



the Home Staging **REPORT 2022**

The Latest Information on the UK and Ireland Industry



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2022

If we learned anything from the past couple of years, it would be that we need to adapt if we want to thrive in these changing times.

This is why the Home Staging Association UK & Ireland publishes a yearly Report to provide Home Stagers and industry partners with the most recent information and latest developments regarding the activity, being a tool that helps to make informed decisions and strategise for the future.

This year's edition of Home Staging Report was conducted on a wide-ranging sample of property professionals, including estate agents, property developers and property managers - not to mention Home Staging professionals.

Not surprisingly, the findings offer positive insights about the future of Home Staging in the UK and Ireland.

According to the study, 100% of the respondents agreed that:

- Staging increases the number of viewings
- Homebuyers spend more time viewing a staged home as opposed to a non-staged home
- Properties with professional photos get more viewings than properties with poor images

Other key findings in the Report indicate:

- 87% of respondents said that Home Staging makes it easier for a buyer to visualise a property as their future home
- 71% of respondents recommend Home Staging for over half their properties
- At least 50% of properties removed by the homeowner from the market could have benefited from Home Staging

Every year, the HSA spares no efforts to collate data to produce the Report, staying true to the mission of educating partners and the wider public about our activity - and the above are some of the statistics you will find in this year's edition.

We hope that you and all property professionals can benefit from what we have prepared and will use the Home Staging Report by the HSA as your go-to material to show industry partners how Staging plays a crucial role in property marketing.

We want to take this opportunity to thank those who contributed with their statistics and case studies - to you, our big thank you!

Until next time,

Founder of the Home Staging Association UK & Ireland
Vice President of the EAHSP
Global Director of the IAHSPP® International



homestaging.org.uk



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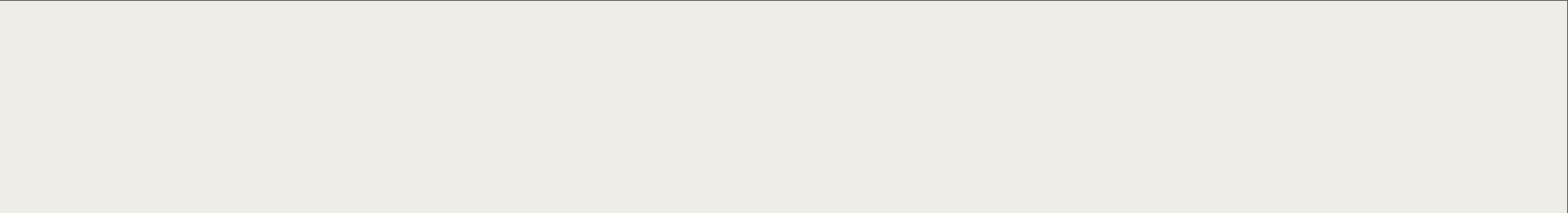
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Industry.
Statistics

What properties are being staged the most?

RESULTS:

79%	Vacant Properties
21%	Occupied

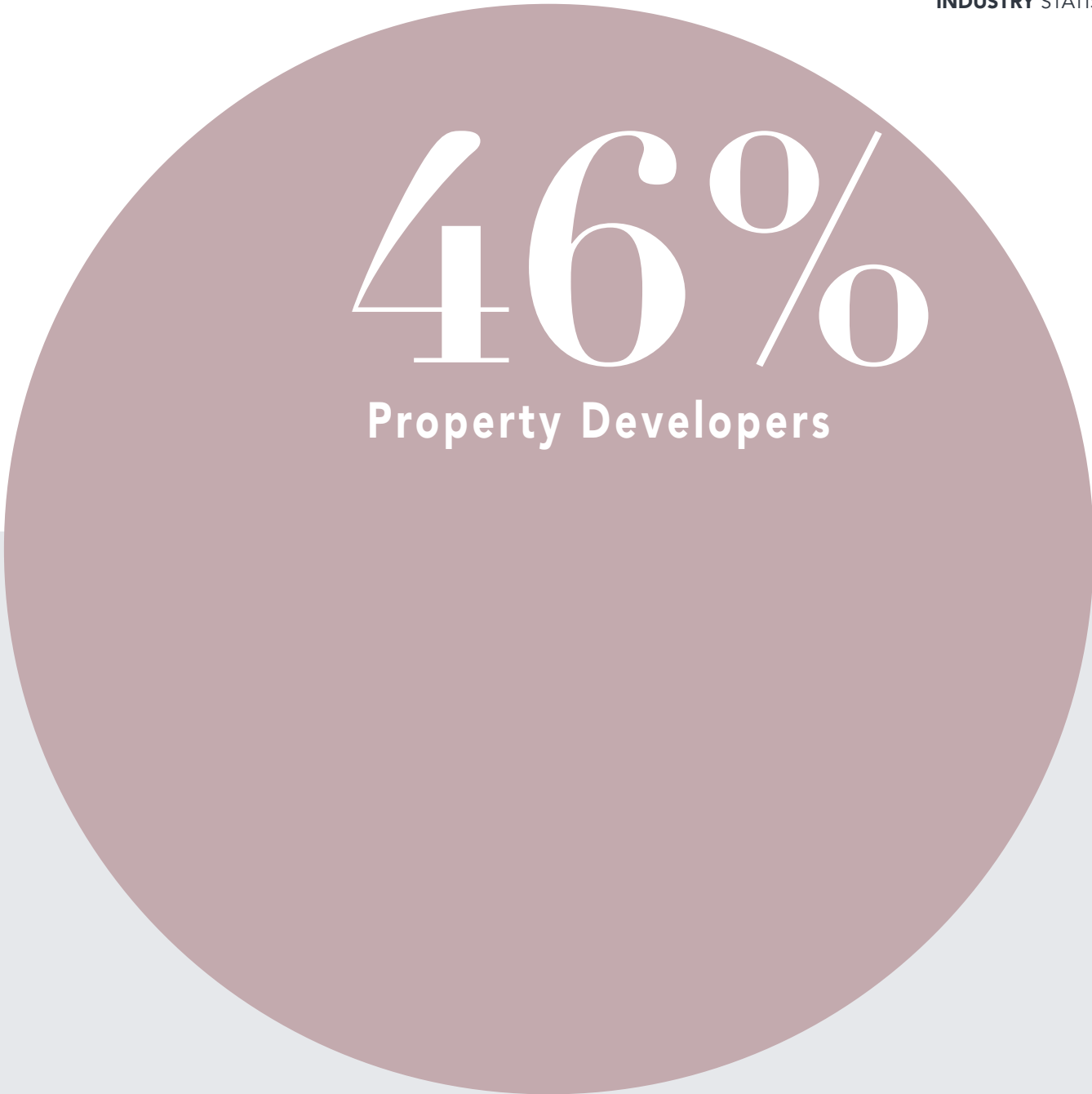
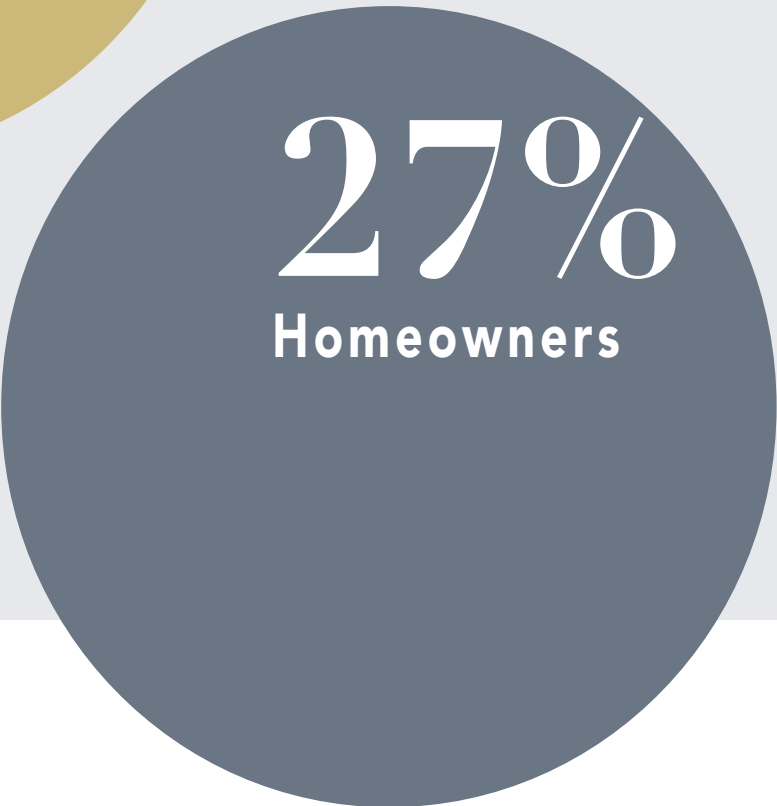
Vacant Properties

79%

Occupied

21%

Who is staging their properties?



RESULTS:

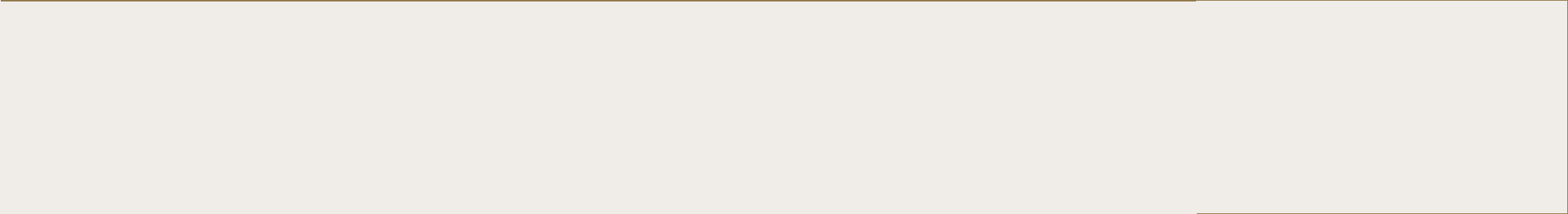
- 46% Property Developers
- 27% Estate Agents
- 27% Homeowners

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

99 Days

45 Days

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



Estate
Agents

In your opinion,

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

RESULTS:

87%	Yes
13%	No

NO
13%

YES
87%



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

RESULTS:

35%	Furniture & accessories rental
33%	Decorating & Styling
12%	Detailed Home Staging report
12%	Professional photos
8%	Consultation visit only

33%12%



35%12%8%

At what point do you recommend staging properties?

100%

From the outset of marketing

For what percentage of your properties do you recommend staging?

RESULTS:

29%	11-20%
71%	Above 55%

Above 55%

71%

11-20%

29%

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

RESULTS:

69% Yes, 1-2 times faster
31% Yes, over 3 times faster

31%

Yes, 3x faster

69%

Yes, 1-2x faster

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

RESULTS:

31%	Yes, from 1-3%
37%	Yes, from 4-6%
32%	Yes, from 11-15%

31%

Yes,
from 1-3%

37%

Yes,
from 4-6%

32%

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%
YES

100%

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

YES

Who stages the properties?

The agency has a staging professional
within the company

50%

The seller hires a staging
company

50%

RESULTS:

50% The seller hires a staging company

50% The agency has a staging professional within the company

Who usually pays for staging costs?

RESULTS:

99%	The seller before listing
1%	The Estate Agent before listing

99%

The seller before listing

1%

The Estate Agent before listing

50%
26-50%

RESULTS:

50% - 26-50%
50% - 76-100%

In your opinion,

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

76-100%

50%

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

RESULTS:

35%	Vacant property
24%	Occupied property
41%	Show flat/show home

35%

Vacant property

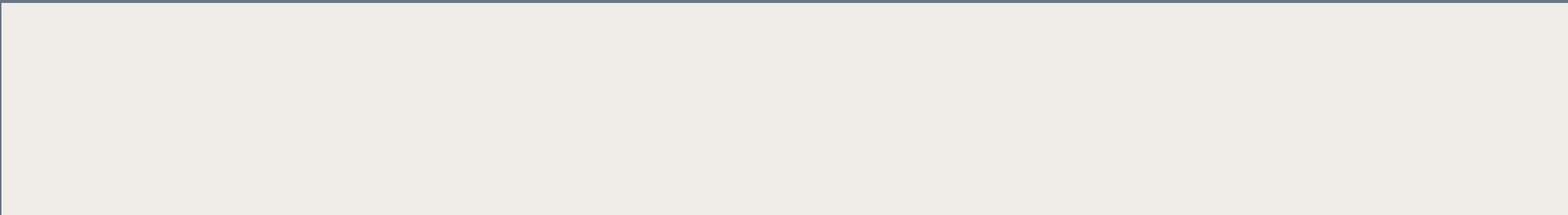
41%
Show flat/show home

24%
Occupied property



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

SALES
100%



Property
developers

100%

YES

Does Home Staging have an effect on most buyers' views of the property?

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

RESULTS:

52%	Yes
48%	No

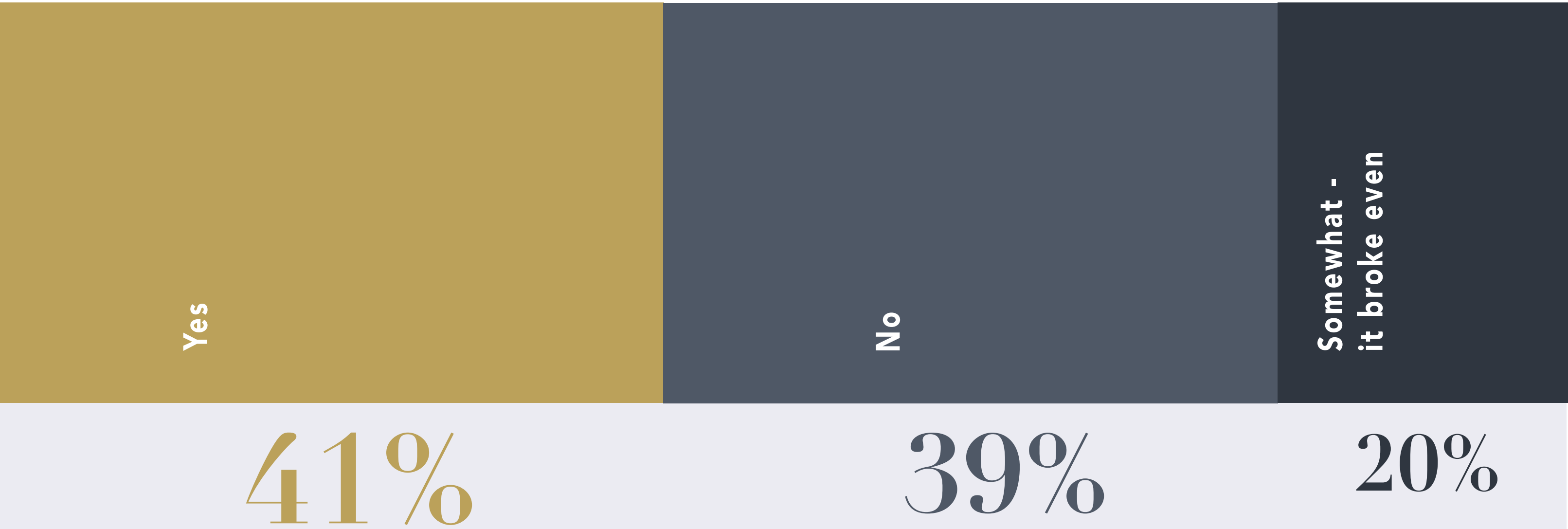
YES
52%

NO
48%

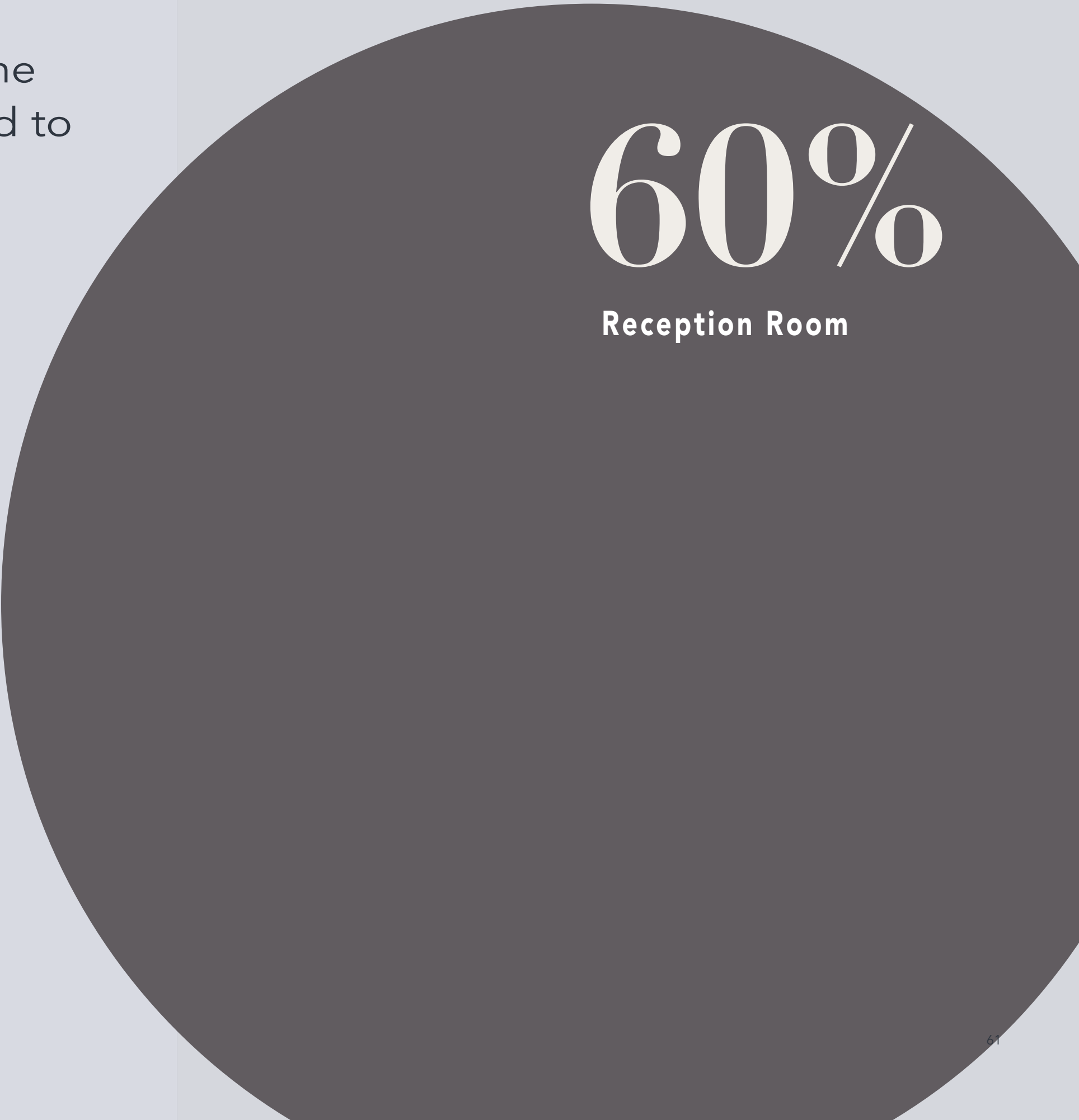
Did you get a return on your investment with Staging?

RESULTS:

41%	Yes
20%	Somewhat - it broke even.
39%	No



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

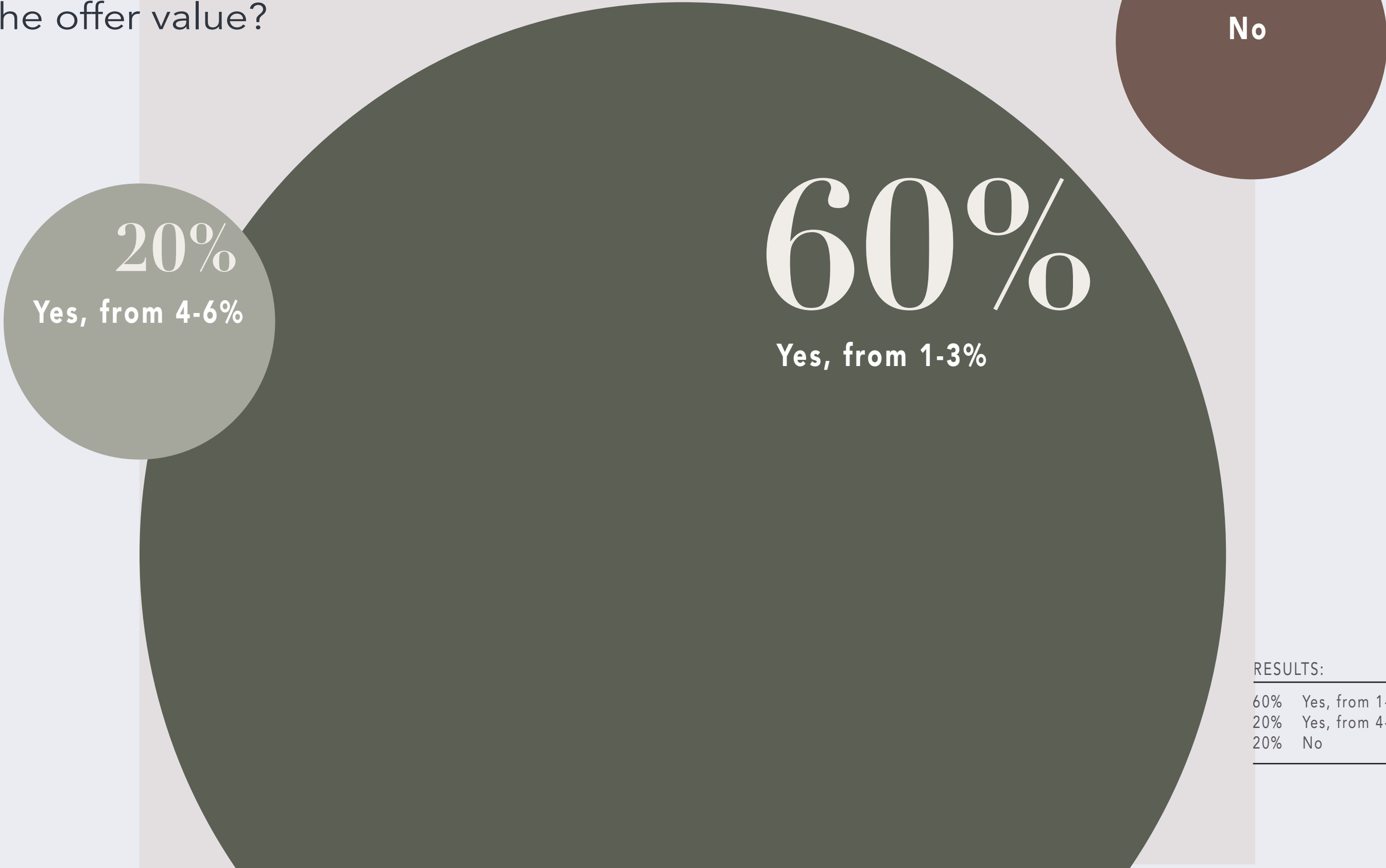


RESULTS:

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



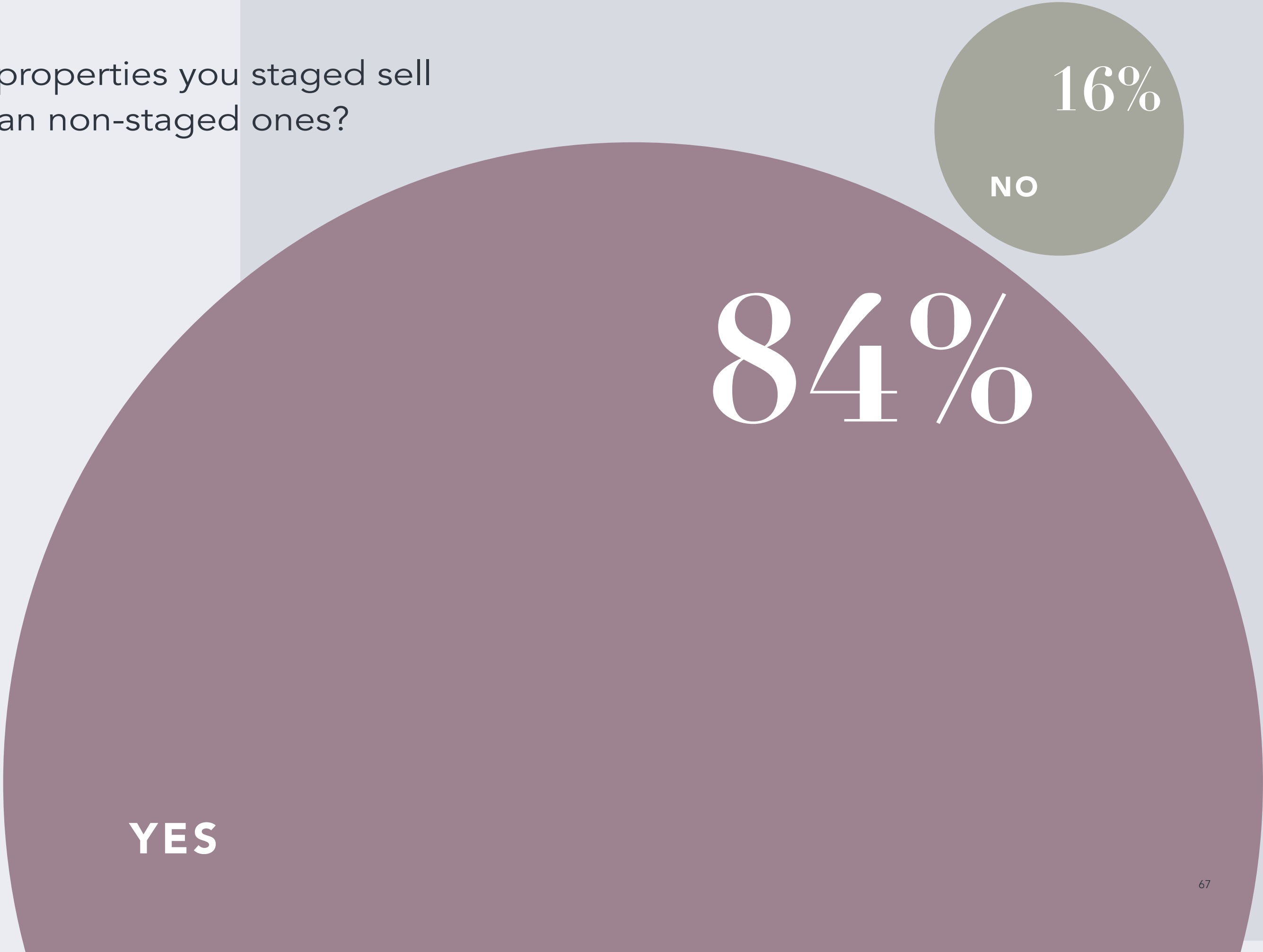
Comparing other similar properties, did staging increase the offer value?



RESULTS:

60%	Yes, from 1-3%
20%	Yes, from 4-6%
20%	No

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



RESULTS:

84% Yes
16% No

YES

NO

16%

84%

Who usually pays for staging costs?

77%

The developer before listing

23%

The developer after selling

RESULTS:

77%	The developer before listing
23%	The developer after selling

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

100%
YES

Did staging increase the number of viewings?

RESULTS:

35%	Yes
65%	N/A

YES
35%

N/A
65%

What percentage of your
developments do you have
staged?

67%

100%

33%

1-25%

RESULTS:

67% - 100%
33% - 1-25%



CASE *Studies*

BURBECK
INTERIORS

Sold for
£150,000
*more than the
listing price*

LOCATION

UK

TYPE OF PROJECT

Vacant

TIME LISTED WITHOUT STAGING

6 months with no offer

LISTING PRICE

£1,800,000

TIME TAKEN TO RECEIVE AN OFFER

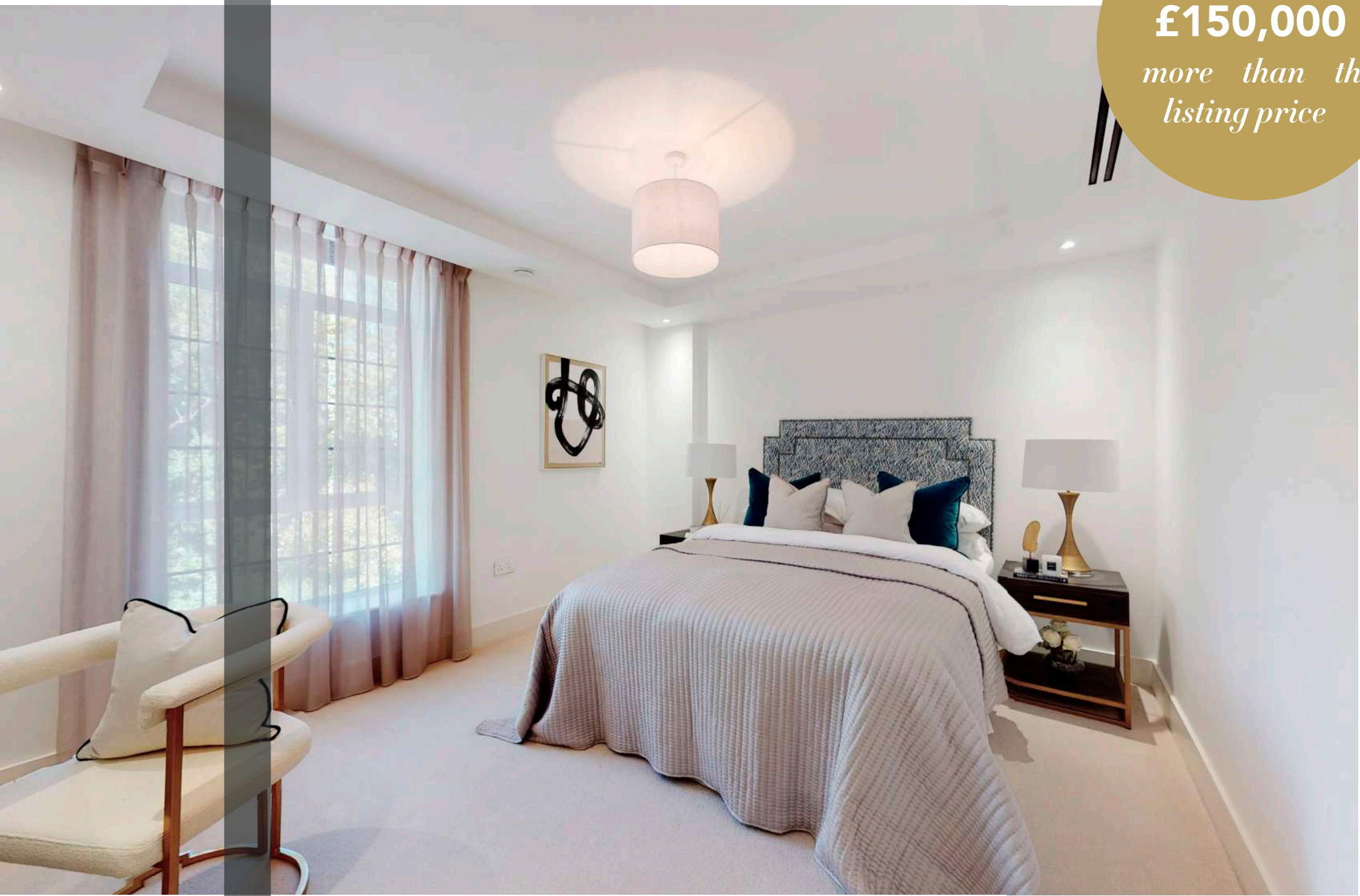
One week post-staging

SALE AGREED AT

£1,950,000

INVESTMENT IN STAGING

0.7% of guide price





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LEMON
LIME
INTERIORS

Received
£50,000
*more than the
listing price*

LOCATION
UK

TYPE OF PROJECT
Vacant

TIME LISTED PRIOR TO STAGING
0 days

VALUE PRIOR TO STAGING
Newly built
(not on market)

LISTING PRICE
£2,000,000

**TIME IT TOOK TO RECEIVE AN
OFFER PRIOR TO STAGING**
17 days to first acceptable
offer, post-staging

OFFER PRICE
£2,050,000

INVESTMENT IN STAGING
0.6% of guide price





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*Closed in
6 weeks,
fastest closing the
estate agent has
had this year.*



LOCATION

Ireland

TYPE OF PROJECT

Vacant

TIME LISTED PRIOR TO STAGING

0 days

VALUE PRIOR TO STAGING

€895,000

GUIDE PRICE

€950,000 after staging

TIME IT TOOK TO RECEIVE AN OFFER

Asking price received on first day of viewings

TIME IT TOOK FOR OFFER TO BE ACCEPTED FROM LAUNCH DATE

16 days

OFFER PRICE

€1,070,000

INVESTMENT IN STAGING

0.09% of guide price





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Sold within
10 DAYS
*of being launched
on the market*

LOCATION
UK

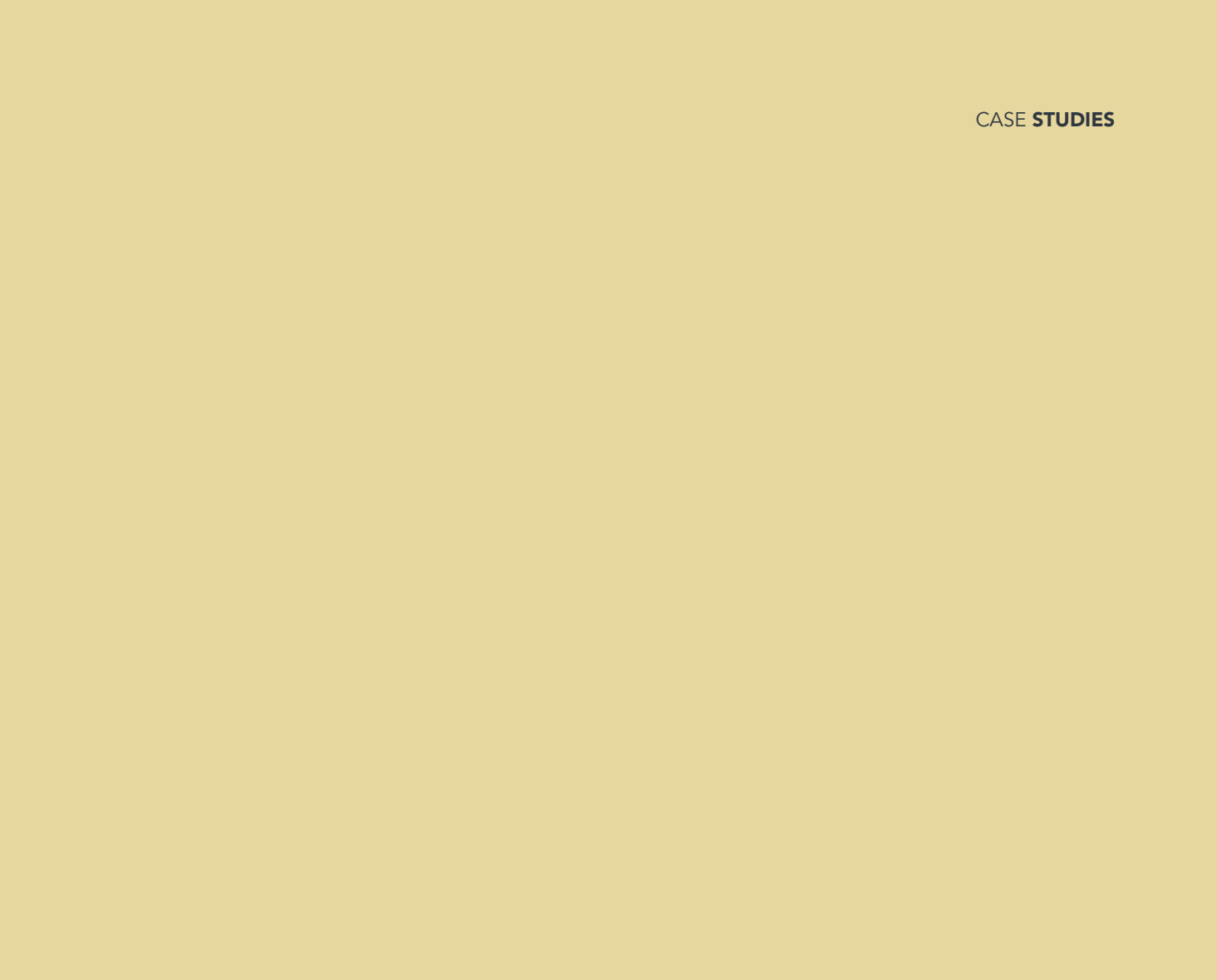
TYPE OF PROJECT
Occupied

LISTING PRICE
£325,000

OFFER PRICE
£325,000

INVESTMENT IN STAGING
0.4% of guide price





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Members of the
HOME STAGING
Association



LONDON

- Burbeck Interiors
- Casa e Progetti
- David Phillips
- EHG Home
- Home Staging London
- LJ Interiors

EAST

- 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
- BLOCC Interiors

SCOTLAND

- Sienna Interiors



LJ INTERIORS

LONDON

- Alpha Home Staging
- AQUARIUS Home Staging
- JS Property Staging
- Laila Interiors
- Property CGI Ltd
- Roomservice by CORT
- Rowpire Ltd
- Abstract House
- FLAT reLIFE
- Unique De'Kor | Home Staging
- DIAL Furnishing

NORTH

- Gill Wilkinson Interiors

NORTH EAST

- North East Home Staging

NORTH WEST

- Bee Styled
- De Koba Interiors
- Homestyle4U
- Molly Marshall Home Staging & Styling
- Sassy Property Styling
- Stage To Sell
- Styling Touch - Home staging by Gosia
- Real Agency
- Surfhouse Property Staging

EAST

- Home Stagers
- Instant Home Limited
- K3 Interior Design Ltd
- One Home Interiors
- RBKH Interiors
- Styled Home Design
- Styled Living
- The Property Dressers

WEST MIDLANDS

- Property Prop Box
- DI Designs Ltd

SOUTH EAST

- AJ Homes
- Cranberryhome
- Fushia Interior Design
- Jane Lee Interiors
- Sort, Style and Stage
- Staged & Sold
- Style My Home
- Stylize
- The Room Boutique
- Crystal Property Staging

SOUTH WEST

- Coastal Home Styling
- DesignByD Homes
- StyledSpaces
- Property Styling Company

YORKSHIRE AND THE HUMBER

- Pearl Home Design
- VMR Home Staging

WALES

- Anna Home Styling
- Key Home Staging

IRELAND

- Maura Mackey Design
- MM Interior Design Mariola Mialkowska
- Staging Your Home For Sale
- UpStaged Properties
- In The Space Interiors
- Smart Home Staging
- The Property Staging Company

SCOTLAND

- Homelii
- West End Styling

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