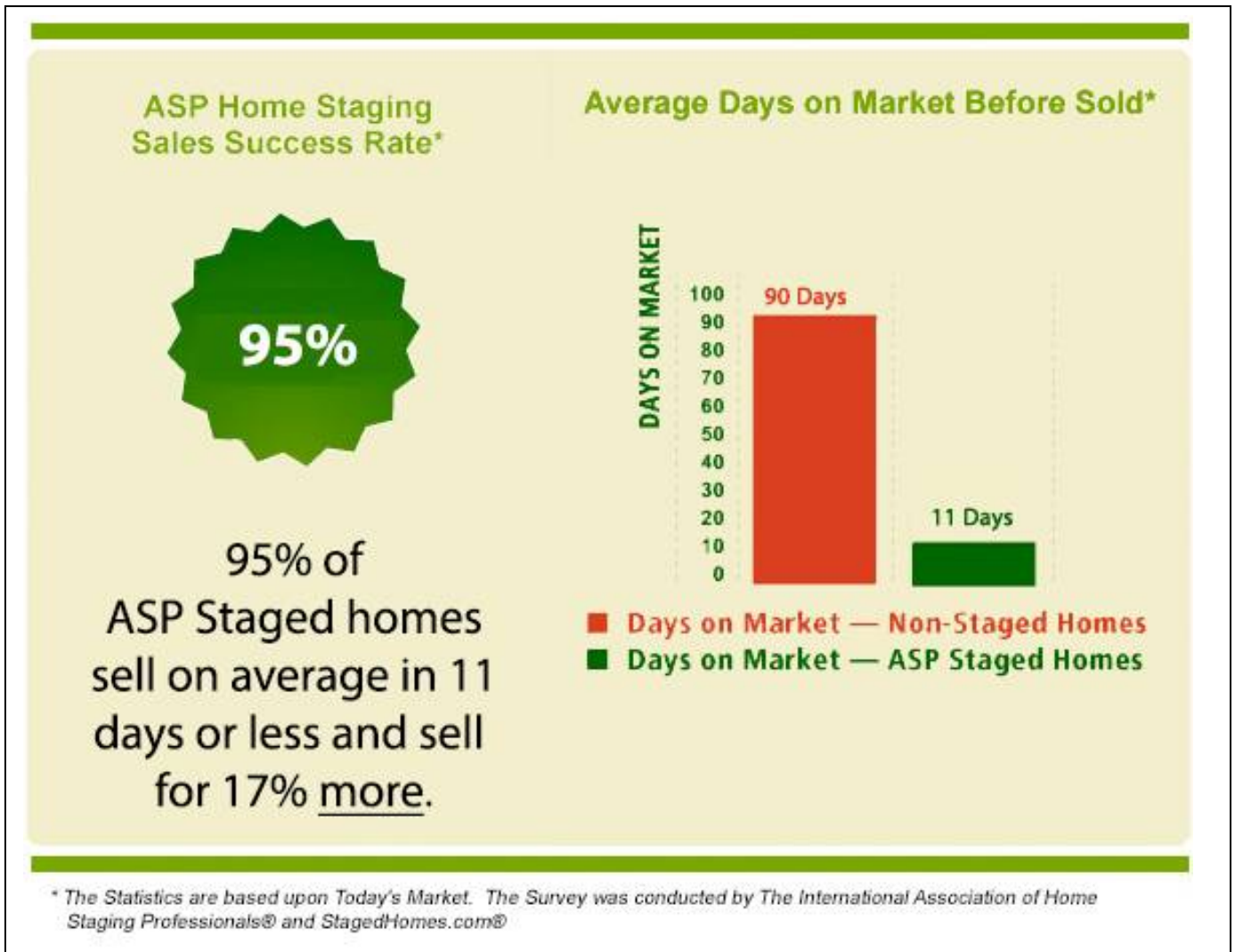


Statistics prove Staging Works!

"Your Investment in ASP Home Staging will always be less than a Price Reduction"

- Barb Schwarz, The Creator of Home Staging



In any market at any time, a house that is professional ASP® Staged will sell faster and at a better price than a comparable un-Staged house. Statistics prove this to be true, because a Staged house is prepared for the buyer – helping them to envision living in the home, and being able to mentally move in.

Houses that are vacant, cluttered, dirty, over decorated, have too many custom wall colors, or are empty are unappealing and instead of moving in, a Buyer moves on and buys something else.

Statistics prove Staging Works!

Return on Staging Investment

This chart shows the average return of your Home Staging investment versus condition-based improvements. Based on 2013 Home Gain study

Listed below are the most highly recommended improvements based on national survey of over 2,500 Realtors.				
© 2013 HomeGain				
Area of Home	Average Investment	Increase in Selling Price	Average ROI	% of Agents Recommended
Staging	\$75	\$3,000 - \$3,999	4597.00%	73.00%
Clean / de-clutter	\$75	\$1,000 - \$1,499	1577.00%	98.00%
Lighten and brighten	\$75	\$1,000 - \$1,499	1577.00%	96.00%
Carpeting	\$150	\$1,000 - \$1,499	736.00%	100.00%
Plumbing and electrical	\$200	\$1,000 - \$1,499	525.00%	90.00%
Yard	\$250	\$1,000 - \$1,499	401.00%	94.00%
Flooring	\$1,250	\$2,000 - \$2,999	100.00%	94.00%
Update kitchen and bath	\$3,125	\$5,000 - \$5,999	76.00%	65.00%
Paint exterior	\$1,750	\$2,000 - \$2,999	43.00%	81.00%
Paint interior	\$1,750	\$1,000 - \$1,499		100.00%

Note: ALL recommendations above are part of Staging your house for sale with the exception of plumbing and electrical which are conditional items.

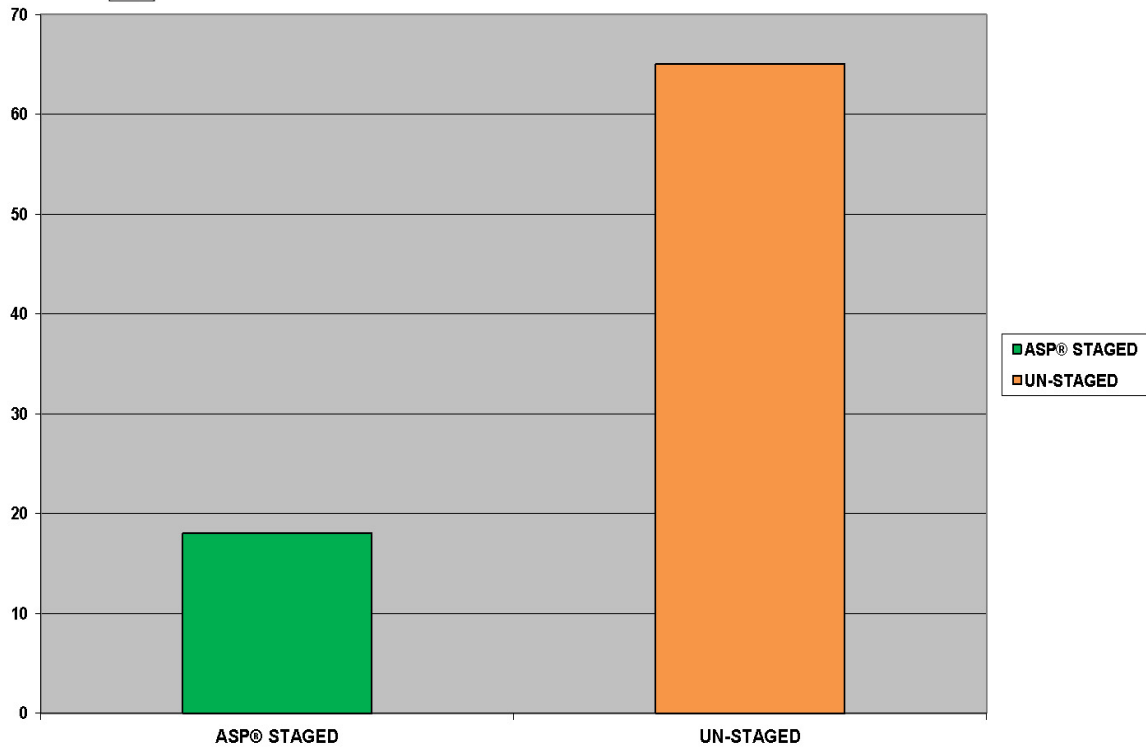
Statistics prove Staging Works!

Recent statistical survey of ASP Staged homes in the greater Denver area show houses that are Staged are selling in 18 days average while days on market for the un-staged properties is at 69 days. Houses that sell in 30 days or less sell at 98% of the list price while houses that sell in 60 days or more sell at 86% or less of list price. (Denver MLS – January 2014)

Statistics prove that ASP Staged houses sell faster than the regional averages.
Keep Equity and get the most from the Sale of your House or Listing!



DAYS ON MARKET - DENVER REGION - JANUARY 2014
Denver Chapter of the International Association of Home Staging Professionals®



Statistics provided by members of the Denver IAHSP Chapter serving the entire Denver region.
Statistics provided for vacant and occupied home staging.

Statistics prove Staging Works!



JENNIE NORRIS, ASPM®, IAHP®
Accredited Staging Professional Master®
International Association of Home Staging Professionals®

Sensational HOME STAGING

DENVER'S PREMIER HOME STAGING RESOURCE

1-888-93-STAGE

303-717-7918

www.SensationalHome.com



*"The investment
in Staging is
always less than a
price reduction!"*

Barb Schwarz
Creator of the
Home Staging® Concept

STATISTICS

OUR RESIDENTIAL STAGING RESULTS

show that homes prepared for sale have sold on average for as much as 5-10% more than homes that were not prepared for sale. National Association of Realtors (NAR) says current price reductions between 5 and 20%! Stage® it first and keep more equity!

5-20%

EQUITY

STAGING STATISTICS

Statistics show that houses that are Staged sell on average 2-5 times faster than those that are not Staged.

2-5 TIMES FASTER*

2-3
TIMES FASTER

YOUR COMPETITION

We track our regional statistics and knows approximately 15% of the market is being Staged - which means 85% of houses are NOT being Staged. This gives your Staged home the edge over 85% of the marketed competition.

15% vs. 85%

STAGING VS PRICE REDUCTION

Before you lower your price, consider Staging, and ideally Stage it FIRST before anyone sees it!

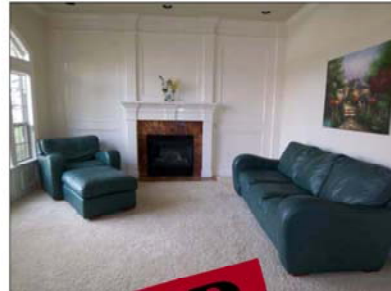
For example . . .

Do you reduce by \$10,000 or \$20,000?

Why not invest \$500—\$1,000** on Staging?

When you Stage® instead of Reduce, you may keep as much as \$9,500-\$19,500!!

\$9,500
EQUITY GAIN



BEFORE
&
AFTER

SOLD



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**Based on data from the NAR.

**Based on average price for preparing home for sale excluding rental of furniture

HOME STAGING • HOME MAKEOVERS • COLOR CONSULTATION • DECOR AND ACCESSORY RESOURCING

SensationalHomeStagingCO@gmail.com

Sensational Home Staging - Denver Region's Premier Home Staging Resource