

Home Staging Report 2019

The Latest
Information on
the Industry in
the UK & Ireland





Parent.



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Our Members	83

As part of a descriptive research study, from January 2019 to April 2019, the Home Staging Association UK & Ireland invited a random sample of 330 property professionals across the United Kingdom, including real estate agents, property developers and property managers, to fill out an online survey.

A total of 106 usable responses was received and they were distributed into a percentage frequency, identifying the total number of observations being represented, followed by counting the total number of observations within each grouping of data points, and then dividing the number of observations within each data point or grouping of data points by the total number of observations.



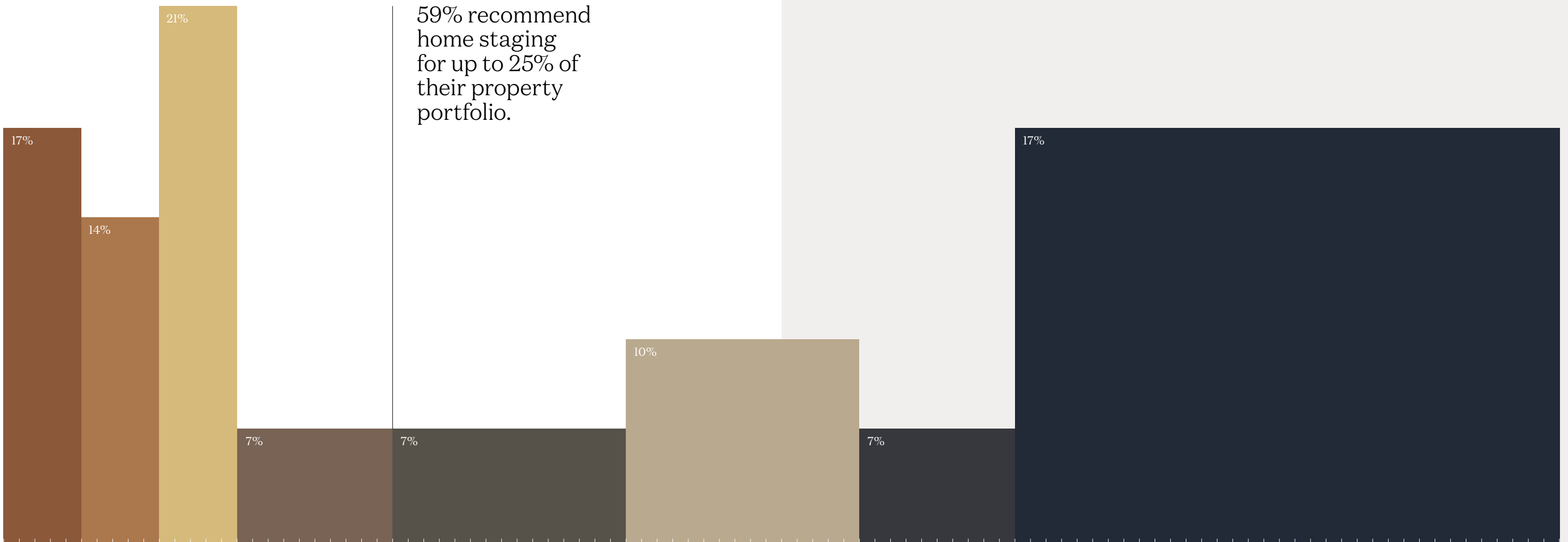
Does home staging make it easier for a buyer to visualise the property as their future home?

Results:	
Yes	100%
No	0%
Not Sure	0%

100%

For what percentage of your properties do you recommend staging?

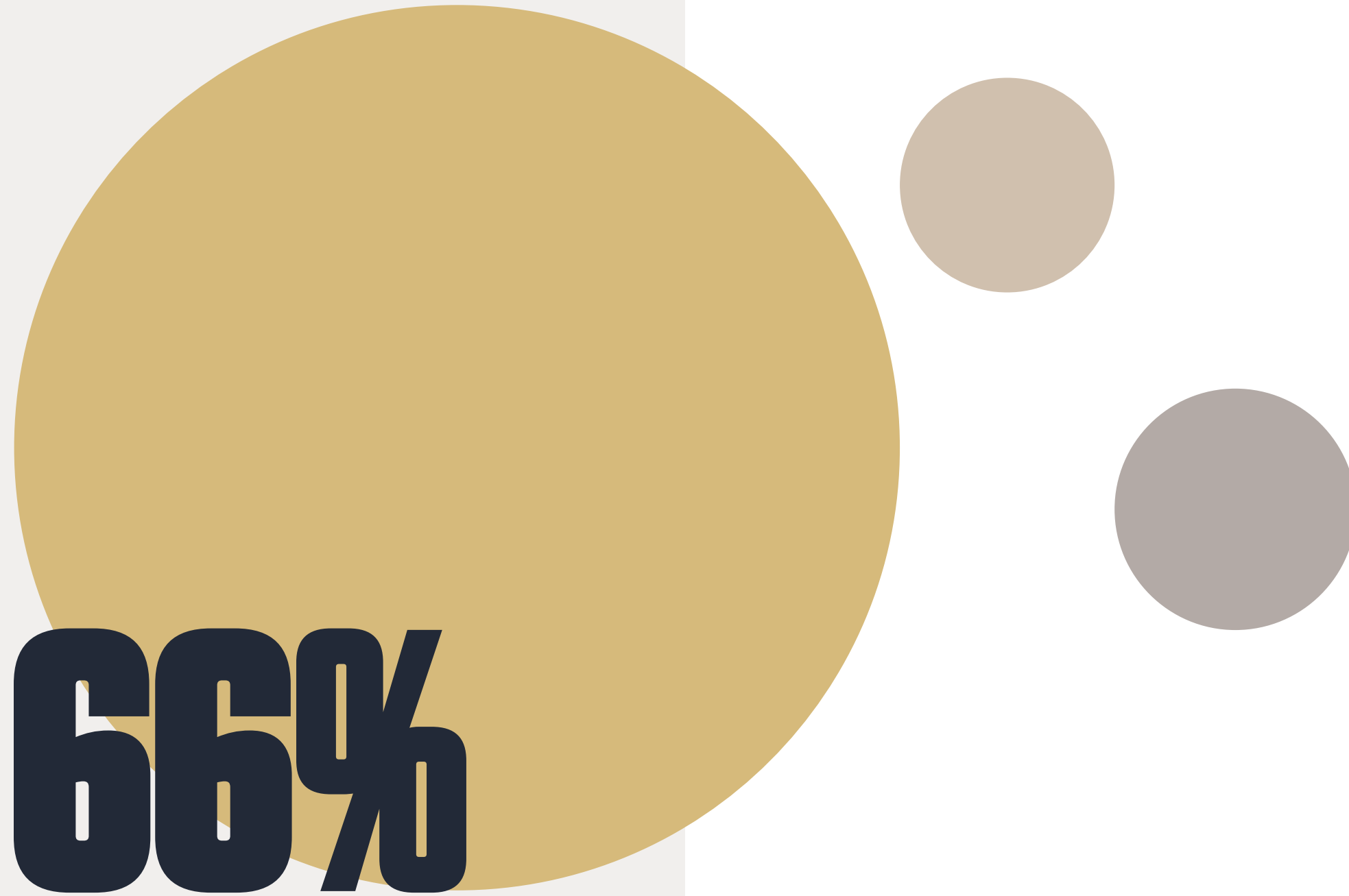
59% recommend home staging for up to 25% of their property portfolio.



Results:

• 1-5%	17%
• 6-10%	14%
• 11-15%	21%
• 16-25%	7%
• 26-40%	7%
• 41-55%	10%
• 56-65%	7%
• 65%+	17%

At what point do you recommend staging properties?



From the outset of marketing

Results:

• From the outset of marketing	66%
• Only if they stuck on the market	16%
• Other (please specify)	18%

Other:

“Primarily for developers or if something vacant is coming to the market.”

“If we have an empty property that people are finding hard to imagine as their home.”

“If we feel the property could do with staging.”

“New builds might not necessarily need physical staging.”

“Usually only for new build properties.”



Who stages the properties?

Results:

• The agency has a staging professional within the company	22%
• The agency hires a staging company	30%
• The seller hires a staging company	48%

78% use external home staging companies.

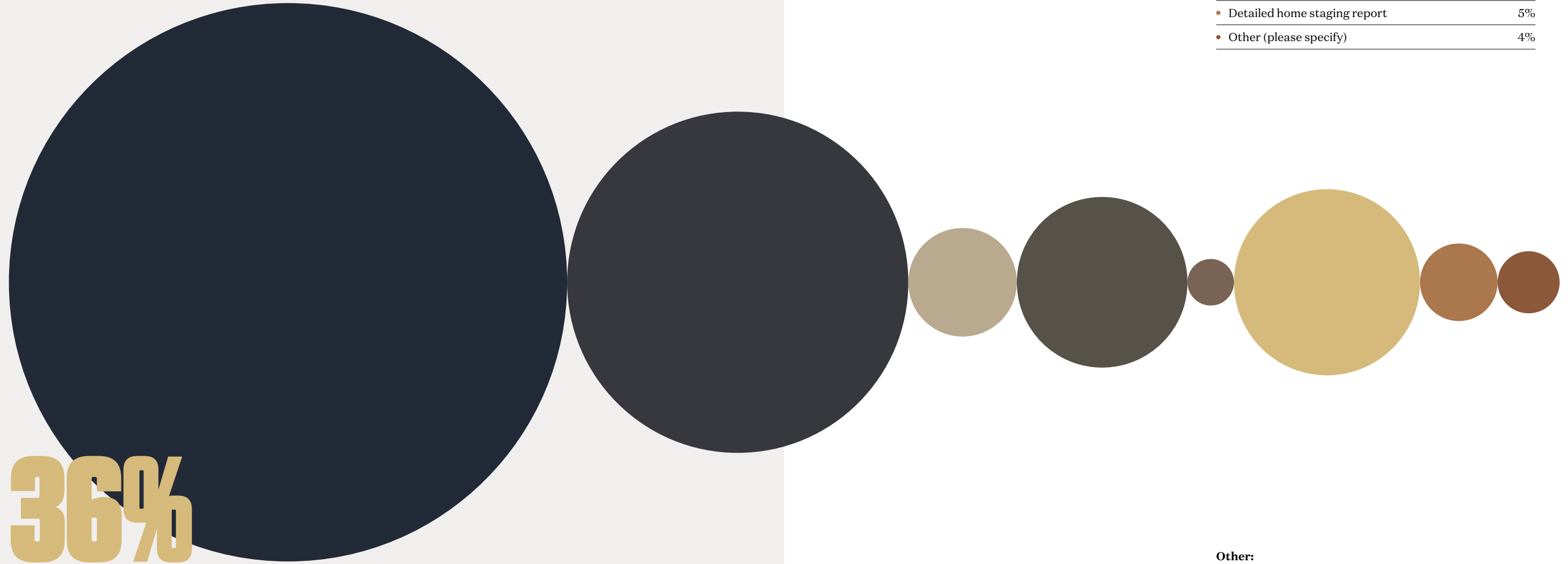
22%

30%

48%

78%

As an agent, which services do you need from a stager?



36%

Furniture & accessories rental

Results:

• Furniture & accessories rental	36%
• Decorating & styling	22%
• Consultation visit only	7%
• Pre-photography, declutter & style	11%
• Professional photos	3%
• Entire home cleaning	12%
• Maintenance work	0%
• Detailed home staging report	5%
• Other (please specify)	4%

Other:

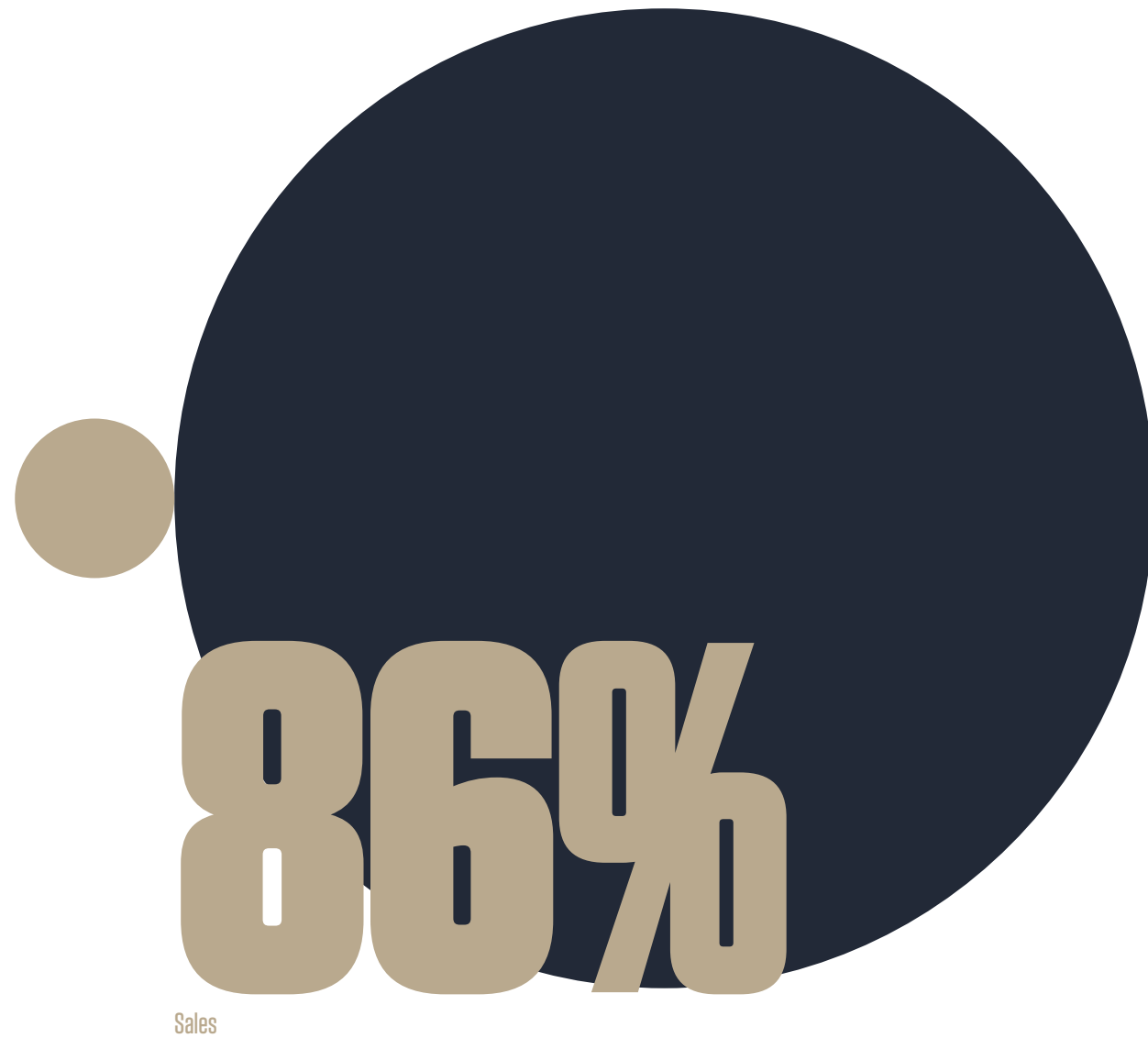
“We have handymen who will provide most services very cheaply.”

“I do my own staging.”

36% of home staging companies are utilised for their furniture and accessories inventory.

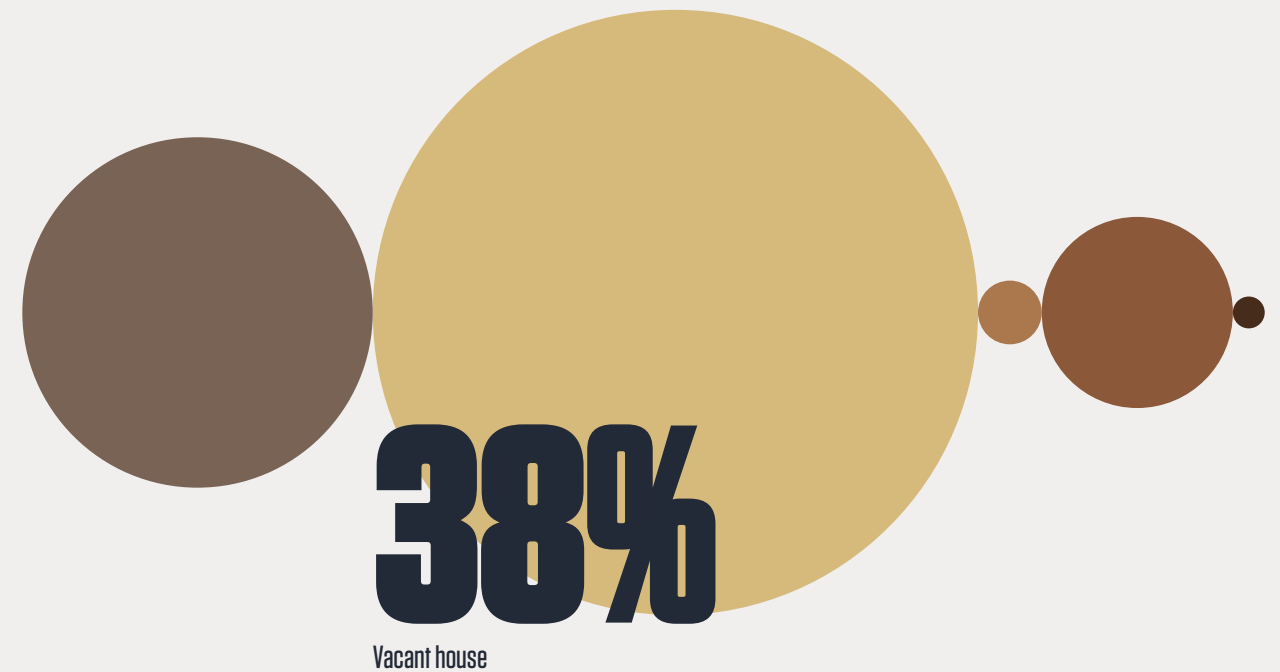
Between lettings and sales, which properties do you recommend staging the most for?

Results:	
• Lettings	14%
• Sales	86%



Which type of property do you require staging for the most?

Results:	
• Vacant flat	22%
• Vacant house	38%
• Occupied flat	4%
• Occupied house	12%
• Holiday letting	2%





Does staging
increase the number
of viewings?

Results:

• Yes	94%
• No	6%

94%

Do properties with professional photos get more viewings than properties with poor-quality images?

Results:

Yes	100%
No	0%

100%



Do homebuyers spend more time viewing a home that is staged, as opposed to an unstaged home?

Results:

• Yes	75%
• No	25%

75%

Does a staged home sell faster than a non-staged home?

Results:	
No	6%
Yes, 1-2 times faster	61%
Yes, 2-3 times faster	24%
Yes, over 3 times faster	9%

86%

Up to 3
times faster

24%

9%

6%

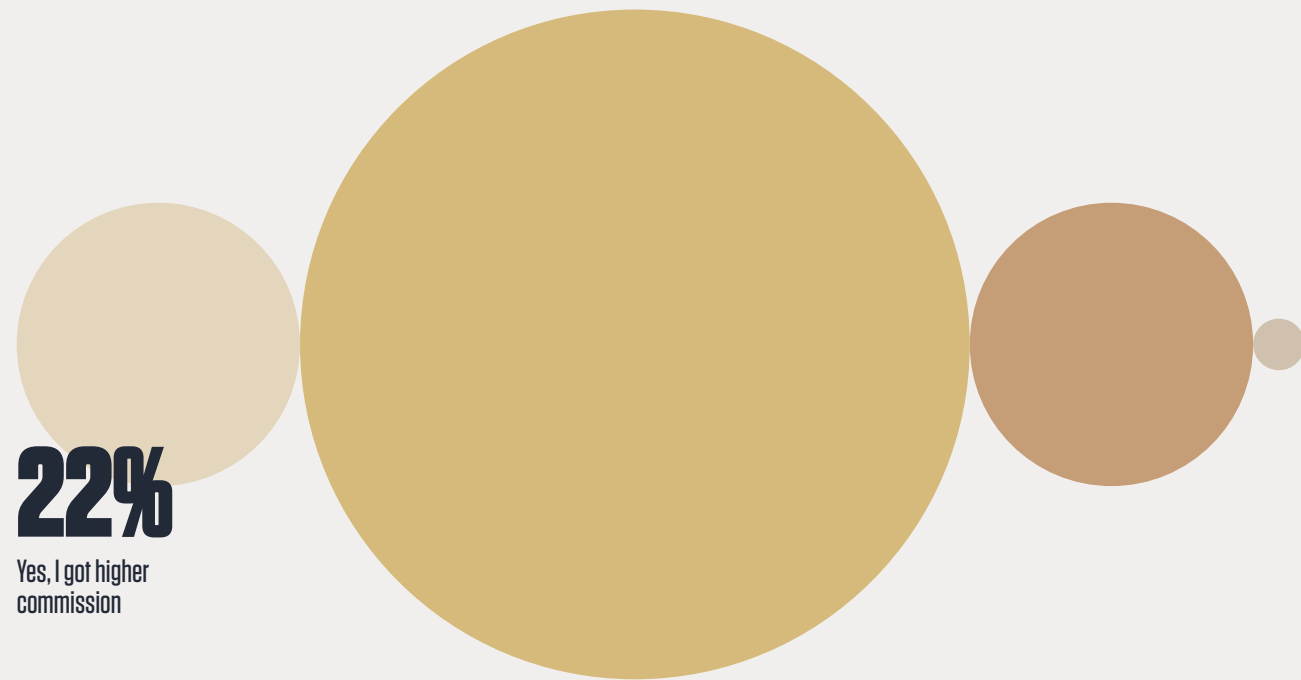
86% agree that
a staged home
will sell up to
3 times faster
than a non-
staged home.



What is the impact of home-staging on your fees—did higher offers/quicker sale affect your fees?

Results:

• Yes, I got higher commission	22%
• No, I got the same	52%
• Not sure	22%
• Other (please specify)	4%



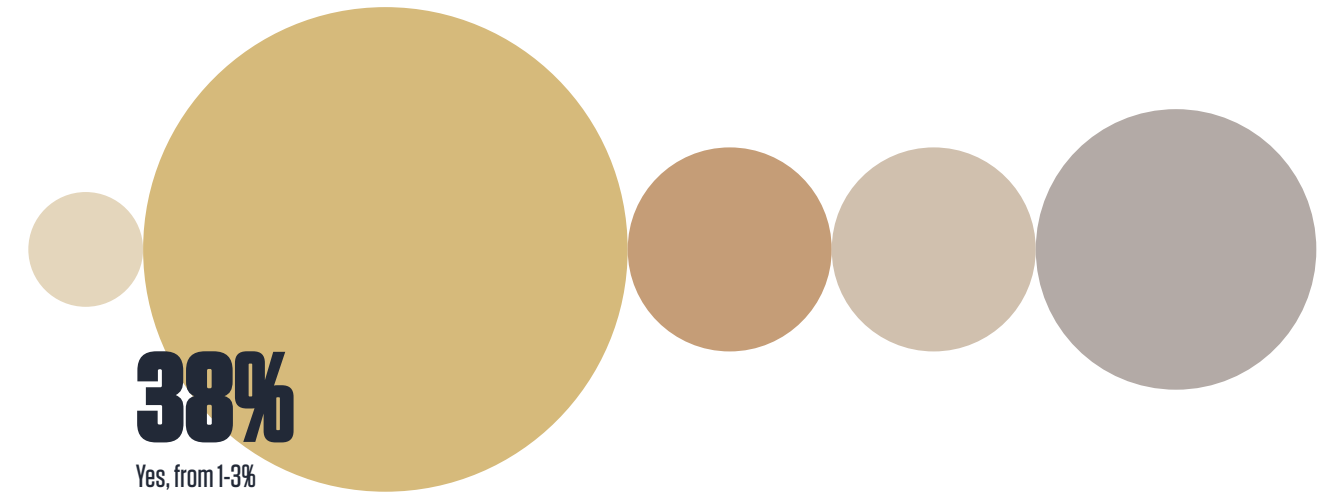
Other:

“Would be a similar fee but an increased likelihood of achieving it with staging.”

When comparing similar properties, did staging increase the offer value?

Results:

• Yes, below 1%	9%
• Yes, from 1-3%	38%
• Yes, from 4-6%	16%
• Yes, from 7-10%	16%
• No	22%



78% confirm that home staging would increase the offer value of the property by up to 10%

In your opinion, what proportion of unsold properties removed from the market by the homeowner would have benefited from home staging services?

44%

Results:

0-25%	44%
25-50%	40%
51-75%	8%
76-100%	8%

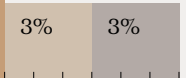
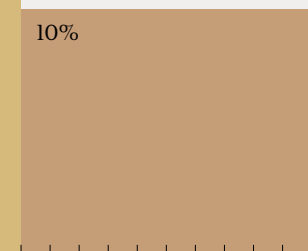
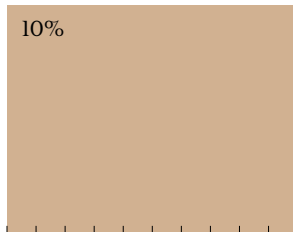
40%

84% of
properties
removed from
the market by
the home owner
would have
benefited from
home staging.

What room do you consider the most important to have staged to help sell?

74%
Reception room

Results:	
Kitchen	10%
Reception room	74%
Master bedroom	10%
Other bedrooms	3%
Dining room	0%
Bathrooms	3%
Outside spaces	0%





Did staging increase
the number of
viewings?

Results:

Yes	100%
No	0%

100%

Did the properties you staged sell faster than the non-staged ones?

Results:	
Yes	100%
No	0%
N/A	0%

100%

Did the properties you listed with professional photos get more viewings than properties with no images or poor-quality ones?

Results:	
Yes	100%
No	0%
N/A	0%

100%

Comparing other similar properties, did staging increase the offer value?

Results:	
Yes, below 1%	0%
Yes, from 1-3%	33%
Yes, from 4-6%	17%
Yes, from 1-10%	0%
Yes, above 10%	33%
No	17%

83%

Saw an increase in the offer value

33%

33%

17%

17%



Who usually pays
for the staging
costs?

Results:

The developer before listing	100%
The estate agency before listing	0%
The developer after selling	0%
The estate agency after selling	0%

The developer
before listing

100%

Who stages your properties?

Results:

I, the developer, hire a staging company	100%
The estate agency hires a staging company	0%
The estate agency has a staging professional within the company	0%

100%

I, the developer, hire a staging company

Has home staging been a helpful marketing tool when having your property listed?

Results:	
Yes	100%
No	0%
I'm not sure	0%

What percentage of your developments do you have staged (considering one unit per development)?

100%

Results:	
1-24%	0%
25-50%	0%
51-75%	40%
75-99%	0%
100%	60%



What room do you consider the most important to have staged to help sell?

33%
Kitchen

67%
Reception room

Results:	
Kitchen	33%
Reception room	67%
Master bedroom	0%
Other bedrooms	0%
Dining room	0%
Bathrooms	0%
Outside space	0%

Did you get a return on your investment with home staging?

77%

Yes, the sale of the property paid for the staging

Results:	
Yes, the sale of the property paid for the staging	77%
Somewhat, it broke even	0%
No, I had to pay for the staging from my own pocket	0%
Other (please specify)	23%

Other:

- | "Not sure"
- | "Impossible to answer, we staged but would it be the same price without?"

Does home staging
have an effect on
most buyers' view of
the property?

Results:

Yes	100%
No	0%

100%



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David Phillips

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Home Staging London

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VMR Home Staging

GMW Interiors

North West (England)

Cheshire Home Staging

Kharis & Kale Interiors

Sassy Property Styling

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Interior Edit

Danielle Sinclair Design

Lucie Denise

Room Service by Cort

Jolly Organised

Scandihome

The Homeworks

Surrey Property Stagers

Chezame Home Staging

MW Home Staging

South West (England)

Fischer Design

SK Cozy Home

Victoria Staff Professional Organiser

GoldDust ID

Hargreaves Home Staging

The Property Styling Company

Wales

Key Home Staging

Ireland

Staging Your Home For Sale

The Interiors NRD

Beyond the Clutter

Marshall Properties

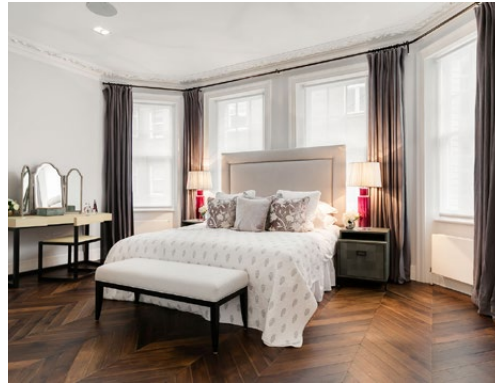
Scotland

Stage My Property

Presentingurproperty



Burbeck Interiors
burbeckinteriors.com



Cullum Design
cullum-design.com



StageHouse
stagehouse.co.uk



Refine Property
refineproperty.com



David Phillips
davidphillips.com



EHG Home
ehghome.co.uk



Lemon and Lime Interiors
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Little Barn Door
littlebarndoor.uk



Home Staging London
homestaginglondon.co.uk



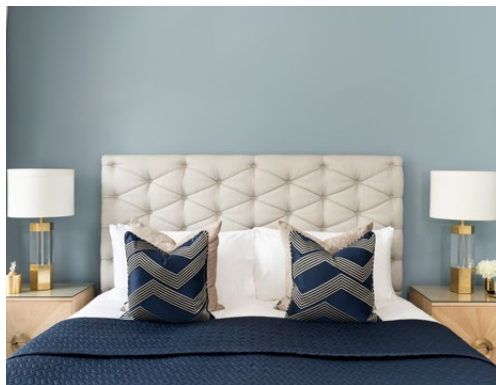
LJ Interior Design
ljinteriordesign.co.uk



Zest Home Staging
zesthomestaging.co.uk



GS Ansell Property
gsansellproperty.com



Yohan May
yohanmay.com



House Doctor
housedoctor.co.uk

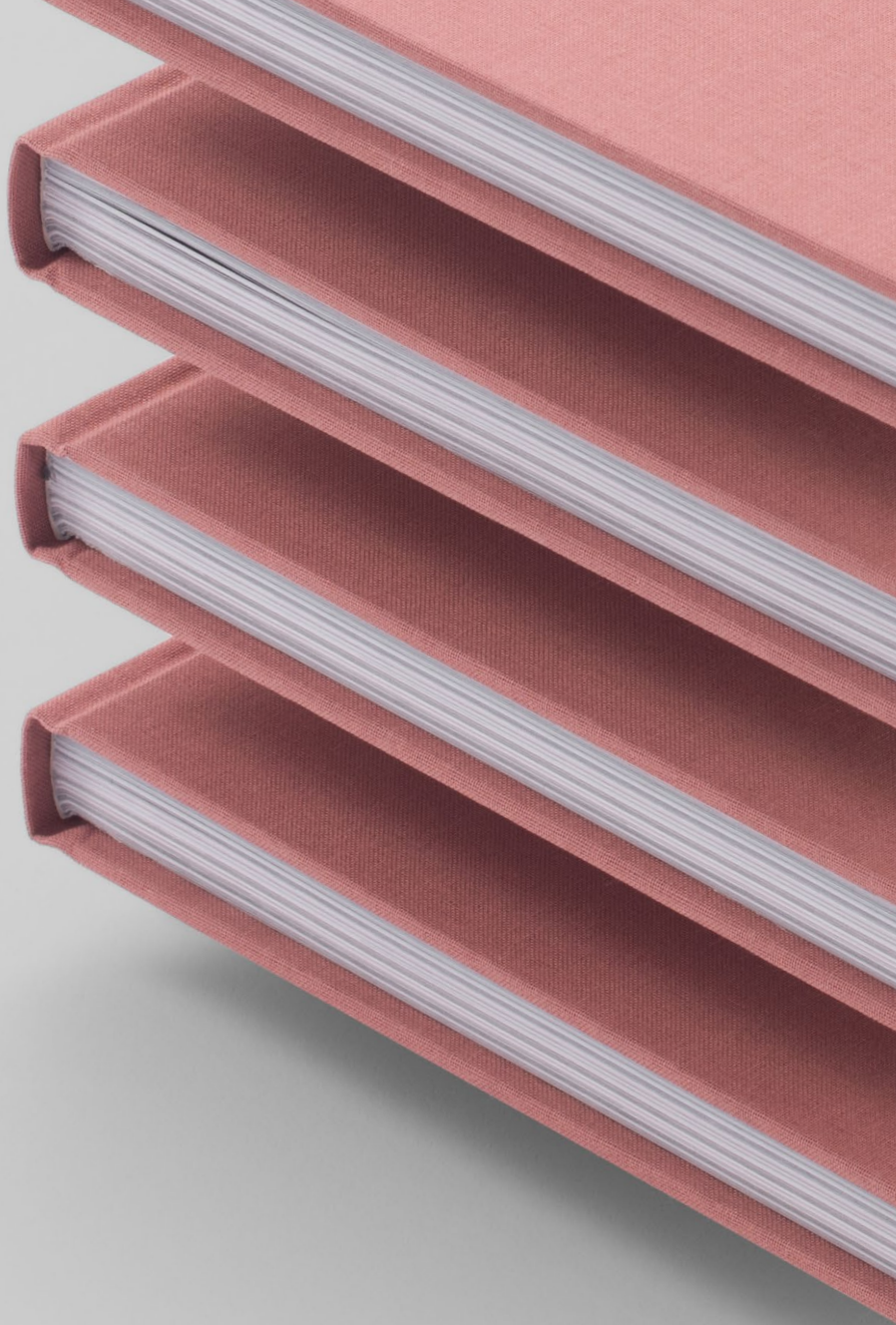


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