



# *the* Home Staging **REPORT 2022**

*The latest information on the UK and Ireland Industry*



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# 2023

As we unveil 2023's unique scenario, the Home Staging Association UK & Ireland welcomes you to the latest edition of our Home Staging Report. In a world where change is the only constant, our commitment to delivering the most current insights and innovations in the Home Staging industry stands unwavering.

This year's report is the culmination of an extensive study involving a diverse spectrum of property professionals, including estate agents, property developers, property managers, and, of course, our esteemed Home Staging professionals. Within these pages, we have gathered a treasure trove of insights that provide a panoramic view of the Home Staging landscape in the UK and Ireland in 2023.

The data collected reflects the ever-relevant value of Home Staging. Our latest research reveals compelling statistics that resonate with the heartbeat of the real estate market:

- Staging continues to be a potent tool for boosting the number of viewings.
- Homebuyers invest more time in exploring staged homes, recognising the value they bring over their non-staged counterparts.
- Properties featuring professional photos remain the centre of attraction, drawing in more prospective buyers.

The figures gathered reaffirm the vital role that Home Staging plays in the industry.

We are confident that the 2023 Home Staging Report will empower you, fellow property professionals, with insights that will propel your success. We encourage you to utilise it as your go-to resource to demonstrate the instrumental role Home Staging plays in property marketing to your industry partners.

We extend our sincere gratitude to all those who have contributed their statistics and case studies, making this report a beacon of knowledge.

Until we meet again, embrace the dynamic world of Home Staging, and allow the 2023 Home Staging Report to illuminate your path to success.

*Paloma Harrington*

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





Estate  
**Agents**

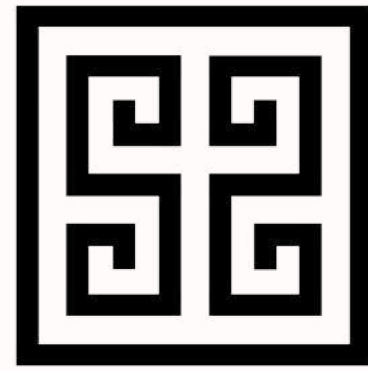
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46



Case  
**Studies**





# STAGING STUDIO



## STAGING DESIGN PROFESSIONAL™

Learn the principles of design and the business of home staging.

## SHORT-TERM RENTAL STYLIST™

Learn how to design profitable and beautiful vacation homes.

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Learn colour theory and gain confidence selecting paints.

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45+ countries!

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ESTATE  
AGENTS



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

NO  
0%



YES  
100%



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



Furniture & accessories rental

50%

Decorating & Styling

25%



Consultation visit only

25%



At what point do you recommend staging properties?

100%

*From the outset of marketing*





For what percentage of your properties do you recommend staging?

50%

Above 55% of properties

11-20% of properties

50%



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

100%

Yes, up to 2 times faster





DIFFERENT  
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Dear Estate Agents,

Want to increase your commissions without the extra work?

Advertise unfurnished properties with our Mood Boards & Visual Staging options. Attract more clients and watch your commissions soar from furniture packages that we offer to buy or rent!

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*Arturs Mazkals*  
Founder, DiffeRent Design



SCAN FOR MORE

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

50%

25%

Yes, from 1-3%

Yes, from  
4-6%

25%

Yes, from 11-15%



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

100%  
YES



Does staging increase the number  
of viewings?

YES

100%



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

100%

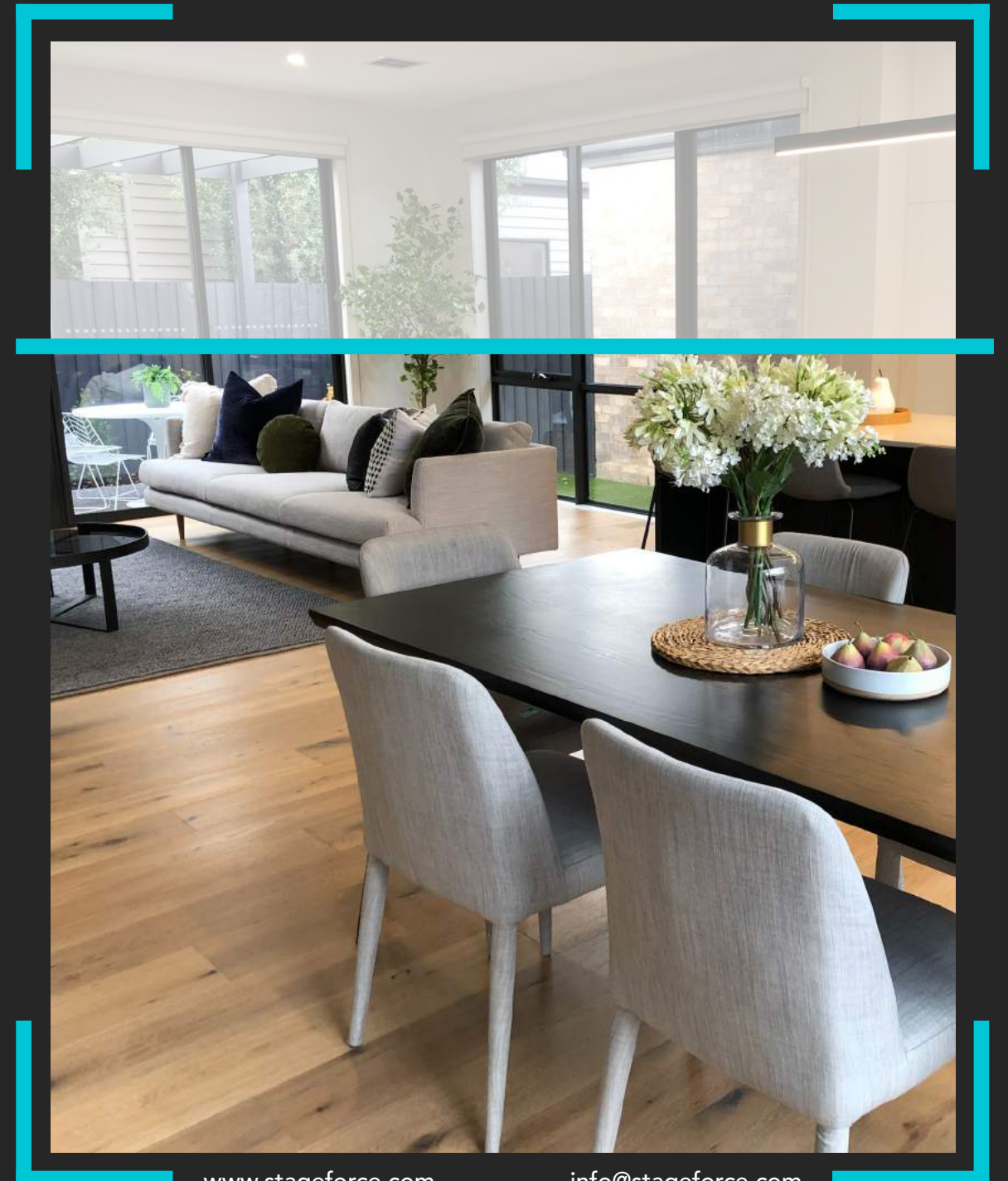
YES







Integrated Inventory, Project, and Customer Management Built Solely for Stagers



[www.stageforce.com](http://www.stageforce.com)

[info@stageforce.com](mailto:info@stageforce.com)



## Who stages the properties?

The agency has a staging professional within the company

35%

The seller hires a staging company

65%

Who usually pays for staging costs?

99%

The seller before listing

● 1%

The Estate Agent before listing







*Up to half of all unsold properties  
would have benefitted from staging*

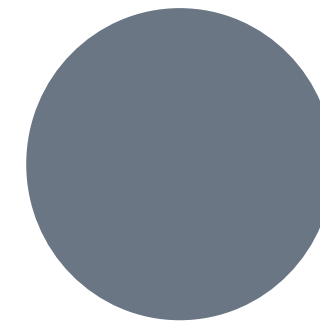
In your opinion, what proportion  
of unsold properties removed from  
the market by the homeowner  
would have benefited from Home  
Staging services?

50%

26-50%

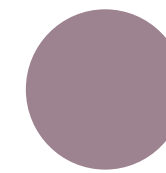


Which type of property do you  
require staging for the most?



8%

Show flat/show home



2%

Occupied property

90%

Vacant property

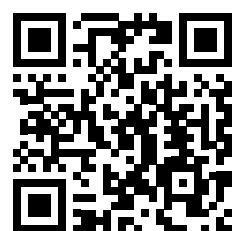
Between lettings and sales, which properties do you recommend staging the most for?

SALES  
100%





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www.different.design

## Stagers, your time is now!

We've got a game-changer for you – tailored furniture solutions that rewrite the rules of staging.

Highlight properties character, attract top-tier clientele, and help estate agents and owners sell, rent faster.

Choose what style you need when you need it – we'll handle the rest!

We provide 'white glove' deliver and assembly service with all of our packages.

## DIFFERENT DESIGN



MADE IN EU



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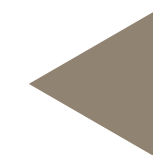


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# CASE STUDIES





LEMON  
+ LIME  
INTERIORS



Woodside

**TYPE OF PROJECT**

Vacant

**TIME LISTED PRIOR TO STAGING**

0 days

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

N/A

**TIME IT TOOK TO RECEIVE AN  
OFFER PRIOR TO STAGING**

14 days to first acceptable offer,  
post-staging

**OFFER PRICE**

10% over the guide price

**INVESTMENT IN STAGING**

0.48% of guide price

*www.lemonandlimeinteriors.co.uk*  
*hello@lemonandlimeinteriors.co.uk*  
*Tel: 01332 987740*



# Woodside



The owners of this property recently refurbished and modernised the property to create a beautiful family home. With large empty rooms to fill, we were asked to furnish and stage the property before being launched onto the market. We added in modern furniture and accessories to match the interiors. It didn't take long before an offer 10% over the asking price came along.







Burton Road

**TYPE OF PROJECT**

Part Furnish

**TIME LISTED PRIOR TO STAGING**

0 days

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

N/A

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

4 days to first acceptable offer, post-staging

**OFFER PRICE**

The full guide price

**INVESTMENT IN STAGING**

0.63% of the guide price

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## *Burton Road*

The owners of this stunning property had carried out an extensive renovation to a very high standard and had fully intended to live in it. However, having only partially moved in their plans changed and they made a sudden decision to sell.

We helped declutter where it was needed and then added in furniture and accessories to show off the beautiful spaces. A sale was agreed at the full asking price within 4 days of going onto the market.



# LEMON + LIME INTERIORS



38 Broad Oaks Road

## TYPE OF PROJECT

Occupied, Declutter

## TIME LISTED PRIOR TO STAGING

0 days

## VALUE PRIOR TO STAGING

N/A

## LISTING PRICE

N/A

## TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING

30 days to first acceptable offer, post-staging

## OFFER PRICE

15% over guide price

## INVESTMENT IN STAGING

0.9% guide price

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*Tel: 01332 987740*



## 38 Broad Oaks Road

Having been in the family for over 50 years, this charming 1920s property exuded character and retained delightful original features. To enhance its appeal, we assisted the owner in redecorating, recarpeting, and decluttering the property. The property achieved 15% over the guide price after 30 days of being on the market post-staging.









# LEMON + LIME INTERIORS



Askew Cottage

**TYPE OF PROJECT**

Lived In

**TIME LISTED PRIOR TO STAGING**

0 days

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

N/A

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

12 days to first acceptable offer, post-staging

**OFFER PRICE**

The full asking price

**INVESTMENT IN STAGING**

0.26% guide price

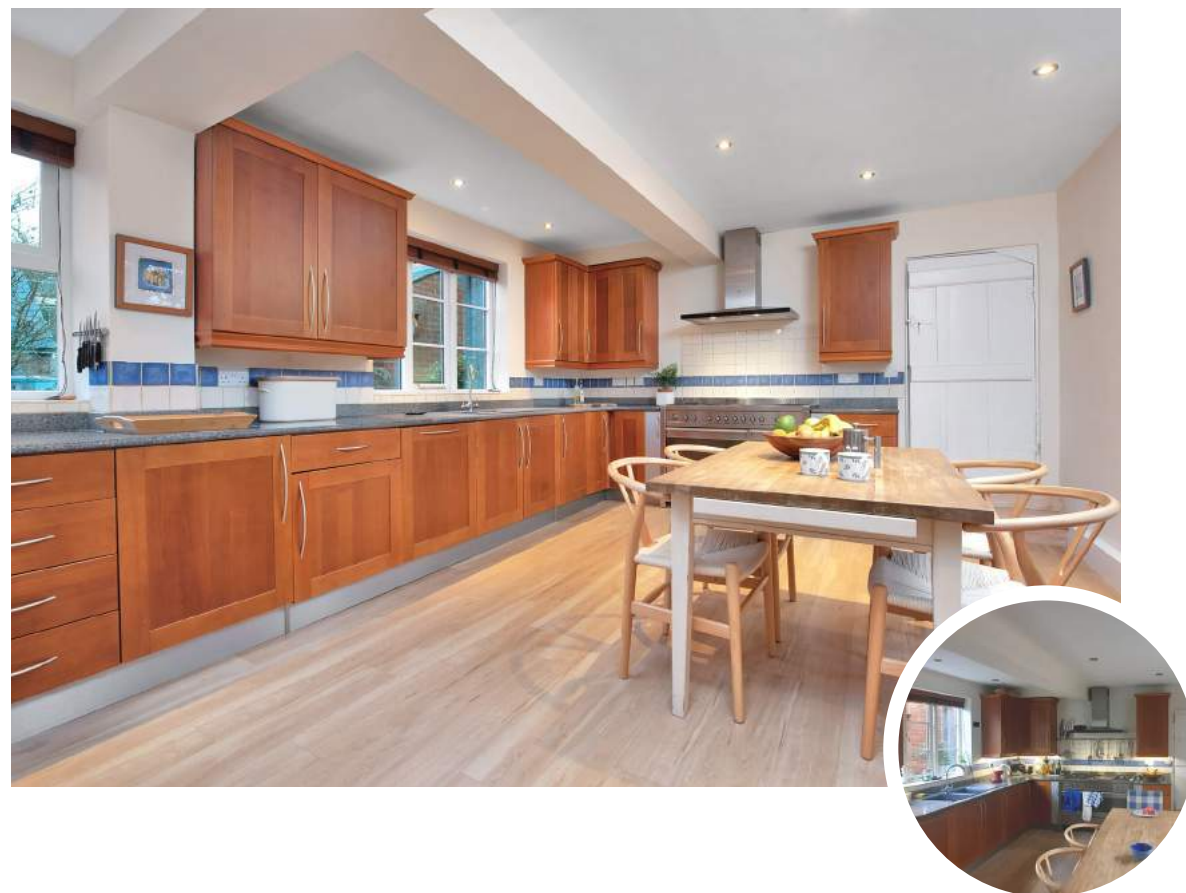
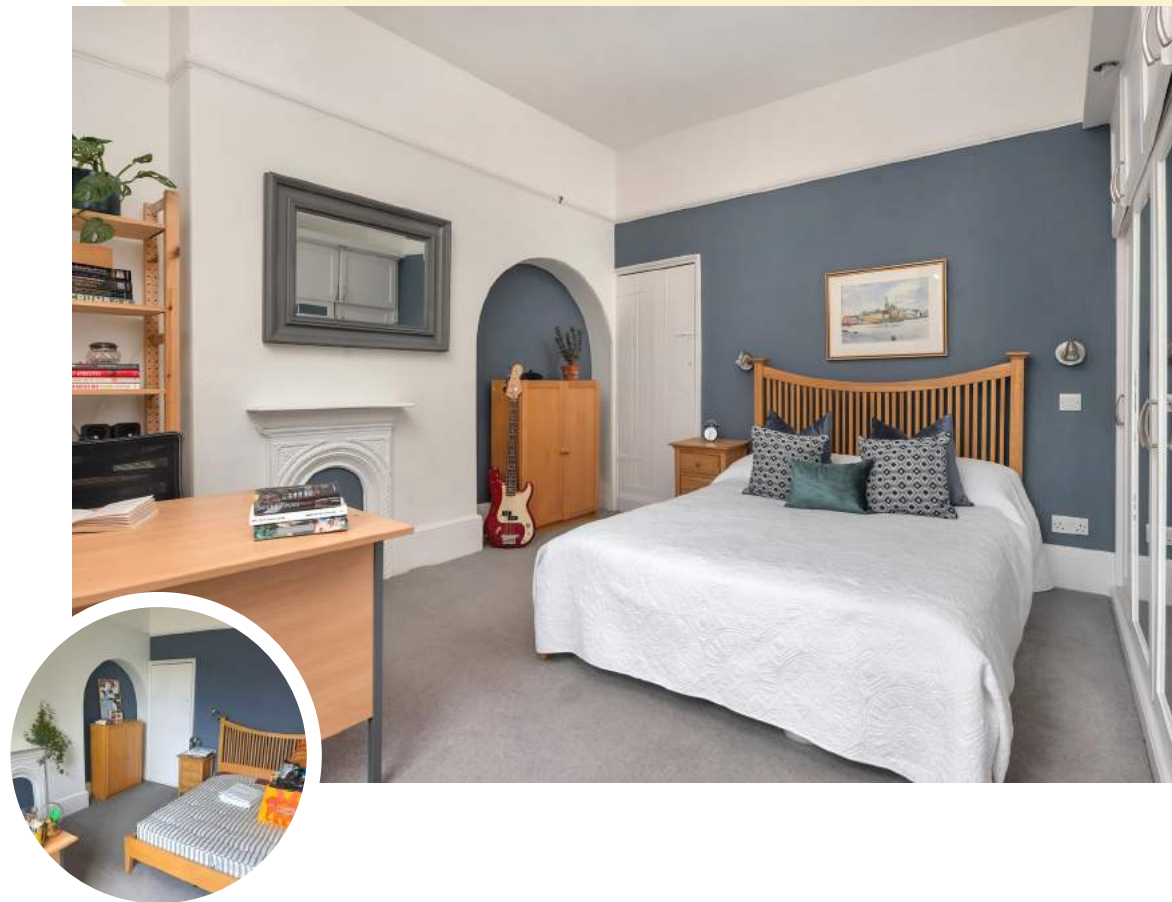
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Tel: 01332 987740*



## *Askew Cottage*

This family home had lots of fond memories. When the owner's children flew the nest, they decided to downsize and put the property on the market. After contacting us for help, we re-decorated the property, utilised their own furniture with ours and transformed the property into a welcoming, cosy family home again.

It was only on the market for less than 2 weeks before an offer of the full asking price came along. The owners only spent 0.26% of the guide price on getting the property market ready.





# LEMON + LIME INTERIORS



High Ridge

**TYPE OF PROJECT**

Declutter

**TIME LISTED PRIOR TO STAGING**

3 months

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

N/A

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

Less than 2 weeks to first acceptable offer, post-staging

**OFFER PRICE**

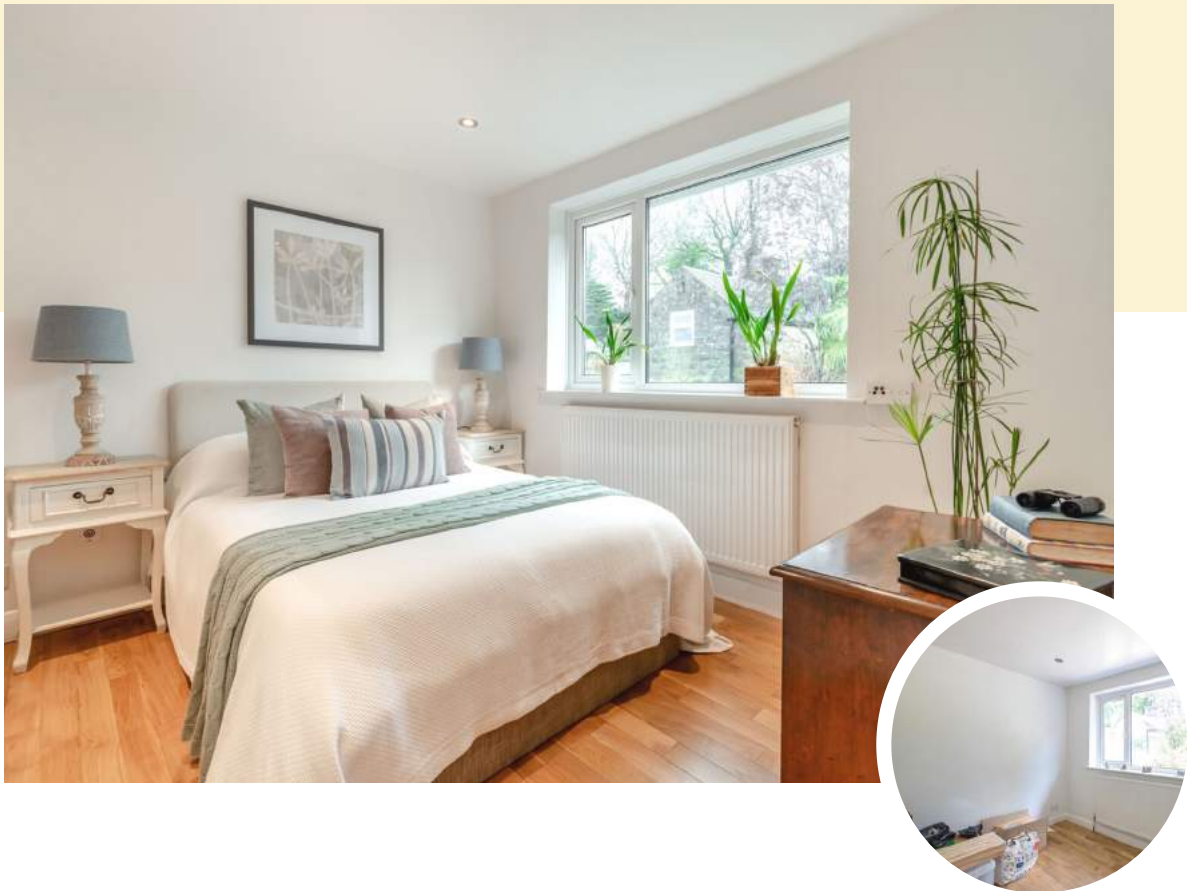
£35,000 over the asking

**INVESTMENT IN STAGING**

1.14% of guide price

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Tel: 01332 987740*





# High Ridge

To assist the owner in showcasing the property's true potential, we embarked on a comprehensive approach. Our efforts encompassed decluttering, selectively furnishing key areas, and meticulously dressing the space. The property achieved £35,000 over the asking price after just 2 weeks of being on the market post-staging.





Lower Roxhill Farmhouse

**TYPE OF PROJECT**

Beamy Vacant Character Property

**TIME LISTED PRIOR TO STAGING**

0 days

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

N/A

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

1 week to first acceptable offer, post-staging

**OFFER PRICE**

2% over guide price

**INVESTMENT IN STAGING**

1.25% of guide price

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*Tel: 01332 987740*





Lower Roxhill Farmhouse



# AQUARIUS

## HOME STAGING

*There were a couple of offers prior to staging, under the asking price.*

*After staging, the property received a higher offer in the first week.*



Modern Ground Floor Conversion

**TYPE OF PROJECT**

Vacant

**TIME LISTED PRIOR TO STAGING**

3 - 4 weeks

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

£525,000

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

4 weeks to first acceptable offer, post-staging

**OFFER PRICE**

£536,000

**INVESTMENT IN STAGING**

£4,000

[www.aquariushomestaging.com](http://www.aquariushomestaging.com)  
[info@aquariushomestaging.com](mailto:info@aquariushomestaging.com)  
Tel: +44 7516 741 222



BEAUPROPERTY  
HOME STAGING

*The property was  
launched after staging  
and went under offer  
within 2 weeks.*



The Vault

**TYPE OF PROJECT**

Vacant

**TIME LISTED PRIOR TO STAGING**

N/A

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

£425,000

**TIME IT TOOK TO RECEIVE AN  
OFFER PRIOR TO STAGING**

N/A

**OFFER PRICE**

N/A

**INVESTMENT IN STAGING**

£6,000

*www.beaupropertystaging.com  
chris@beauproperty.com  
Tel: 01892 249000*





*This beautiful property comprises of 6 bedrooms, 5 baths, and 2 receptions that we absolutely loved staging!*



Alma Road

**TYPE OF PROJECT**

Show Home

**TIME LISTED PRIOR TO STAGING**

8 months

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

£2.5m

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

8 weeks

**OFFER PRICE**

£2.35m

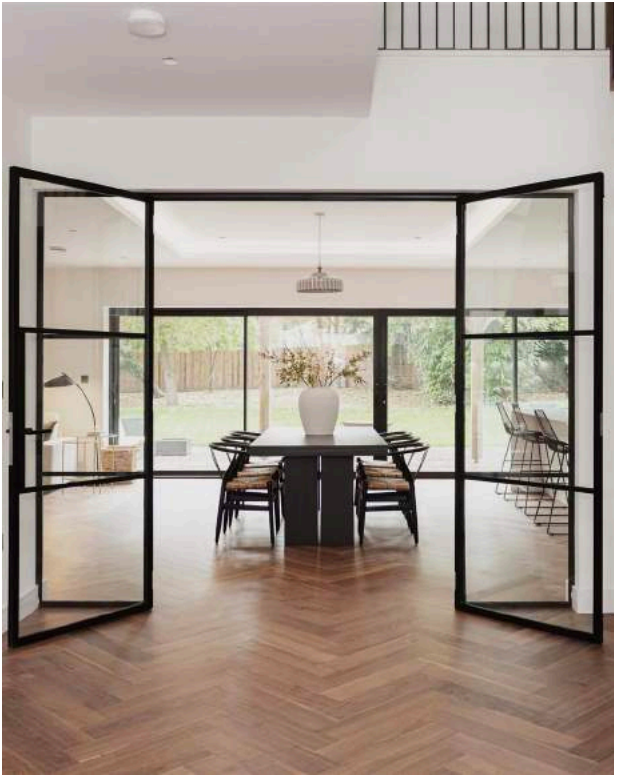
**INVESTMENT IN STAGING**

£12,000

[www.birdhousedesign.co.uk](http://www.birdhousedesign.co.uk)  
[laura@birdhousedesign.co.uk](mailto:laura@birdhousedesign.co.uk)  
Tel: 07476042619



*Alma Road*









style and stage  
LONDON

*Additionally we advised the client on repainting and to install fitted wardrobe in the master bedroom.*



Kensington Garden Square

**TYPE OF PROJECT**

Vacant

**TIME LISTED PRIOR TO STAGING**

N/A

**VALUE PRIOR TO STAGING**

N/A

**LISTING PRICE**

£1,495,000

**TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING**

6 weeks

**OFFER PRICE**

£2.35m

**INVESTMENT IN STAGING**

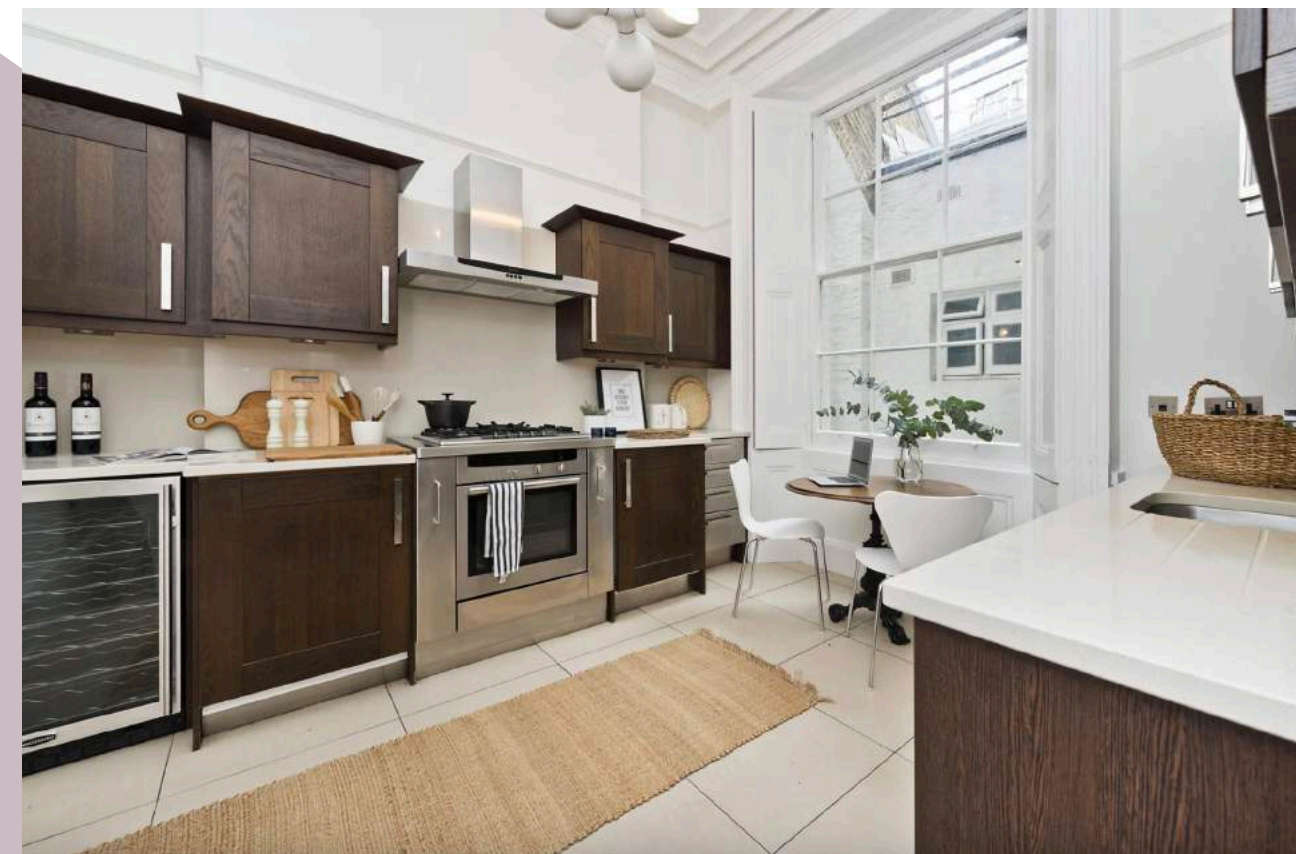
£10,500

[www.styleandstage.uk](http://www.styleandstage.uk)  
[marie@styleandstage.uk](mailto:marie@styleandstage.uk)  
Tel: +44 (0) 7864 875 128



# Kensington Garden Square

By staging the property, we presented it in its most favorable aspects, showcasing not only its sought-after location but also its potential as a cosy home. In particular, we recommended repainting the spacious principal bedroom and installing a wardrobe to enhance its appeal to potential buyers.







## The Property Presenters

"We had an amazing response from people when entering the staged house. It's been a great selling tool after people have seen the empty house next door. We have already secured offers on both properties."

-Comment from the developer client

### TYPE OF PROJECT

Show Home

### TIME LISTED PRIOR TO STAGING

N/A

### VALUE PRIOR TO STAGING

N/A

### LISTING PRICE

£1,375,000

### TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING

4 weeks to sell the show home and identical adjacent property

### OFFER PRICE

£1,375,000

### INVESTMENT IN STAGING

£9,500

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[hello@thepropertypresenters.co.uk](mailto:hello@thepropertypresenters.co.uk)  
Tel: +44 7886 777645 | 01992 668 091

Quickley Lane, Chorleywood









## The Property Presenters

*The apartment had been on the market, empty, for 5 months. The vendor appointed a new agent, who introduced us, and we staged the property two weeks later.*

The agent described this as the best transformation they had ever seen, and an asking price offer was received within 12 days.



Wallpaper Apartments, Islington, London

### TYPE OF PROJECT

Vacant

### TIME LISTED PRIOR TO STAGING

5 months

### VALUE PRIOR TO STAGING

£1,100,000

### LISTING PRICE

£1,150,000

### TIME IT TOOK TO RECEIVE AN OFFER PRIOR TO STAGING

12 days

### OFFER PRICE

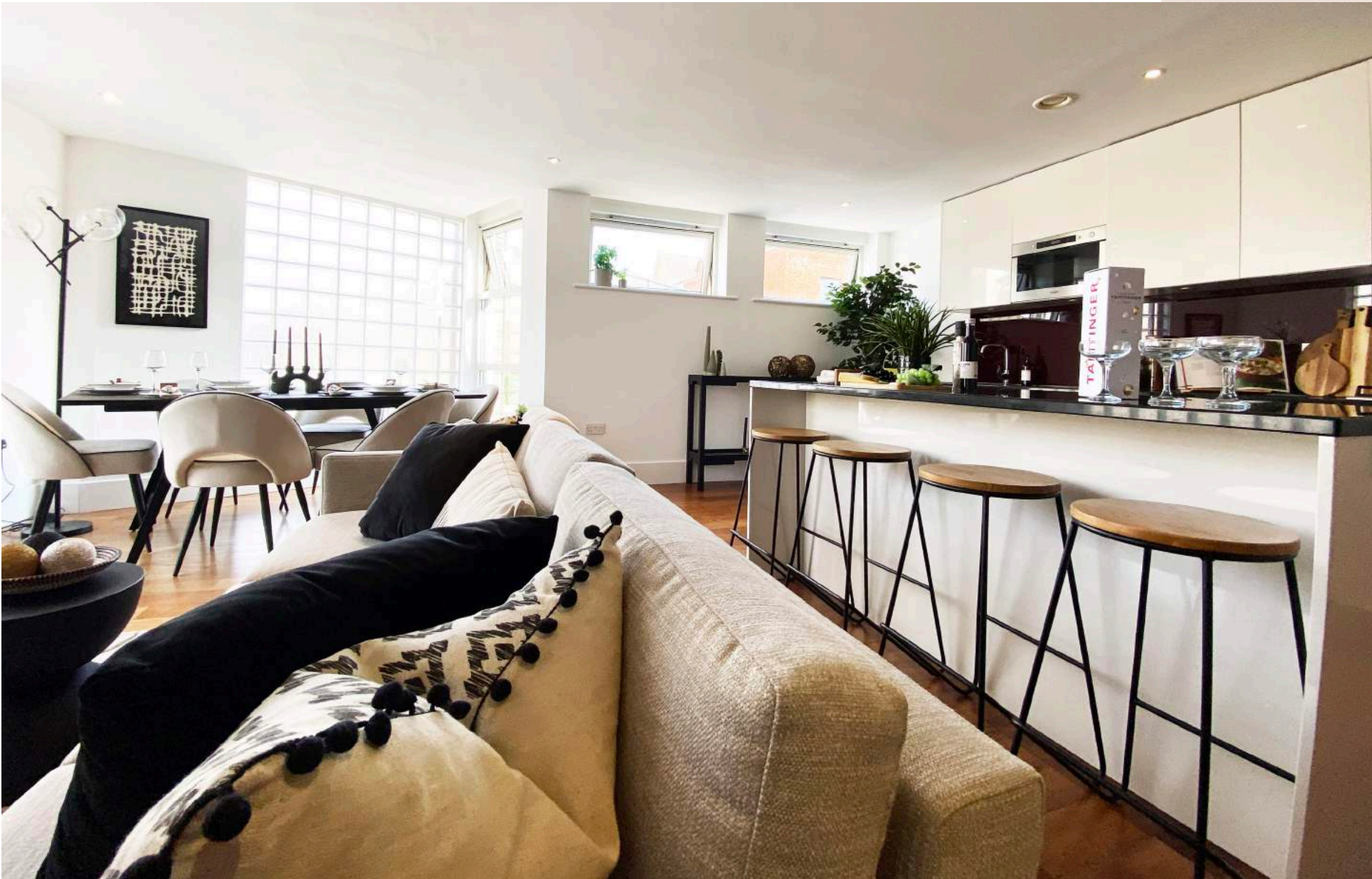
£1,150,000

### INVESTMENT IN STAGING

£6,600

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Sunday Morning Styling  
Roomservice by CORT  
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The Property Dressers

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