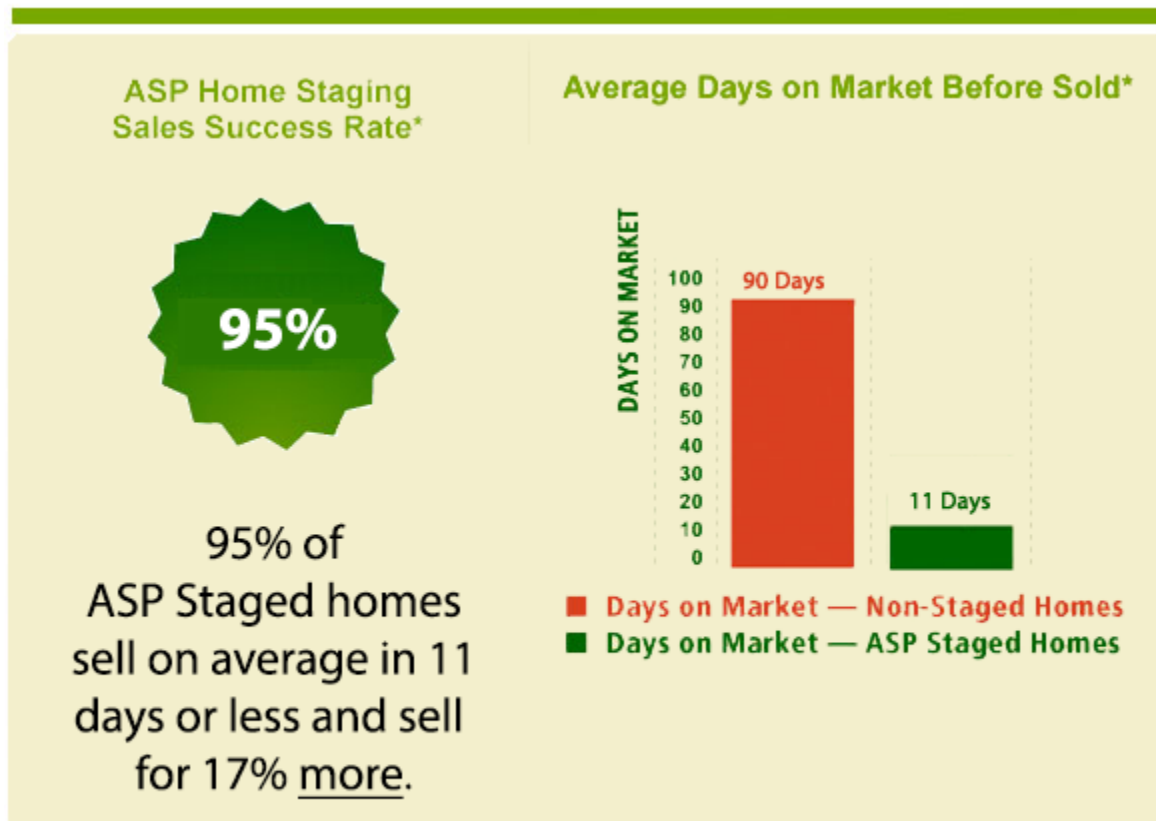


# ASP® Home Staging Statistics

"The Investment IN ASP® Staging Your Home will Always be Less than a Price Reduction ON Your Home!"

- Barb Schwarz, The Creator of Home Staging®




\* The Statistics are based upon Today's Market. The Survey was conducted by The International Association of Home Staging Professionals® and StagedHomes.com®

## Return on Staging Investment

The following is a summary of the results of HomeGain's national survey, based on the ten areas of home improvement identified by real estate agents in HomeGain's survey. They are listed from the highest to lowest returns on investment:

Listed below are the most highly recommended improvements based on national survey of over 2,500 Realtors.

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Area of Home	Average Investment	Increase in Selling Price	Average ROI	% of Agents Recommended
Staging	75	\$3,000 - \$3,999	4997.00%	73.00%
Clean / de-clutter	75	\$1,000 - \$1,499	1577.00%	98.00%
Lighten and brighten	75	\$1,000 - \$1,499	1577.00%	96.00%
Carpeting	150	\$1,000 - \$1,499	736.00%	100.00%
Plumbing and electrical	200	\$1,000 - \$1,499	525.00%	90.00%
Yard	250	\$1,000 - \$1,499	401.00%	94.00%
Flooring	1250	\$2,000 - \$2,999	100.00%	94.00%
Update kitchen and bath	3125	\$5,000 - \$5,999	76.00%	65.00%
Paint exterior	1750	\$2,000 - \$2,999	43.00%	81.00%
Paint interior	1750	\$1,000 - \$1,499		100.00%

**\* As The Creator of Home Staging I teach that Cleaning, De-cluttering, Lighten and Brighten, Replacing or Shampooing Carpets, Landscaping, Painting Inside or Outside of a Home as necessary are ALL a part of Home Staging" Barb Schwarz**