



HOME STAGING ASSOCIATION UK & IRELAND
2020 REPORT

HSA
HOME STAGING ASSOCIATION
UK & Ireland

Home Staging Report 2020

The Latest
Information on
the Industry in
the UK & Ireland



DAVIS & MAC
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JOHN LEWIS
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BUSINESS



Prepared by

Home Staging Association

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2020 will be an unforgettable year for a number of reasons. The property industry, the housing market and Home Staging professionals everywhere have been through several highs and lows. Whilst it has been a tumultuous year, the Home Staging Association UK & Ireland set out to gather data for a different, yet very relevant, version of its annual Home Staging Report.

The Changes for the 2020 Report

When we asked in 2019 and 2018: “Does home staging increase the number of viewings on properties?”, and our responses came back at a whopping 94 per cent—that was settled. In 2020, however, there’s a tremendous number of new factors to consider. In simply asking the same question, one could suggest that viewings went up for estate agents due to the demand for viewings after the market safely reopened. Some might suggest that virtual viewings might have artificially inflated figures.

One thing that has not changed from one year to the other is how Home Staging helps raise offers to that of pre-COVID averages, positioning Home Staging professionals very handily in the marketing and selling of a property. Staging your home will no longer be a method for increasing offer value—in many cases—but a necessity for maintaining and even exceeding pricing expectations.

The 2020 Report Format

The HSA UK & Ireland’s Home Staging Report is a tool property professionals use to secure higher, quicker sales. To ensure that, the 2020 report will take two unique focuses. Firstly, general statistics on how Home Staging has performed since the last edition of the Report. Secondly, we will showcase a comparison between 2019 and 2020, tailored to reflect current events and illustrated by real post-lockdown case studies.

We are dedicated to examining how Home Staging has affected the post-COVID property market—for our readers’ benefit. That’s why the HSA UK & Ireland have chosen to change tactics for 2020. Ultimately, it’s so that Home Staging professionals will be as informed as possible—because an informed industry is a lucrative industry. We hope this is an enjoyable read as well as a useful tool.



Paloma Harrington-Griffin

Paloma Harrington-Griffin
Founder of the Home Staging Association

Insights
from
within
the
Industry



Has Home Staging been a helpful marketing tool when having your property listed?

100%

Results:

| | |
|------------|------|
| • Yes | 100% |
| • No | 0% |
| • Not Sure | 0% |

At what point do you recommend staging properties?

71%

***Other:**

Subject to the property and the client, only for new builds, or only for empty properties.

Results:

| | |
|--------------------------------------|-----|
| From the outset of marketing | 71% |
| Only if they get stuck on the market | 16% |
| Other* | 13% |

Home Staging
breathes a new
lease of life into a
property and aids
potential buyers
in visualising it

as their home,
drawing the
focus to the best-
selling features.



For what percentage of your properties do you recommend staging?

Results:

• All Properties 42%

42%

Did staging increase the number of viewings?

Results:

• Yes 71%

71%

Preparing your property for sale is like preparing yourself for a job interview. It needs to be dressed for

the occasion! We turn ordinary spaces into stunning spaces.



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

Yes

Results:

| | |
|-------|-----|
| • Yes | 75% |
|-------|-----|

...of which confirmed:

| | |
|------------------------|-----|
| • An Increase of 7-10% | 10% |
| • An Increase of 1-3% | 40% |

Did you get a return on your investment with Staging?

**57% of property professionals said the sale of the property paid for the staging.*

Results:

• Yes* 57%



57%

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

51%

Results:

• Sold Twice as Fast 51%

If 80% of the
properties we dress
go under offer in
the first 4 weeks
of our contract,
can you really

afford not to stage
your property?



The
Property
Landscape
from
2019
to
2020



Pre-Lockdown: On average, properties were listed on the market for 277 days before staging.

277

Pre-Lockdown: After staging, the same properties took 28 days to achieve an offer, on average.

28

Offer Received on Property (Pre-Lockdown):

| | |
|------------------|-----|
| • Before Staging | 277 |
| • After Staging | 28 |

Post-Lockdown: On average, properties were listed on the market for 199 days before staging.

199

Post-Lockdown: After staging, the same properties took 32 days to achieve an offer, on average.

32

Offer Received on Property (Post-Lockdown):

| | |
|------------------|-----|
| • Before Staging | 199 |
| • After Staging | 32 |



The Number of Staged Properties

Home Staging is a property marketing tool utilised by property professionals everywhere. HSA Members have been preparing properties for the market before and after lockdown, maximising sale potential. The lockdown began on the 16th March 2020 in the UK. Shortly after, the housing market was frozen and reopened only in May 2020. Ireland, on the other hand, was placed in full lockdown on the 27th March.

Comparing with the same period in 2019, this year's average of staging projects performed by HSA Members in the UK and Ireland saw a substantial spike in the early months when the market reopened.

2x

5x

6x

2x

Results:

| | |
|-----------------------|----------|
| • May 2020 vs 2019 | 2 x More |
| • June 2020 vs 2019 | 5 x More |
| • July 2020 vs 2019 | 6 x More |
| • August 2020 vs 2019 | 2 x More |



Online Viewings & Virtual Staging

Digital services are in high-demand, and it has been no different within the property industry. Estate Agents made use of online viewings and Staging professionals saw the creation of Remote Staging, as well as other online options to assist their clients with preparing their property for the market. A service that also became highly popular and sought-after is Virtual Staging.

Comparing with same period in 2019, this year's average of Virtual Staging projects performed by HSA Members in the UK and Ireland saw a substantial increase.

2019

2020

Number of Virtual Staging Projects:

• May 2020 vs 2019 3 x More

We have made several changes due to these exceptional circumstances, adapting to offer digital services

to sell properties even when buyers couldn't visit them in person.



Stories
from the
2020
Lockdown

Beau Property

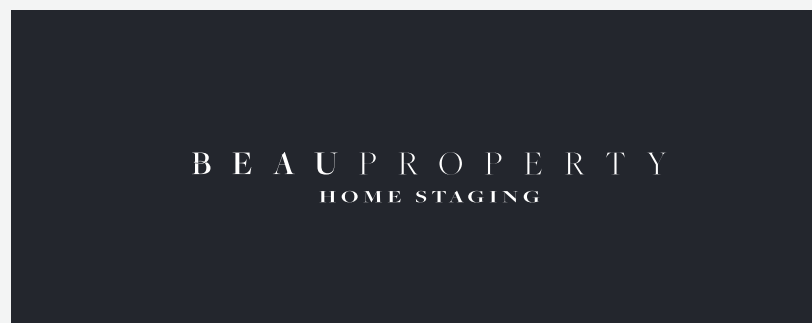
East Sussex

David Philips

United Kingdom

We staged this architecturally designed light and airy family home in March 2020 just before lockdown. It had a very large reception room which was open plan leading to the kitchen so really needed some careful thought as to how best to show off this space.

The property had been on the market for 2 years prior to staging. It went under offer during the Covid-19 lockdown and is now sold!



We were originally approached last October to provide our overview and thoughts on staging 2 x substantial new build houses of 5,000 square feet each in one of the premier roads in Rickmanworth WD3 - The Clump.

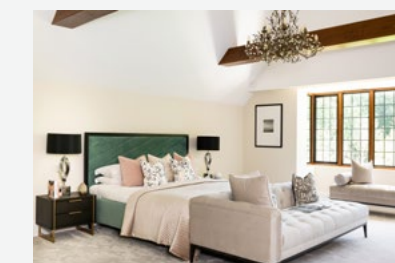
One of the houses was to be in a modern style and one was traditional - appealing to distinct buyers requiring

different levels of design and finish from our furnishing solution.

Install was originally targeted for the end of March but due to the Covid lockdown completion was delayed and we eventually furnished one house at the end of June and the second one a week later.

The instructed agents (Savills)

advised that the likely target market will be for those looking for a substantial residence whilst providing good access to both London and the surrounding areas. Plot 1 went under offer within a week of our staging and the new buyers are purchasing quite a significant amount of the furniture we supplied.



Lemon and Lime Interiors

Derby

We dressed this exceptional Cotswold country house in May, in the middle of the Coronavirus lockdown which descended on Britain. The property is set in a lovely position in grounds of 5 acres. It has 5 bedrooms and a further 2 bedrooms in the coach house.

The property was fully renovated in 2016 and launched to the market

with no furniture. It failed to sell in that time and we were asked by the estate agent to fully furnish both the main house and the coach house in May 2020. We decided on a traditional look which incorporated natural woods and texture in the designs we chose to fit in perfectly with the existing features and country feel.

Only a few days after furnishing, the property received a strong proceedable offer from a buyer who had seen the property whilst it was empty and dismissed it. The client spent less than 1% of the guide price to achieve this result. After the sale completed, the new buyers instructed our help with interior design of their new home.

LEMON
LIME
INTERIORS



Little Barn Door

Hampshire

On the market for 7 months, this 3-bed city centre apartment had minimal interest. The homeowner contacted us to stage it. We did a paint refresh, staging installation and had it professionally photographed. It sold within 3 weeks.

On the same month, we were approached by a Property Developer who had 6 two-bedroom apartments to be put on the market. We staged the show home and arranged for professional photos to be taken. Within approximately 2 weeks after the Estate Agents reopened, all 6 properties were Sold STC.




little barn door
HOME STAGING & STYLING

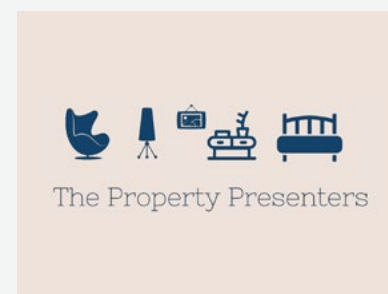


The Property Presenters

Hertfordshire

We were contacted by a Property Developer who needed a Show Home for his four 3-bed semi-detached houses in Hertfordshire.

The Show Home was installed and photographed the Friday before Lockdown (20th March). Within approximately 3 weeks after the Estate Agents reopened, all 4 properties were sold STC.



Property Reviver

London

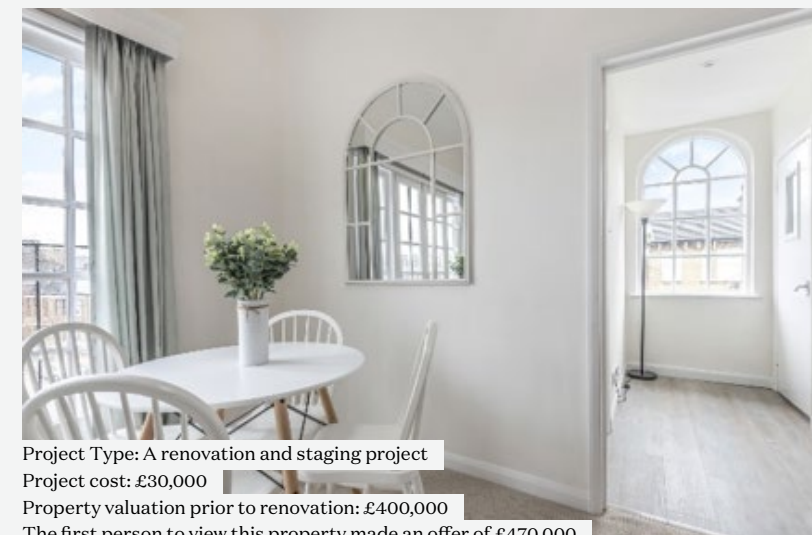
This project was fully managed by Team Property Reviver. The following work was completed - Installation of a new kitchen and a new bathroom. Windows were repaired and painted. Electrical work was carried out including replacing all switches and sockets. All brass door furniture was replaced with chrome. The flat was fully re-decorated and new flooring was fitted throughout. I was

able to include some creative upcycling to bring the project in on budget.

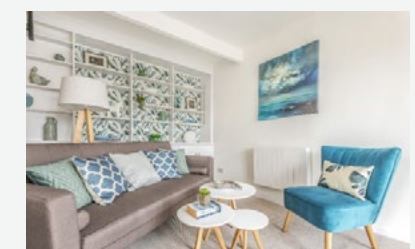
Property Reviver project managed a team of trades including, builders, kitchen and bathroom fitters, decorators, electricians and flooring fitters.

As the client had some furniture in the property that we could re-purpose, we recommended that the most cost-

effective solution for dressing the property would be for the client to purchase a few additional items of furniture and hire accessories from Property Reviver. The property was therefore dressed using the client's beds, dining chairs and a few other items that we were able to incorporate into the project.



Project Type: A renovation and staging project
Project cost: £30,000
Property valuation prior to renovation: £400,000
The first person to view this property made an offer of £470,000



Roomservice by Cort

United Kingdom & Ireland



The Pool House is an impressive, contemporary five-bedroom residence set in the private 40-acre Oversley Castle Estate near Stratford upon Avon. With around 7,500 sq ft of sumptuous living accommodation and sweeping views of the surrounding countryside, it was designed on a grand scale. When the build was complete, Piers Daniell from Oversley enlisted the help of Roomservice by CORT to fully furnish the property in a way that would help capture the imagination of prospective purchasers and in turn maximise the sale price.

Piers Daniell comments: *“We know that the Pool House is very special but we wanted it to really stand out when it*

went onto the market. Choosing to rent furniture was the clear solution – it is such a large property that it would not have made sense to buy the furniture needed to dress it, and we could leave it in the capable and experienced hands of Roomservice by CORT’s in-house interior designer to choose the furnishings. The result has made a huge difference in bringing the property to life, showing how the space could be used and helping to sell the high-end lifestyle that is on offer at Oversley. So much so that it was actually the first person to view the property that went on to buy it and what is more they have also purchased some of the furniture provided by Roomservice, as it really looks like it was meant for the space.”

The Pool House is the conversion of the castle’s former swimming pool building, crafted from traditional brick and stone, with a contemporary green oak frame housing expansive floor to ceiling glazing. To complement the architecture and style, Alison Finegan, the interior designer at Roomservice by CORT, chose contemporary high-end furniture featuring natural finishes such

to help soften the look and tie in with the building’s natural setting.

Alison Finegan, comments: *“With such a vast property where the floor space is so generous it can be hard to make sense of an empty space. Adding furniture helps scale the interior space and divides it into different zones so it doesn’t feel overwhelming.”* The items chosen for the Pool House all came from Roomservice by CORT’s extensive range of over 300 lines of furniture. Renting furniture can be more cost effective to furnish a property with premium quality furniture in the most up to date styles. It avoids the heavy capital outlay of buying furniture, as well as the hassle of moving and storing it, as well as the potential environmental cost when it is no longer needed and potentially ends up in landfill.



The Interiors NRD

Dublin

Natasha Rocca Devine has staged this apartment with a ‘City-Scape Style’ akin to location of Dublin’s City Centre—Grand Canal Dock. Maximising the square feet using core colours, minimalist designs, cityscape art and photography, allowing the view to take centre stage was a core feature. Supporting local Irish and UK

artists and suppliers during this time of COVID-19 was the essence of this project.

Working for Agent Owen Reilly & his client, this superb two bedroom apartment is overlooking the River Liffey, with incredible views from all the principle rooms. The generous terrace with winter garden features

boasts a stunning panorama of Dublin City Centre, the Samuel Beckett Bridge, Convention Centre and North Docklands.

The sale price pre-staging was €590,000. After staging, it was listed for €610,000.



Agent: Owen Reilly
Studio: The Interiors NRD Studio
Staging Specialist-Designer: Natasha Rocca Devine



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Ireland

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Maura Mackey Design

Nina Kati Interior Design Feng Shui

Smart Home Staging

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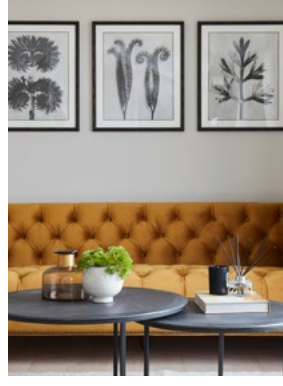
Untangle

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David Phillips

davidphillips.com



Burbeck Interiors

burbeckinteriors.com



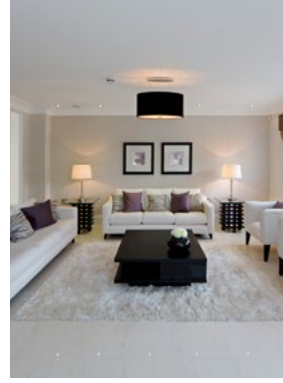
Sienna Interiors

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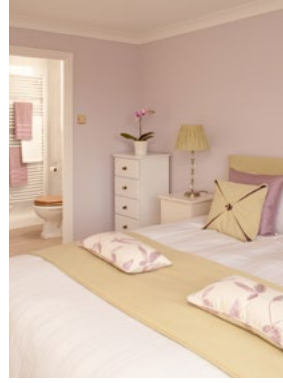
StageHouse

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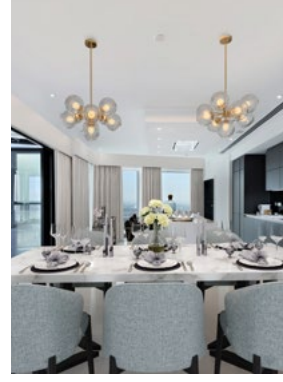
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A Removal Company's View of the Property Market

By Ed Davis of Davis & Mac

I am really trying to find another way to start this piece without saying “what a year 2020 has been” but just can’t help myself... WHAT A YEAR 2020 HAS BEEN.

Just like every other industry, the removals and storage industry has had a year like no other. When Boris Johnson announced the lockdown at 8pm on a Monday, it wasn’t completely clear if removals had to completely stop or not.

The British Association Of Removers (BAR) sent a letter out to all members later that evening stating that any moves that were half way through should be finished but all other moves should be cancelled.

By 8am the next morning, most removal companies had taken this advice and started to cancel everything that was booked in. We all closed for approximately a month and slowly started to reopen but were unsure of the market we were coming back to. Are people buying/selling homes still? Was that even possible to get done?

The months following the easing of the lockdown have turned out to be the busiest periods in our company's history. Having spoken to lots of our clients about their reasons for moving, we found the following factors to be the reasons for this:

Summer

Summer is always the busiest period for moving companies each year. Families plan ahead to get the move done while kids are off school. By the time the lock down had eased, the families that had been planning ahead for a summer move were able to get their house sale through still and get their move completed.

Spring Backlog

Due to most removal companies cancelling thousands of moves across the country through spring, there

was a huge backlog of people that still needed to move.

Leaving the city

We have seen a 56% increase in moves out of London. These are made up of 2 types of client. The first is the very wealthy moving to large country properties. Oxford has been a very popular choice. Last year we moved one of our wealthy clients into a £6 million home in West London.

They had spent £2 million over 2 years renovating the place before moving in. When we moved them in mid 2019 they said this was going to be home for at least 10 years after all the time and effort that had been put into getting the place ready. They called us just after lockdown eased saying they wanted to leave London.

The second type of client leaving London has been office workers whose companies have now set up remote working systems due to the lockdown. Once these systems were set up and working fine, there was less need for people to stay in a high-priced London apartment to make their commute easier. Now they can move anywhere in the country and get their work done.

Moving Out of Fear of Second Lockdown

Another type of move we are seeing a lot of is people that were either going to move later in the year or even in 2021 but have decided to bring the move date forward just in case the market seizes up again and they get stuck.

People not working

The last type is people that have either been furloughed or lost their jobs and are re-organising their living situation to suit new budgets. Some of these people have been really high-earning people whose income has come to a complete standstill but their living costs were still reflecting those high incomes.

All the above factors combined have

created a huge spike in moving over the summer period.

Who knows how long this will go on for. We feel, while there is still so much uncertainty around Covid, future lockdowns, and the economy, people will continue to reorganise their current situations until we settle down into a post Covid world.



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