

*the* **HSA**  
**Home Staging**  
**REPORT 2021**

*The Latest Information on the Industry in the UK & Ireland*

HOME STAGING ASSOCIATION  
UK & Ireland





LAURA SPENCE  
ILLUSTRATOR & GRAPHIC DESIGNER

**PRODUCED BY**  
*The Home Staging  
Association:*  
**DESIGNED BY:**  
*Laura Spence*

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*The House Outfit*



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JOHN LEWIS  
& PARTNERS  
**BUSINESS**



THE  
**HOUSE OUTFIT**  
FASHION FOR HOME

**2021. The year that followed a world pandemic and that saw a more accelerated housing market than ever before.**

So many changes have taken place, with people having reviewed their working arrangements and lifestyles, which is contributing to different expectations about properties.

Larger houses and flats outside the big centres offering more space to work and educate from home (and ideally with a garden!) have proved especially popular.

Homebuyers have become more demanding and are now spending more time looking at photos, videos, and floorplans before arranging viewings, which makes property presentation one of the stars in property market show.

In that scenario, Home Staging companies have been getting over 5 times the number of inquiries when compared with the same period last year, and have been setting new records in sales time with some staged properties receiving offers within hours.

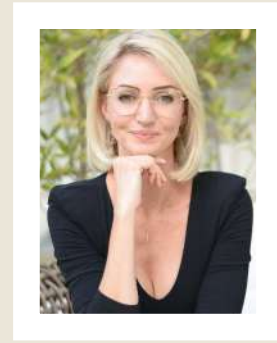
As we have noticed in the past years is how Home Staging helps raise offers, positioning Home Staging professionals very handily in the marketing and selling of a property.

Staged properties get more viewings and stay less time in the market, and have higher chances of receiving higher offers. Staging a property is no longer a method for simply increasing offer value - it has become a necessity for maintaining and even exceeding pricing expectations.

2021 has not been quiet and the trajectory of the market continues upwards, with Home Staging leaving its mark in many of the successful sales cases.

This year's Home Staging Report reflects the speed at which properties have been sold this year and how much growth the activity has had during a year that had such an unpredictable start but that seems to have exceeded expectations.

*Paloma Harrington-Griffin*



**PALOMA HARRINGTON-GRIFFIN**  
Founder & Director of the  
HOME STAGING ASSOCIATION

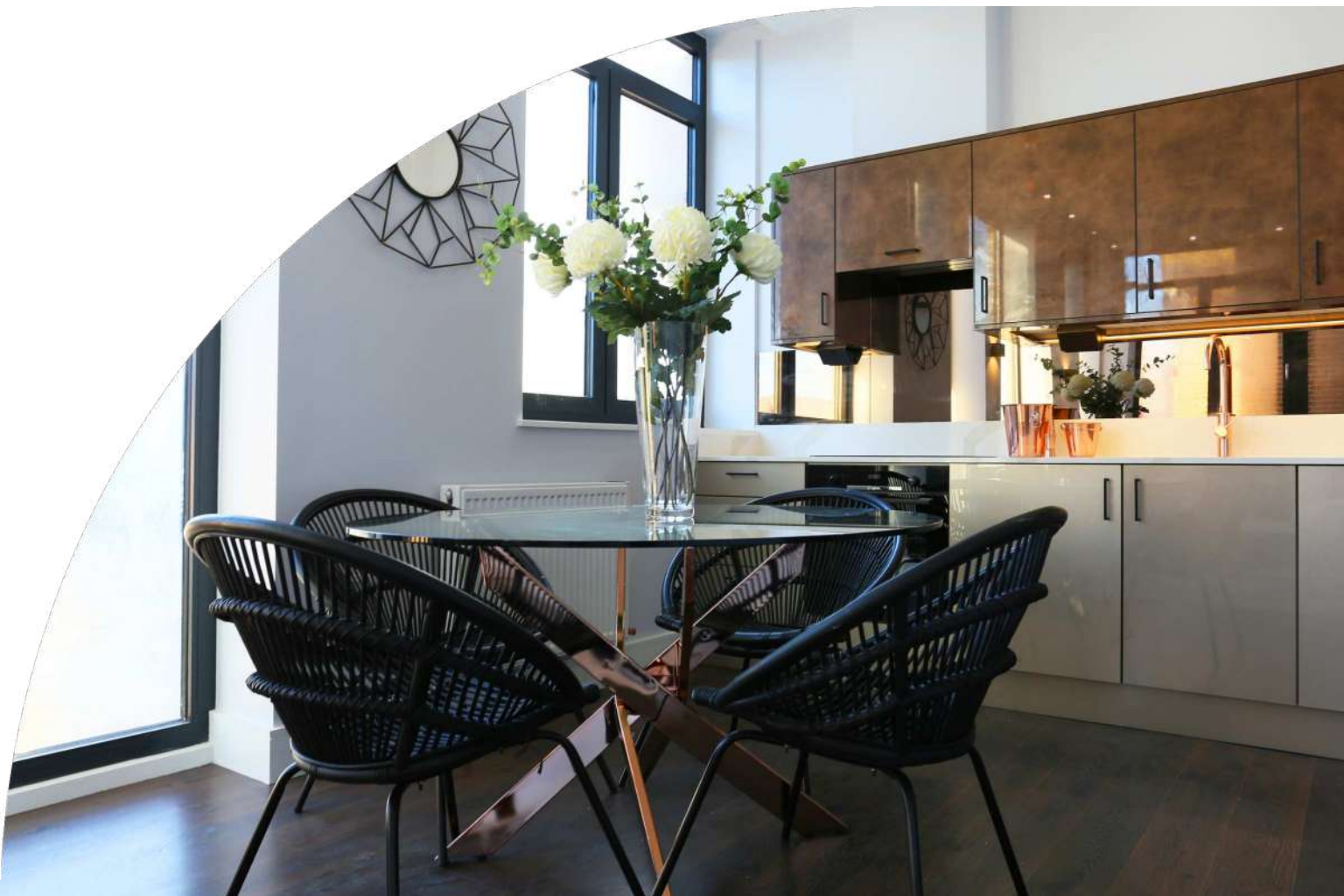




Industry Statistics **04**  
Estate Agents **14**  
Property Developers **44**  
Case Studies **62**

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# INDUSTRY STATISTICS

# What properties are being staged the most?

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23%

The image features a semi-circular chart with two segments. The smaller segment on the left is dark blue and contains the text '23%'. The larger segment on the right is a golden-brown color. The chart is positioned at the bottom of the page, with the label 'Occupied Properties' below it.

Occupied Properties

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*RESULTS:*  
77% Vacant Properties  
23% Occupied Properties

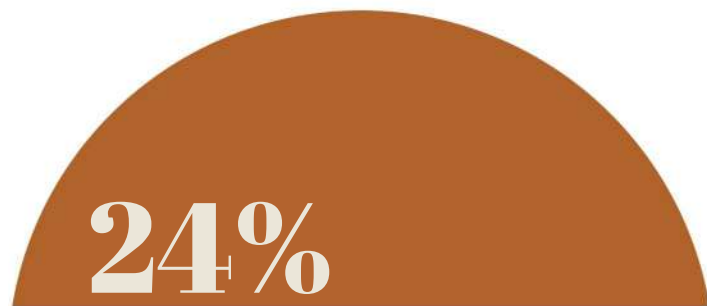


77%

Vacant Properties

# Who is staging their properties?

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Homeowners



Estate Agents

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*RESULTS:*  
47% Property Developers  
29% Estate Agents  
24% Homeowners



47%

Property Developers

108  
days

Average time it takes  
for a property to  
receive an offer  
**after staging**

45 days





---

Average time **non-staged properties**  
stay on the market







# ESTATE AGENTS

In your opinion,

does Home Staging make it easier for a buyer to visualise the property as their future home?



*NO* – 17%

*RESULTS:*  
83% Yes  
17% No

*YES* – 83%

As an agent,

---

which services do you need  
from a stager?



33%



*RESULTS:*

- 33% Furniture & accessories rental
- 33% Decorating & Styling
- 17% Detailed Home Staging report
- 9% Professional photos
- 8% Consultation visit only

33%

17%

9%

8%

*At what point do  
you recommend  
staging properties?*

# 100%

from the outset of marketing



**33%**

---

What percentage of  
your properties do you  
recommend staging?



*RESULTS:*

33% 11-15%

67% Above 66%

67%

67%

*YES*

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

---

**33%**

***YES***

*RESULTS:*

67% Yes, 1-2 times faster

33% Yes, over 3 times faster

---

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

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**38%**

A large, solid brown circle is centered on the page. Inside the circle, the text '38%' is written in a white, serif font. To the right of this circle, a portion of another brown circle is visible, extending from the edge of the frame.





33%

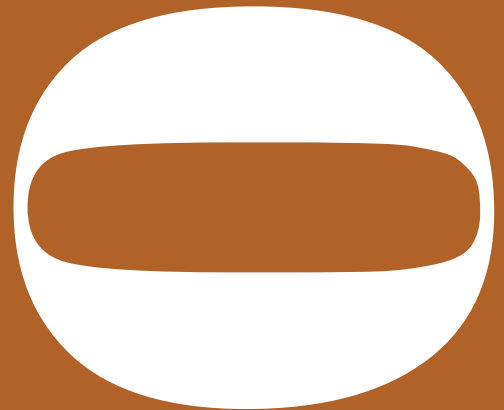
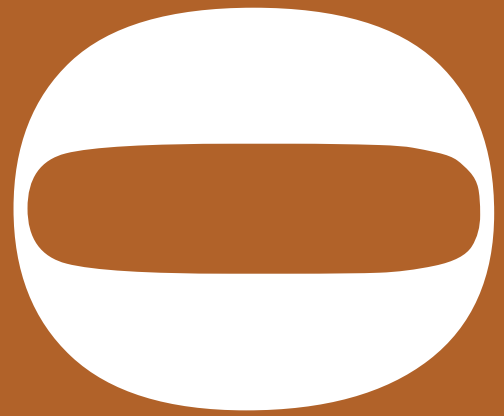
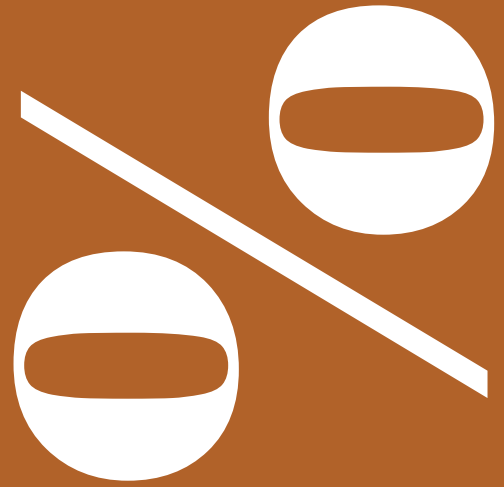


29%

*RESULTS:*  
29% Yes, from 1-3%  
38% Yes, from 4-6%  
33% Yes, from 11-15%

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

---



*YES*

---

**100 %**

Does staging increase  
the number of viewings?

---



**100%**  
**100%**

# Who stages the properties?



50%  
The seller hires  
a staging company





50%

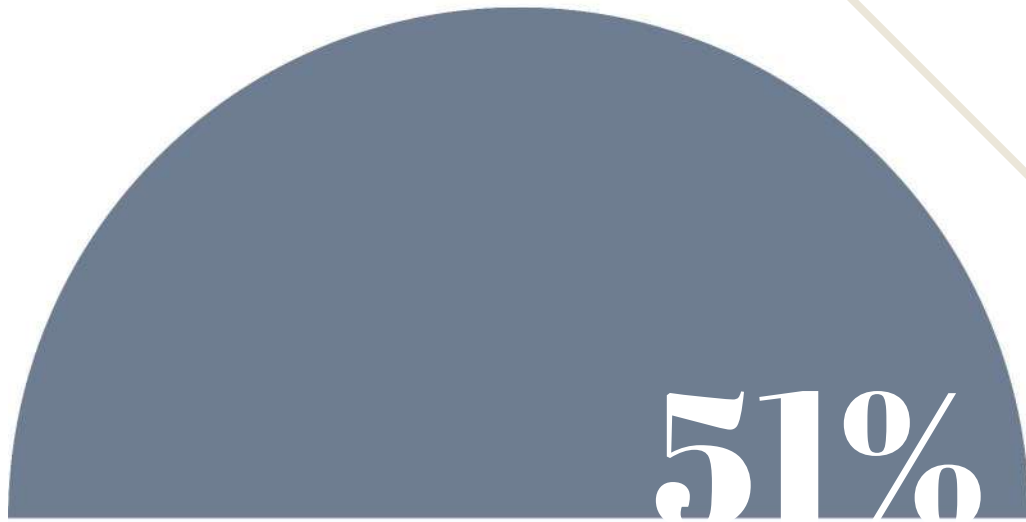
The agency has a professional within the company

Who usually pays for staging costs?

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# 100%

The seller before listing



What is the impact of home-staging on your fees?

Did higher offers/ quicker sale affect your fees?

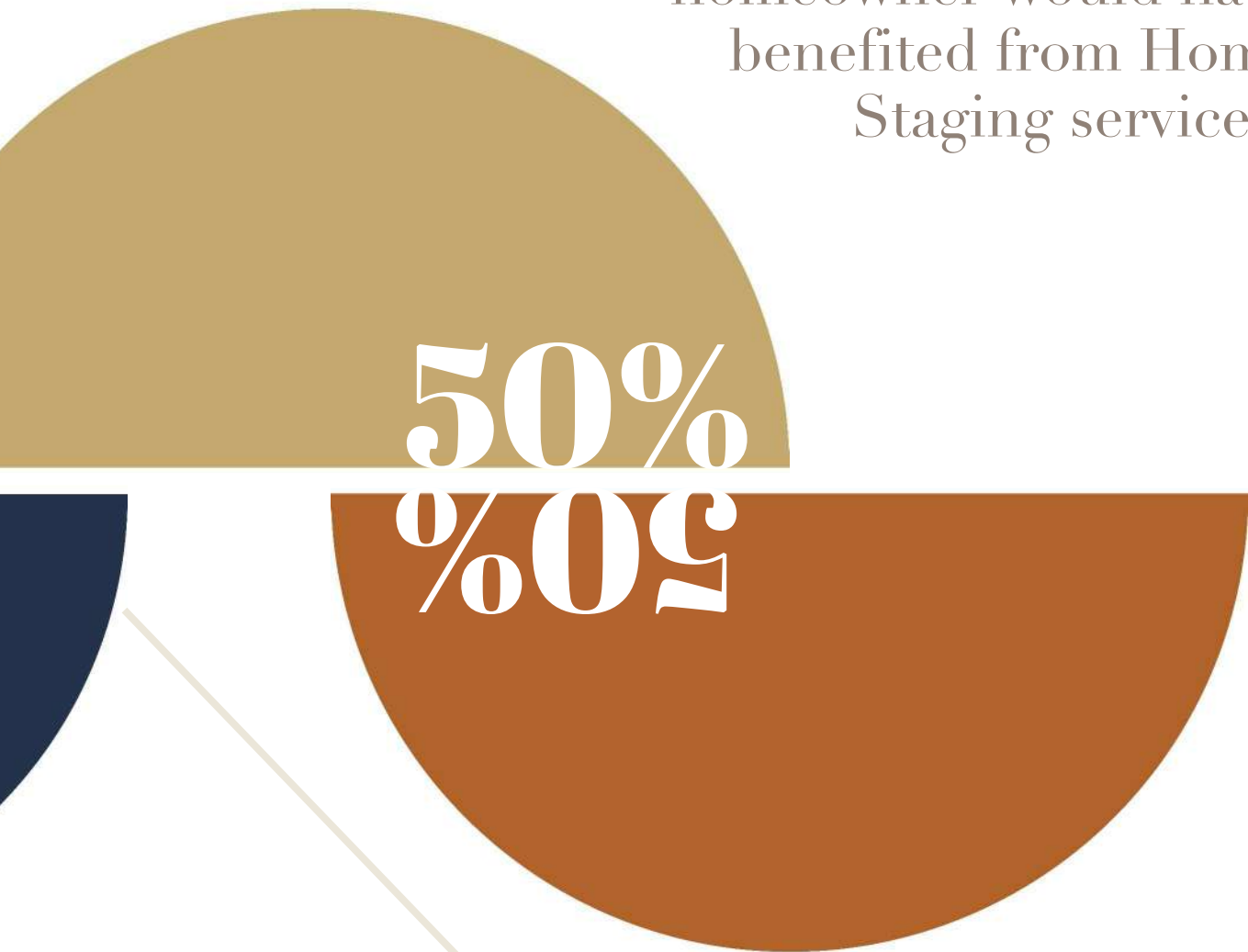
*RESULTS:*

51% Yes, I got higher commission  
49% No, I got the same amount I would normally get

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

**RESULTS:**

50% 26-50% of properties  
50% 76-100% of properties



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

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**1**  
Sales

**00**

**%**



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# PROPERTY DEVELOPERS



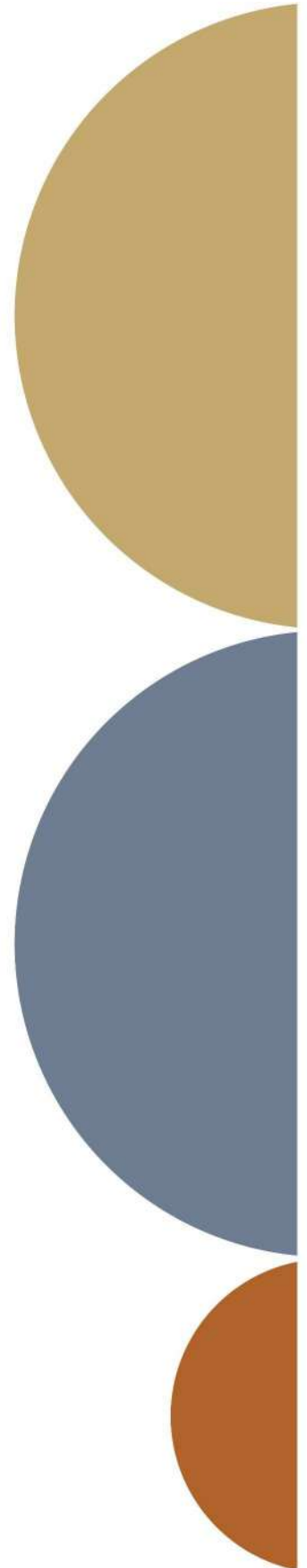
**100%**

**YES**

# Did you get a return on your investment with Staging?

## *RESULTS:*

40% Yes  
40% No  
20% Broke even





*RESULTS:*

60% Reception Room  
20% Master Bedroom  
20% Outside Space

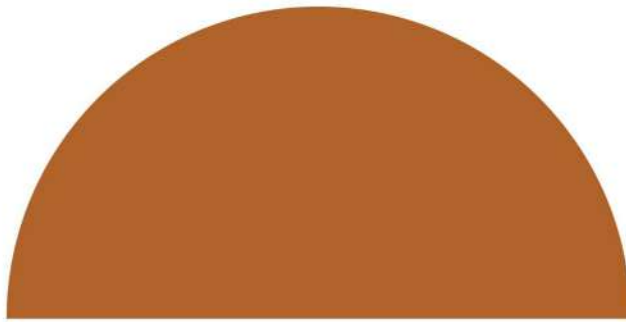
What room do you consider the most important to have staged to help sell?

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

---







*RESULTS:*

60% Yes, from 1-3%

20% Yes, from 4-6%

20% No

60%



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



No

*RESULTS:*

80% Yes  
20% No

80%

Yes

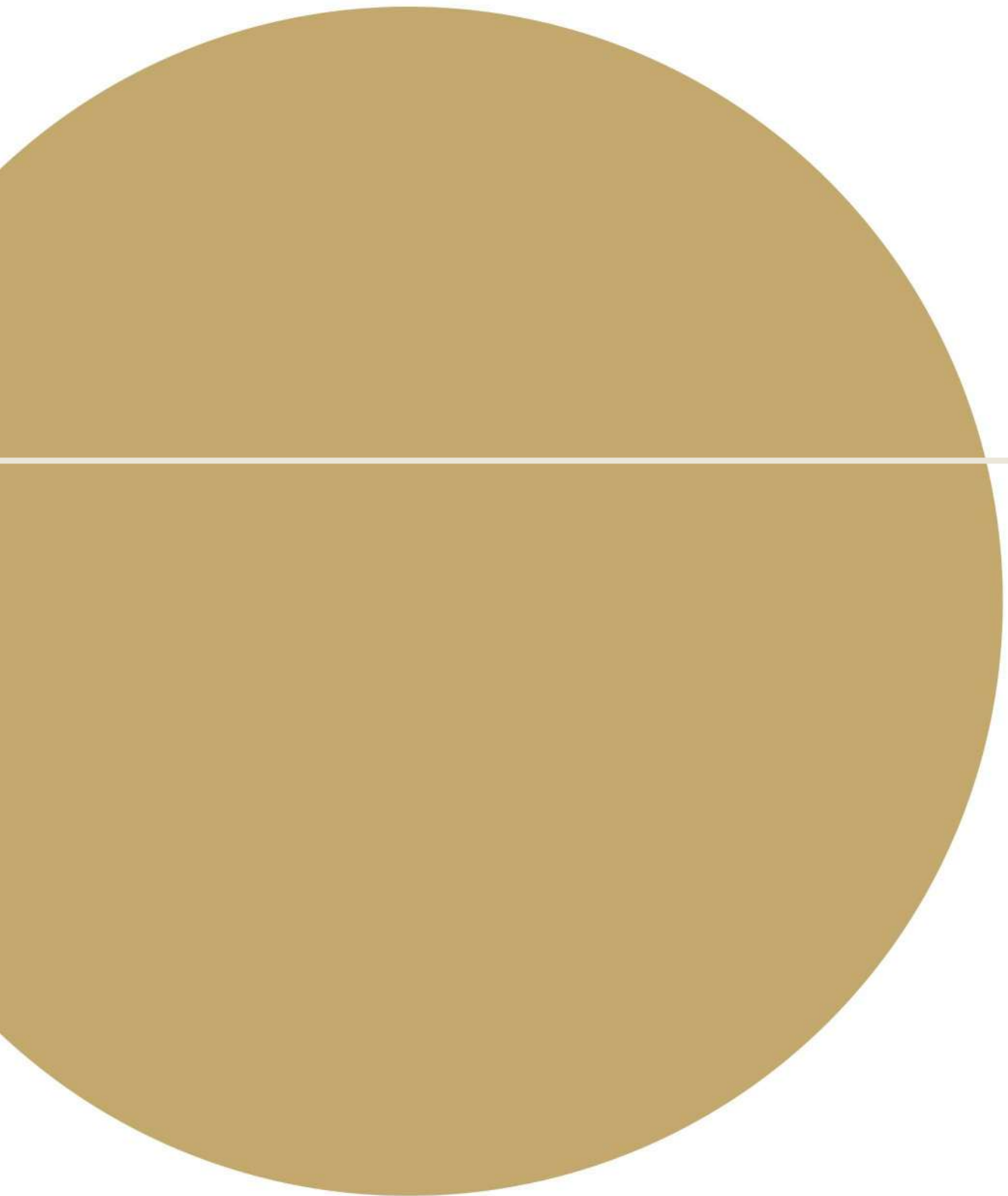
## Who usually pays for staging costs?

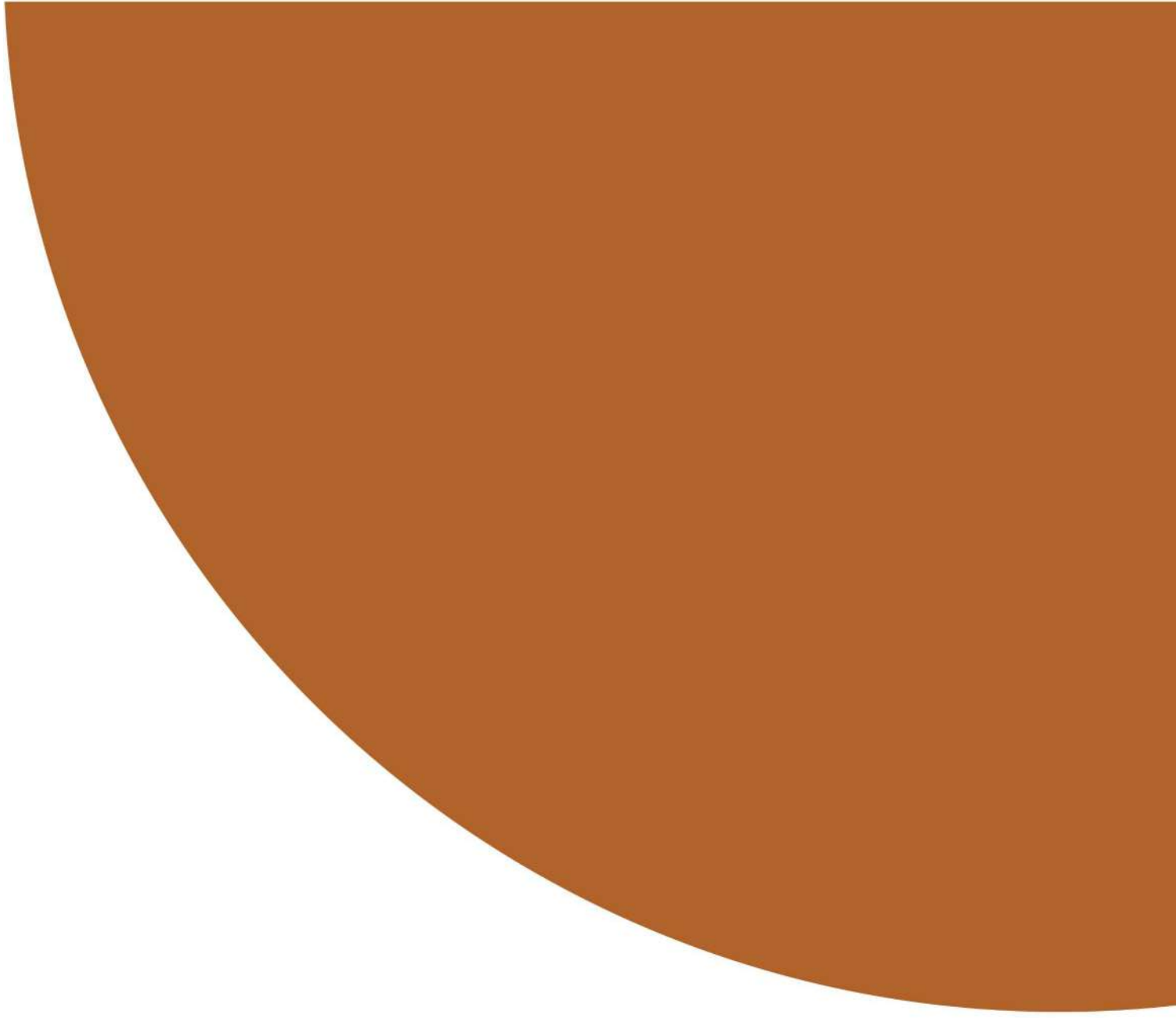
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### *RESULTS:*

25% The developer after selling  
75% The developer before listing







*RESULTS:*

90% Yes

10% No



# YES

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

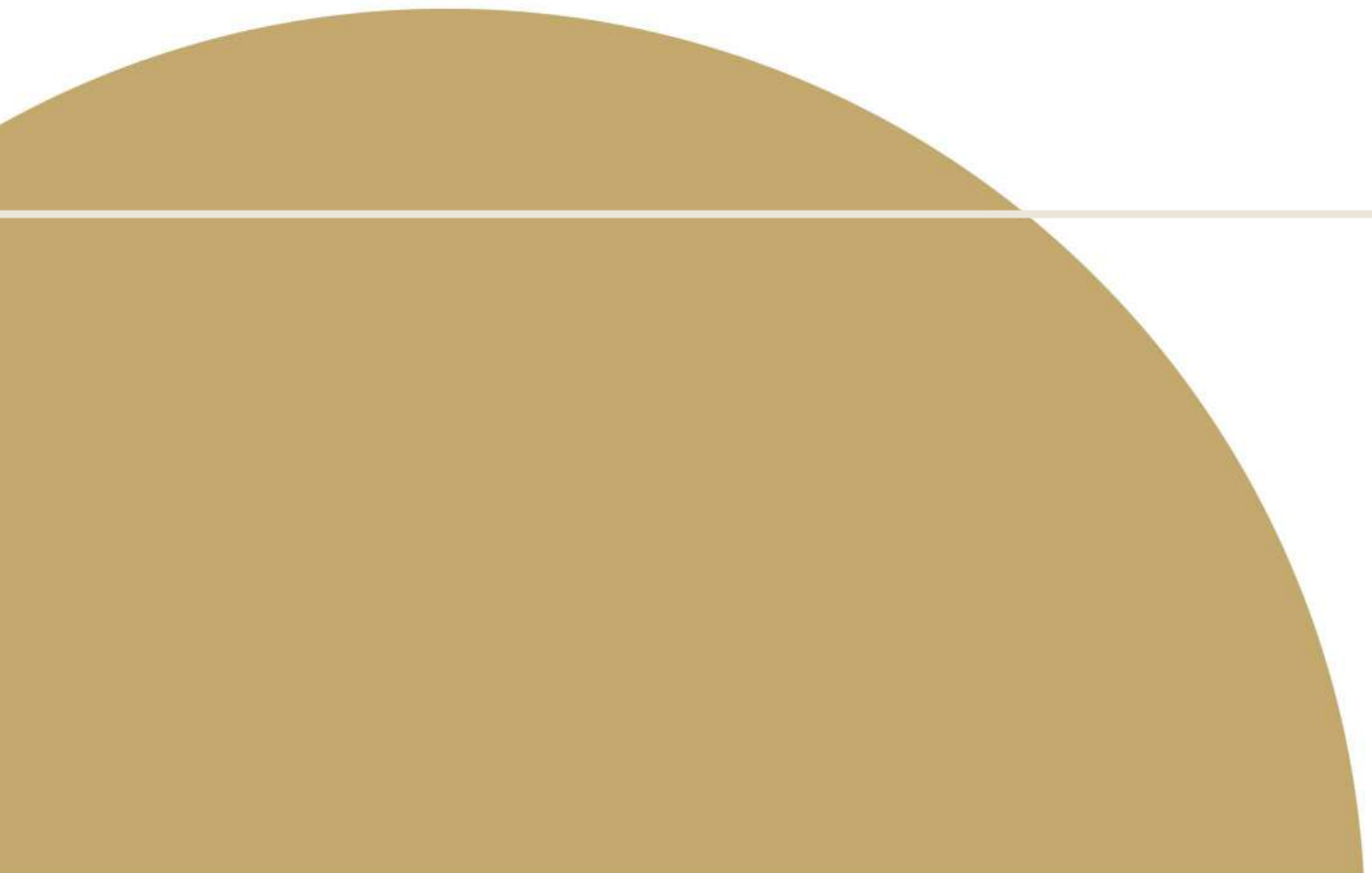
What percentage  
of your developments  
do you have staged?

*RESULTS:*

67% 100% of properties

33% 1-25% of properties







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# CASE STUDIES

# BEAU PROPERTY HOME STAGING

Beau Property Home Staging was launched in May 2019. As property developers ourselves, we saw a gap in the market for high quality home staging at an affordable price. Working closely with Property Developers, Estate Agents, Builders and Landlords, we ensure projects are coordinated, on schedule and successfully completed with minimum disruption. We offer flexible payment plans on a rental basis, with the option to purchase. Tailored packages include CGIs created from floor plans and engaging interactive photo/video solutions for all media platforms. We are a young dynamic team with a passion for interior design and selling houses, the perfect combination!

## Case Study: Kingswood Place

Kingswood Place is a split-level apartment set in a prestigious development in Royal Tunbridge Wells. We were approached by the vendor to stage the property as it had been on the market for 11 months with no offers. We developed an interiors scheme which was inspired by apartment life and shows off the property's unique space to entertain, work and relax. We selected key pieces of furniture to create zones, whether it be a reading corner or study area, choosing classic furniture alongside contemporary artwork. Originally, it was on the market for £395,000 reducing to £375,000 with no offers. After being taken off the market and fully staged by Beau Property Home Staging, it was relaunched at £395,000. The apartment was sold within 4 weeks and the buyer also offered to purchase the furniture.









# HOME STAGING LONDON

In March this year, Home Staging London staged this property in SW2, London. It was on the market as a vacant property for 5 months prior to staging, with limited viewings and no offers.

The agent, *Kinleigh, Folkard & Haywood*, recommended using Home Staging London to dress the 4 bedroom property rather than dropping the asking price. As we all know, the investment in Staging is very often lower than the first price reduction.

A £5,500 investment to dress the property led to an offer within the very first week, for the asking price of £999,950 - a record price reached for a property of that style and size in that area.

The owners, who live abroad, were thrilled by the outcome, as the sale completed within the 3 month hire period of the furniture and accessories provided by the team at Home Staging London.



Another successful project in Wimbledon secured the following testimonial from a happy customer:



"Trish at Home Staging London did an amazing job! It transformed the look and, as a result, I achieved a record price within the building for my flat. There is no doubt I got back more than I spent on the home staging. Trish provided a good value service, fitting out the flat for a reasonable price to achieve the desired effect - making it attractive to a buyer. It looked better than the actual cost of the items, and Trish was happy to sell the items to a buyer if they wanted to keep anything, dealt with the disposal of items that needed to be removed and arranged basic touch ups with her handyman. Most other designers just don't get home staging, trying to buy new items for the owner rather than realising this is just about selling the property, not about living in it. If you're trying to sell your property, I can 100% recommend having your place staged by Trish. You won't regret it when you see the results."

[www.homestaginglondon.co.uk](http://www.homestaginglondon.co.uk)



# SIENNA INTERIORS



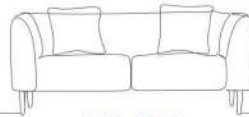
This Glasgow property went on the market for £435,000, and sold after going to a closing date for £589,000 after about 9 days on the market post-staging.

HSA Founding Member Sienna Interiors worked with a budget of £10,000 which included decoration works.

The existing furniture was very particular and antique even, which was sold to a Museum for £20,000, contributing for the owners to have achieved over £600,000 with the overall sale.







THE  
**HOME STYLING  
COMPANY**  
SHOW HOMES & INTERIOR DESIGN

**STAGING SUCCESS** *in 9 WEEKS*  
*after 2 YEARS of MARKETING*  
*as an EMPTY PROPERTY*

Despite its blue plaque status, Hudson's Cottage in Rutland had languished unloved and unsold on the market for almost two years and had at least three estate agents admitting defeat. HSA members, Denise and Stephen Cable of The Home Styling Company, explain what happened when they were asked to stage the most famous property in the county.

## **HISTORY** *and* **HERITAGE**

Grade II listed Hudson's Cottage carries with it a story of royalty, celebrity and extraordinary adventure. The cottage was the birthplace of Jeffery Hudson in 1619. Standing at only 18 inches tall Jeffery was considered one of the wonders of the age and throughout his life gamely took advantage of his unusual condition – becoming the favourite court companion of the English queen, Henrietta Maria of France.

Although the owner had developed the cottage beautifully, it was offered for sale in an empty condition and had failed to secure a buyer for almost two years despite being featured in the property section of The Times newspaper – usually a guaranteed sale boost. Recognising the dazzling power of staging, the canny agent recruited The Home Styling Company to work their magic and elevate the interior from uninspiring to spectacular.

"We do love a challenge and we also love a quirky and unusual staging commission so when we were approached to stage Hudson's Cottage, we were intrigued and delighted," reports Denise, an award winning staging professional, who heads up her family run firm based in Leicestershire.

"Hudson's cottage had all the glorious potential to wow buyers but before we arrived, it was bare. We carefully assessed the space, created a bespoke plan and curated an interior to showcase the cottage at its beautiful best. We knew that staging would help secure a sale where all other attempts had failed."

## **STAGING** *to* **SELL**

The Home Styling Company dressed the gorgeous Shaker style fitted kitchen with dining furniture to show how easily 6 or more guests could dine there and the living spaces, bedrooms and bathrooms were brought to life with stylish, contemporary furniture, art and soft furnishings making them not only feel larger than before but cosy, bright and welcoming. Even the newly landscaped garden was staged to show how easily it could be used for al fresco dining.

"As professional stagers, we always do everything we can to make sure the property has the best chance of selling and on this occasion we really went to town with a social media marketing campaign. Over four thoughtfully worded posts, we reached over 25,000 views."



*the*  
**AWESOME POWER**  
*of STAGING PROVEN*

Nine weeks later and to the delight of everyone involved, a sale was secured. The American buyer kindly took the trouble to contact Denise saying,

*“When looking at this home for over a year from abroad as I was, your styling of the cottage not only made it look loved and lived in, but it also helped me get an accurate idea of the room proportions. What a help it was to see the rooms furnished so beautifully – I can’t wait to move in.”*

We were so glad to have been involved in helping sell Hudson’s Cottage – it was a magnificent team effort and a great result. We know the awesome power of staging but it’s always great when other property professionals acknowledge that too.



THSC is led by award-winning Interior Stylist Denise Cable. Denise gets hands-on with every installation and guarantees an outstanding result for all clients.

[www.thehomestylingcompany.co.uk](http://www.thehomestylingcompany.co.uk)



# BOXNINE7:



*Case Study:*  
**LOWTHER ROAD**

“You took a beautiful house that was not dressed but finished to a beautiful standard and interior designed it to an exceptional standard. The house had been on the market for a number of months previously to no success. Once the house was furnished it allowed us the opportunity to re-shoot the house and press ahead with some new marketing and advertising which in turn increased viewings and interest dramatically.”

*James Williams – Knight Frank, Barnes*

SERVICE TYPE  
Dress to Sell

PROPERTY  
DIMENSIONS  
3808 sq.ft

ASKING PRICE  
£3.75m

FURNITURE  
RENTAL PCM  
£5k

TIME on  
*the* MARKET  
On the market for 3 months  
unfurnished, offers received  
4 weeks after furnishing.  
Received full asking price.





# STAGING SELLS

Selling fast is the best way to attract your highest offers. The longer your property sits on the market the less likely you are to achieve your ideal price and you will be held in the limbo land of 'unsold' unable to move on to the next stage of your life. - Sell High, Sell Fast

Home staging continues to grow and develop in the UK with more and more estate agents seeing the benefit and return on investment for their vendors in using the service. We are also seeing increased demand for staging from estate agents as providing a high quality staging service is a market differentiator, particularly while the staging industry is still quite small in the UK compared to other parts of the world, most notably the US and Australia.

Following an uncertain year, vendors are looking to their estate agent for direction in achieving the best possible price for what is probably their biggest capital asset. Meeting with an agent who can provide solutions to their concerns about who to contact to tidy the garden, freshen up the walls and hire furniture to fill gaps or appeal to a different buyer profile, is high on the list for many vendors. The ability to provide this service can be the difference for an agent in winning an instruction or not.

If a home is presented in the best possible way to attract the target buyer, it not only stands out on online property portals but it can quickly attract competing offers. Agents who encourage vendors to consult a professional staging provider are more likely to achieve a better return on investment for

their vendor with staging costs totalling, on average, just 1% of the listed guide price. Since June 2020, on average it took 33 days for our staged properties to receive an offer. The same homes had been listed, unstaged, for an average of 113 days without attracting an acceptable offer.

At Lemon and Lime, we have recognised the importance of sharing our amazing statistics evidencing the return on investment of staging, with potential vendors and estate agents. We spent 2020 investing in the development of our bespoke system and as a result have created an app called Stageflow. The app populates property staging data into easy to use reports displaying, for example, the average offer accepted versus the guide price and the average time properties which we stage for sale take to get a first offer. This valuable data arms estate agents with the all evidence they need to help a vendor decide whether staging their home will be advantageous from the first meeting.

And, of course, the advantages of staging every home an agent brings to make are multiple. They range from ensuring fast sales with high offers, resulting in commission payments at higher values being returned very quickly through to becoming the local 'agent of choice' because every single property on the website is presented to the highest standards. Beautifully presented properties give a strong message that the agent really cares about their vendors. They always stand out from the competition when a vendor is looking for the best agent to list their home.

Why not take a look at our app? The '**insights**' subscription package which is aimed at estate agents and developers is priced at just £10 a month. To find out more and sign up please visit: [stageflow.io](https://stageflow.io)

# JOHN LEWIS & PARTNERS BUSINESS

Any Home Staging and Interiors business knows how important it is to work with reliable suppliers that offer quality products and excel in their customer services. With that in mind, the Home Staging Association UK & Ireland would like to introduce you to John Lewis & Partners and their dedicated trade department, John Lewis & Partners Business.

John Lewis & Partners Business are here to help home staging and interiors professionals everywhere to deliver their projects with creativity, quality, and expertise. From beds to sofas, duvets to cutlery, their wide range will offer you a simple purchasing solution for your business.

For this reason, the HSA feels like they couldn't have selected a better brand to cater for the home furnishings and accessories needs of their members. "We are extremely confident that John Lewis & Partners Business will continue to be a reference point for our members," says Paloma Harrington-Griffin, Founder of the Home Staging Association. "John Lewis & Partners Business operate throughout the UK and they are constantly on top of the latest trends, which makes them the perfect supplier for our growing community."

Hence, John Lewis & Partners Business has the name recognition and professional experience in the business that will certainly bring together tradition and innovation, showing HSA members what it takes to build a long-lasting successful brand. For more information on their dedicated trade service visit: [www.johnlewis.com/business](http://www.johnlewis.com/business).



## *A LITTLE BIT MORE about JOHN LEWIS & PARTNERS*

John Lewis & Partners is a brand of high-end department stores that dates as far back as 1864 when its first store was opened in Oxford Street, London. John Lewis & Partners now has 34 stores, and 332 Waitrose & Partners shops across the UK. It also has a thriving online presence with [johnlewis.com](http://johnlewis.com) and [waitrose.com](http://waitrose.com). As a brand that was capable to keep reinventing itself, while maintaining its own identity and style, John Lewis & Partners constantly looks for new exciting partnerships between other brands and businesses, elevating their own offer each year.

JOHN LEWIS  
& PARTNERS  
**BUSINESS**



# Property staging

SELL THE DREAM OF LIVING IN YOUR PROPERTY WITH SPECIALIST SHOW HOME DESIGN. OUR SERVICE COVERS EVERYTHING FROM THE FURNITURE TO THE CUSHIONS TO ACCESSORIES.

DID YOU KNOW?

Staged properties sell, on average, **twice as fast** and for

**8-10% more**

more than those that aren't.

Our award-winning Property staging service is all about first impressions, creating a welcoming vision of what life in your property could look like. Developed to not only sell your space to prospective residents, but to add value too, staging works to make every room shine, reflecting your audience's values back at them through clever, elevated design.

Drop our friendly team a call on 0203 872 2295 or email [RENTAL@DAVIDPHILLIPS.COM](mailto:RENTAL@DAVIDPHILLIPS.COM)

DAVID PHILLIPS /

[DAVIDPHILLIPS.COM](http://DAVIDPHILLIPS.COM)



# MEMBERS *of the* HISA

# HSA FOUNDING MEMBERS

## **LONDON**

BoxNine7  
Burbeck Interiors  
Casa e Progetti  
David Phillips  
EHG Home  
Home Staging London  
LJ Interiors  
Style and Stage London

## **EAST**

House Doctor  
The Property Presenters

## **EAST MIDLANDS**

Lemon and Lime Interiors

## **SOUTH EAST**

Beau Property  
Little Barn Door

## **SOUTH WEST**

Refine Property

## **WEST MIDLANDS**

Zest Home Staging

## **SCOTLAND**

Sienna Interiors



# HSA MEMBERS

## LONDON

Alpha Home Staging  
AQUARIUS Home Staging  
Atelier ADA  
Coral Interiors  
EmotiHOME  
Ineffable Interiors  
JS Property Staging  
L.U.C.Y reVAMPING  
Laila Interiors  
Property CGI Ltd  
Property Reviver  
RE FRSH  
RoomLab  
Roomservice by CORT  
Rowpire Ltd  
VA Design Studio

## NORTH

Gill Wilkinson Interiors

## NORTH EAST

North East Home Staging  
Parker Grove Design Ltd

## NORTH WEST

Bee Styled  
De Koba Interiors  
Homestyle4U  
Kharis & Kale Interiors  
Molly Marshall Home Staging  
& Styling  
Sassy Property Styling  
Stage To Sell

## EAST

Designed to Sell Home  
Staging  
Dressing Homes  
Fluid View Home Staging  
Home Stagers  
Instant Home Limited  
K3 Interior Design Ltd  
Lowm Logistics  
Oakvale Interiors  
One Home Interiors  
RBKH Interiors  
Simply Organised Essex  
The Design Platform  
Watch This Space Interiors

## EAST MIDLANDS

Nest + Kin Home Staging and  
Styling  
Simple Living Today  
Staged Spaces  
The Home Styling Company

## WEST MIDLANDS

Domus Property Stagers  
Hatch Collection  
No.42 Interiors Ltd  
Property Prop Box  
Sabe Interiors

## SOUTH EAST

AJ Homes  
Cranberryhome  
Fushia Interior Design  
Greylin Green  
Home Staging Oxford by  
Danielle Sinclair Design  
Home Styling Works  
Jane Lee Interiors  
Julie Murray Property Staging  
MW Home Staging  
Scandihome Home Staging  
sort style and stage  
Staged & Sold  
Style My Home  
Stylize  
TidyMe  
The Room Boutique  
The Style Counsellor Ltd

## SOUTHWEST

Coastal Home Styling  
DesignByD Homes  
IH Interiors  
Maison Vogue  
Omega Property Experts  
Organised Interiors Ltd  
StyledSpaces  
The Property Styling  
Company

## YORKSHIRE AND THE HUMBER

Dressing Rooms Home  
Staging  
Jemma Flint Interiors  
Pearl Home Design  
VMR Home Staging

## WALES

Anna Home Styling  
Hazlewood Home Staging  
Key Home Staging Ltd

## IRELAND

Beyond The Clutter  
Marshall Properties  
Maura Mackey Design  
MM Interior Design Mariola  
Mialkowska  
My Kind of Design  
Staging Your Home For Sale  
The Interiors NRD Studio

## SCOTLAND

Homelii

## ISLE OF MAN

Untangle





