



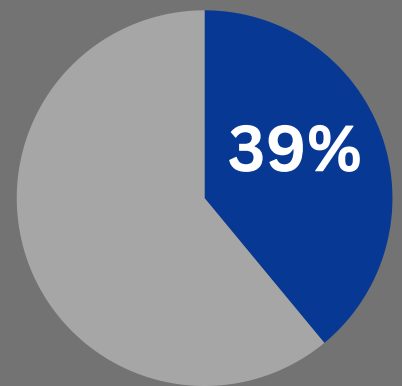
# Do looks *really* matter?

When it comes to selling your home, the answer is **yes!**

There have been many studies and research conducted to understand how to sell real estate quickly.

- **83%** say a staged property is easier to visualize as their future home.
- **25%** of homes greatly decreased their time on the market once staged.
- **39%** of staged homes increase in dollar value between 1% to 10%.
- **35%** of buyers think that the home buying process is going to be difficult, staging makes your home easy for potential buyers to visualize it as their next home.

Source: <https://www.nar.realtor/sites/default/files/documents/2019-profile-of-home-staging-03-14-2019.pdf>



39% of REALTORS report that staging helps sell a home significantly *faster*.

Source: National REALTORS Association. 2018 Profile of Home Staging



**BHINDER SHARMA**  
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