't that enough?"

YOU SAY

Decluttering is step one, staging is step two. Decluttering removes distraction. Staging adds intention, it creates a visual story that helps buyers connect emotionally with the space. Doing one without the other leaves value on the table.

"This is a luxury home, buyers don't care about staging."

YOU SAY

Actually, it matters more at this level, not less. Buyers at this price point are comparing your home against other high-end listings with a much higher bar for presentation. Staging is how we make sure your home matches the caliber of buyer we're trying to attract.

"My house is empty, doesn't that make it look bigger?"

YOU SAY

It's actually the opposite, empty rooms tend to look and feel smaller, not bigger. Without furniture to give a sense of scale, buyers lose their frame of reference. They'll walk into an empty living room and not be able to picture where the sofa would go, or stand in an empty bedroom and wonder what size of bed would even fit. Furnished rooms solve that instantly, they show buyers exactly how the space functions and how much actually fits, which reads as more spacious, not less.



"This is hard for me, I don't want anything changed."

YOU SAY

I get that, and this house has history for you. Staging isn't erasing that, it's helping the next family start making their own memories here.



WHY STAGING WORKS

The numbers your sellers actually respond to.

QUICK-REFERENCE VERSION

For quick reference before an appointment.

Seller Says	Your Comeback
● "Too expensive."	Costs less than a price cut — NAR reports a 1–5% value increase.
● "Don't want to put money in."	Pay-at-close: no money out of pocket.
● "Mix our stuff with theirs, cheaper?"	Costs more, not less — full vacant staging is more efficient.
● "Lower price point."	More competition, not less, staging matters more.
● "It'll sell anyway."	Sells up to 73% faster staged.
● "No time to list."	First 2 weeks matter most, we move fast to get you in.
● "Don't want strangers in the house."	They move very little — and they're fully insured either way.
● "Move out, or stage while living there?"	We recommend vacant, but occupied staging works too.
● "Wants virtual staging."	In-person keeps online and in-person experience consistent.
● "Selling as-is."	Staging is temporary styling, not renovation.
● "Already decorated nicely."	It's about the buyer's taste, not yours, and we destyle to stay broadly appealing.
● "House is dated."	Staging redirects attention, doesn't hide age.
● "Already decluttered."	Decluttering is step one, staging is step two.
● "It's a luxury home."	Higher price means higher buyer expectations.
● "Emotionally attached."	Helping the next family start their story.
● "Empty shows bigger."	Furnished shows scale and function better.

HOW A BUYER MOVES THROUGH YOUR LISTING

1
SCROLL
Photos decide
in seconds

20 sec

TO FORM A FIRST
IMPRESSION

2
CLICK
Staged listings
get more views

1 in 3

AGENTS SAY BUYERS ARE
MORE LIKELY TO BOOK A SHOWING

3
TOUR
Staging helps
buyers picture it

83%

OF AGENTS SAY STAGING HELPS
BUYERS VISUALIZE THE HOME

4
OFFER
Staged homes sell
faster, for more

109%

OF LIST PRICE
ON AVERAGE, STAGED

Sources: NAR 2025 Profile of Home Staging · RESA® 2025 Quarterly Staging Statistics

73%
FASTER SALES
than unstaged homes

7–13%
HIGHER OFFERS
above asking price

\$0
DUE UP FRONT
with pay-at-close

STAGING ISN'T AN EXPENSE. *IT'S AN INVESTMENT.* LET'S MAXIMIZE IT TOGETHER.



**READY TO ELEVATE
YOUR LISTINGS?**

Let's work together.

Phone 614.541.8166
Email hello@ashworthhomeco.com
Web ashworthhomeco.com
IG @ashworthhomeco
FB @ashworthhomeco

