

Getting in on the Home Staging Game

Real estate agents advise homeowners who want to improve their home's selling potential to do some interior staging—and some of that staging includes minor remodeling projects, according to research from the National Association of Realtors.

The benefits of home staging can include homes selling more quickly and going for higher prices, the National Association of Realtors shows in its *2017 Profile of Home Staging* study.

Five of the most-recommended projects for home staging include decluttering, full house cleaning, making minor repairs, painting walls and touching up paint, the research shows.

The most common rooms homeowners staged in preparation for selling are the living room, kitchen, master bedroom and dining room, the study says.

Applied to Retail

Your home improvement business likely stocks most, if not all, of what homeowners need for some of the highly recommended home staging projects.

Those products could include closet organizational systems and plastic storage bins, cleaning supplies, paintbrushes and other items needed for small projects.

Reach out to local real estate agents to see if you can form partnerships, so those agents know to refer homeowners to your business or turn to you themselves if they do the home staging for their clients. Real estate agents may provide you with some niche selling opportunities you didn't consider previously.

In addition, set up a home staging display in your store with a sign suggesting projects and products homeowners will need to get their houses polished up and ready to sell. ➔

Turning the Spotlight on Staging

The Top Home Staging Projects Recommended by Realtors®



Source: 2017 Profile of Home Staging, National Association of Realtors

