



# Get started with VACANT STAGING

Did you know most homebuyers will spend an average of 5 minutes in a vacant home, but will linger in a furnished home around 40 minutes? And, studies show that the longer a homebuyer stays in the home, the more likely they are to make an offer. It makes sense. Let us help your vacant home say, "Hello homebuyer, sit and stay for a minute."

# IF THE HOUSE IS EMPTY, CAN'T PEOPLE JUST PICTURE THEIR OWN STUFF THERE?

The National Association of REALTORS® 2019 Profile of Home Staging takes a look at the value staging a home brings to the selling process

## 83%

of buyers' agents say that **staging makes it easier for buyers to 'visualize'** the property as their future home



## 44%

of buyers' agents say that staging a home **increases the dollar value offered**



The most commonly staged rooms when selling:

## 93%

living room



## 84%

kitchen

## 78%

master bedroom



## 53%

of sellers' agents say that staging a home **decreases the amount of time a home spends on the market**



## 95%

of agents recommend that sellers **declutter their home** before putting it on the market



NATIONAL ASSOCIATION of REALTORS®



# BUT, HOW MUCH DOES IT COST?

## The cost to stage your vacant house is based on...

1. The estimated list price of the home
2. The size of the home
3. The number of rooms to be staged



A vacant staging package works great for any home, condo, townhome, a flip house, or rental property, that needs a more “current” look. We create a modern, but cozy home with clean lines utilizing wood, metal, neutral furnishings, and decor with pops of color in artwork and pillows to create interest. Accessories items such as plants, lamps, rugs and spa like bathroom accessories help buyers picture a perfect life in this house. We focus on staging the main living areas of a home, including the living room, dining room, kitchen, master bedroom and up to two bathrooms.

## Staging Investment Range for a 5 room, 60 day stage:

**\$1,500 - \$3,000**

- Smaller home with lower price range.  
(usually under 1,400 Sq. Ft)

The price ranges listed here are to give you a general idea of staging costs. These are not contract prices. Pricing may be lower or higher based on the needs of the home.

**The only way to get an accurate price is an on-site evaluation.**

**\$2,500 - \$5,000**

- Smaller home with lower price range
- Medium home with mid price range
- Large home with lower price range

Please be aware... Condos require an additional fee for extra time and labor needed. (What, you didn't think I'd notice we get to haul furniture up to your 22nd floor condo?)

**\$5000+**

- Medium home with high price range
- Large home with mid price range
- Large home with high price range

**Call Hello Homes at 850-625-7251 to get started staging your vacant home today.**