

**HOW A STAGED HOME
IS FIVE TIMES MORE
LIKELY TO SELL AT FULL
PRICE OR ABOVE
ASKING PRICE**



Part of the TwentyCi Group



Estate agents know that the presentation of a home matters, but just how much does it impact the final sale price? We partnered with leading home staging company, Lemon and Lime Interiors, to analyse the data. The results were undeniable – perfectly presented, staged properties are more likely to achieve a better sale price than non-staged homes.





That first step inside a property sets the tone, and as an agent, you want to impress potential buyers. A staged property with its pristine ‘show home’ feel and trendy décor can create that ‘wow’ factor that has buyers falling over themselves to make an offer.

Agents across the pond are cashing in on home staging... why isn't the UK following suit?

For years, staging homes has been a widely accepted practice in the United States. According to the National Association of Realtors, 23% of surveyed agents staged all sellers' homes, with a further 10% stating that they staged ‘difficult to sell’ homes. This is in stark contrast to less than 1% in the UK.

Home staging is often dismissed as an unnecessary cost. This mindset needs changing. We need to start viewing staging as an investment – and one that pays off! ROI from staging can be huge! We're talking properties selling quickly (so you get your fee faster) and properties going for more money (so you get a higher commission). Your vendors are happy too, having achieved a higher sale price and locking in a deal fast. Everyone wins! And happy vendors mean more referrals, helping to give your agency a boost in the long run.

We carried out an analysis for Lemon and Lime Interiors, home staging professionals. We partnered up with Lemon and Lime's fractional CMO, Simon Leadbetter of We are Unchained, to find out just how much staging is worth to both the seller and the estate agent.

ABOUT LEMON AND LIME INTERIORS

Lemon and Lime Interiors are multi-award-winning property staging specialists. They provide everything from decluttering services right through to full-scale staging transformations, to get properties market-ready and looking their absolute best. The company positions staging as a key property marketing tool that creates desirability and makes properties stand out. The goal of staging is to generate as much interest as possible, sell the property quickly and maximise the price the property achieves. Their founder, Elaine Penhaul, is a mathematician by background. She says:



“We have collected evidence of the effectiveness of staging homes from the outset of the business. We are delighted to have partnered with TwentyEA to analyse our long-term data to prove that staging provides a significant return on investment for sellers.”

WHY IS STAGING A SUCCESSFUL MARKETING TACTIC?

Staging works because buyers want to invest in a property that is well-maintained and cared for. When radiators are visibly loose or bathroom tiles are missing, alarm bells start ringing. You need buyers to feel confident in the home they're purchasing – and that means presenting it in its best possible light. An empty or cluttered home is much harder to sell. Buyers need to envision themselves living in the space, and staging helps sell them a lifestyle, not just a property. A beautifully presented property will always win out over one that feels tired or unloved. What's more, staging makes a home more photogenic, so it stands out on property portals and social media.

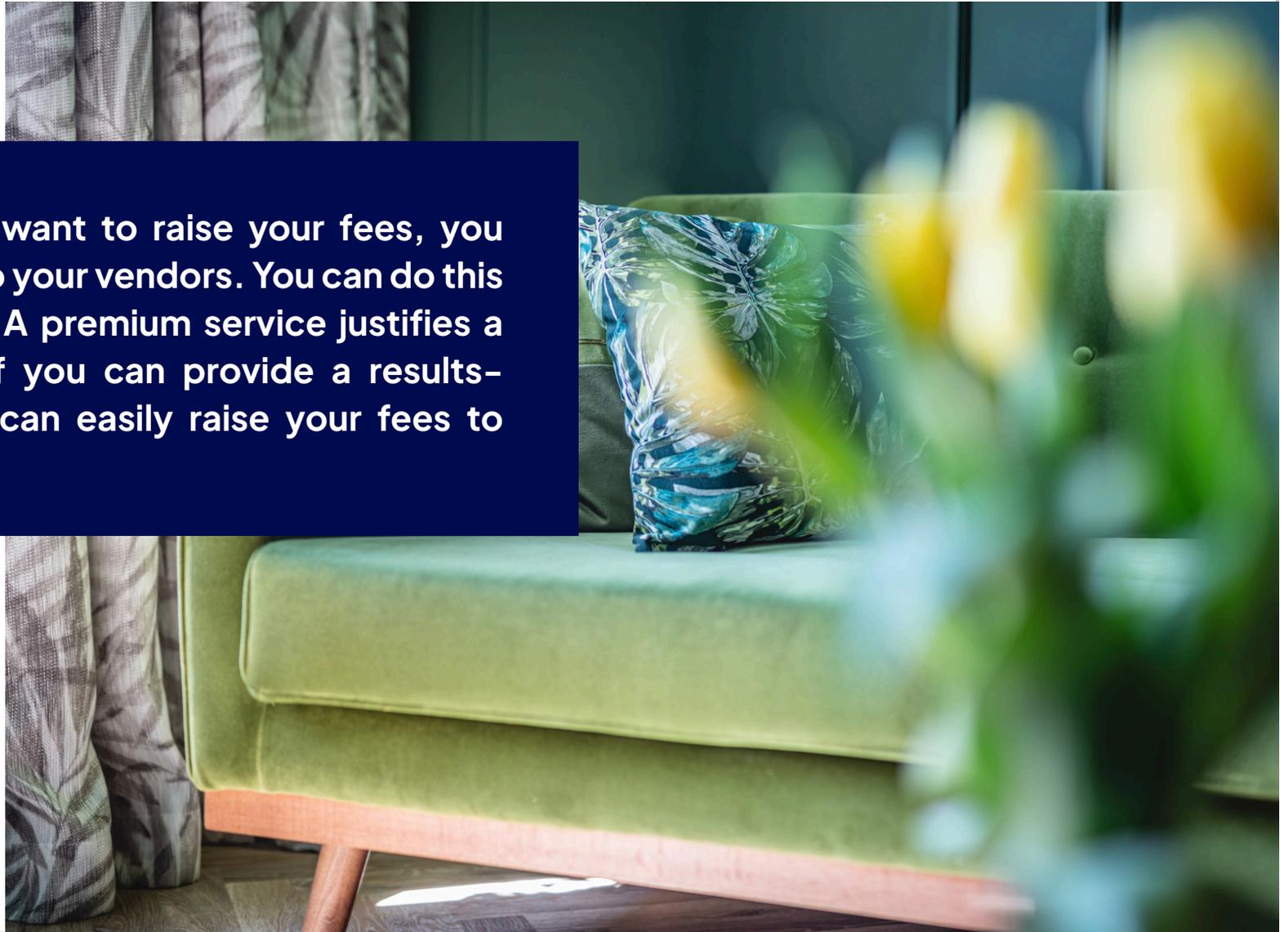
Some buyers struggle to visualise how a space works. A staged home demonstrates the best layout, showing exactly how a double bed fits or where a three-seater sofa can be positioned. Foxtons found that it takes an average of eight minutes for house hunters to decide if a home is for them or not, so you need to do whatever you can to create a connection. The Voice of the Agent survey found that 70% of potential buyers believe that it's that emotional connection that plays a role in their decision-making.

Staging can showcase rooms as multi-functional, turning a bare space into a home-office-come-guest room. It can take something cluttered and stressful and turn it into minimalist and calm, or welcoming and cosy, to make it more appealing for house hunters.



STAGING CAN HELP YOU RAISE YOUR FEES

As an agent, if you want to raise your fees, you need to offer more to your vendors. You can do this by offering staging. A premium service justifies a premium fee, and if you can provide a results-driven service, you can easily raise your fees to above 1.5%!



WHY IS STAGING A SUCCESSFUL MARKETING TACTIC?

Let's get into the results. They're impressive, to say the least. A staged home is five times more likely to sell at full price or above the asking price than a non-staged home.

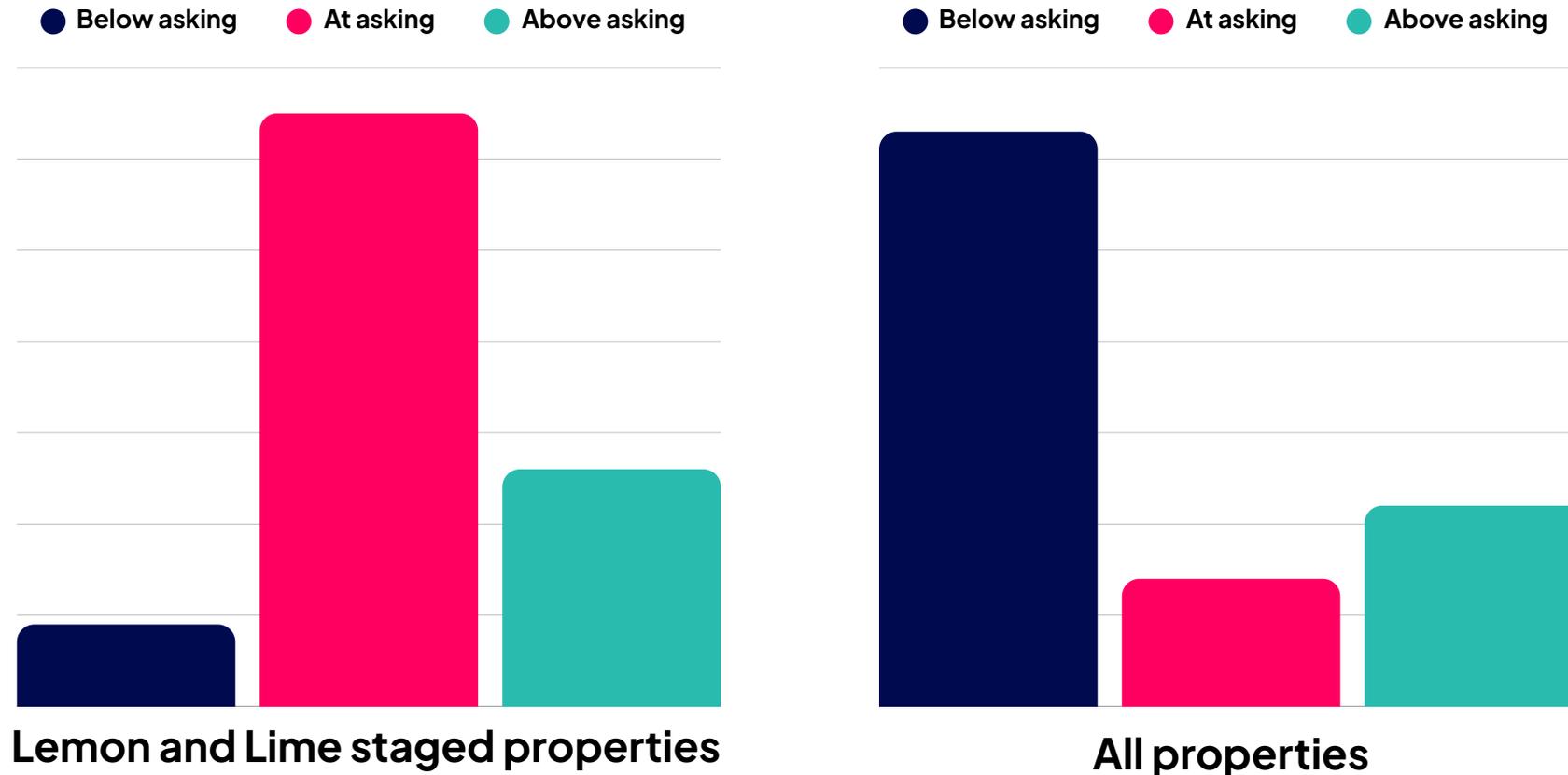
We took 1,500 properties that were staged by Lemon and Lime Interiors over nine years and compared these with non-staged properties:

- Lemon and Lime-staged homes are 5 times more likely to sell at the asking price
- Lemon and Lime-staged homes are 18% more likely to sell over asking price
- Lemon and Lime-staged homes are 7 times less likely to sell below the asking price

To put this into perspective, we identified in our Property and Homemover Report that UK properties overall achieved 97% of their initial asking price - so for a property priced at £500,000, this would sell for £485,000 (£15,000 less than the asking price). Staged properties perform significantly better.



Lemon and Lime Staged Properties vs All Properties



Lemon and Lime Interiors have found that on the higher-end properties they stage, they can achieve offers 10% more than the guide price and secure an offer just two weeks post-staging. This is a fantastic result considering higher-priced properties are notoriously harder to sell. In our end-of-year 2024 Property and Homemover Report, we found that a property worth up to £200k in 2024 had a 63% chance of selling compared to a property over £1m that had only a 34% chance of selling. Those that do sell take a lot longer than those in the lower price bands. Staging can help to close that gap. According to the Home Staging Association, non-staged properties remain on the market for an average of 99 days, while staged homes sell in just 41 days.

FINAL THOUGHTS

In 2025, the supply of new properties listed for sale is the highest it has been in the last seven years. This means competition to stand out is tough. Staging can help get eyes on your listings, and an immaculate finish can get offers rolling in.

With 85% of UK estate agents reporting that staged homes sell up to three times faster, it's a winning formula for getting those listings sold.

The US has cracked the code with staging. It's time UK agents step up and style up for smarter selling. Higher prices, faster sales and happier clients – what's not to love?



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