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# THE LATEST NAR DATA EXISTING-HOME SALES -4.9%

## KEY TAKEAWAYS FOR HOME STAGING

The latest NAR data, with its 4.9% drop in existing-home sales alongside rising median prices and increased inventory, has some distinct implications for home staging.



### INCREASED COMPETITION:

With more homes on the market (increased inventory), sellers face greater competition. This makes effective staging even more critical to stand out. A staged home can create a memorable and positive impression, distinguishing it from the competition.

### EMPHASIS ON VALUE

Considering median prices, buyers are increasingly price-sensitive. Staging should highlight the home's value and justify the asking price. This means focusing on key selling points and minimizing any perceived flaws.



### CREATING A MOVE-IN READY EXPERIENCE

In a market where affordability is a concern, buyers are looking for homes that require minimal additional investment. Staging should create a "move-in ready" feel, demonstrating that the home is well-maintained and requires little to no immediate work.



### ONLINE PRESENCE IS PARAMOUNT

With the majority of buyers beginning their home search online, high-quality photos and virtual tours of staged homes are essential. Staging should be photogenic and create a compelling online presence.

**In a market with fluctuating sales and rising prices, professional staging can be a powerful tool for sellers. It can help attract buyers, justify the asking price, and ultimately lead to a faster and more profitable sale.**

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