

Return on Staging Investment

The following is a summary of the results of HomeGain's 2007 national survey, based on the ten areas of home improvement identified by real estate agents in HomeGain's original survey in 2003. They are listed from the highest to lowest returns on investment:

Project	Typical Cost	Price Increase	Return on Investment	% of Agents Recommending	
Lighten & brighten	\$233 - 370	\$1,178 - 1,566	355%	97%	Home Staging
Clean and de-clutter	\$190 - 318	\$1,505 - 1,937	578%	97%	
Landscape front/back yards	\$378 - 546	\$1,718 - 2,158	319%	97%	
Stage home for sale	\$403 - 584	\$1,938 - 2,431	343%	91%	
Repair electrical or plumbing	\$436 - 621	\$1,205 - 1,590	164%	93%	Home Repair
Repair damaged flooring	\$628 - 878	\$1,633 - 2,061	145%	94%	
Update kitchen & bathrooms	\$1,404 - 1,828	\$3,216 - 3,934	121%	87%	
Replace or shampoo carpeting	\$562 - 808	\$1,532 - 1,950	154%	98%	
Paint exterior walls	\$663 - 938	\$1,757 - 2,205	147%	88%	

* Courtesy of HomeGain.com. HomeGain surveyed over 2,000 real estate agents in each of the U.S. regions. All agents might not necessarily agree on the same pre-sale strategy. See "% of agents recommending" column above. Differences of opinions may vary based on the climate of the market, region of the country or condition of the home in question. The percentage of agents that agree on the positive impact of a particular pre-sale activity is summarized here.

ASP Home Staging Sales Success Rate*

95.1%

95.1% of ASP Staged Homes sell on average in 1 month or less

Average Days on Market Before Sold*



* Based on a StagedHomes.com survey of over 400 homes across Canada & the Continental US prepared for sale by an Accredited Staging Professional (ASP™) from June 2007 through November 2007.