

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:

HomeGain 2009 Top 12 DIY Home Improvements For Sellers (National)

Home Improvement Project	Average Cost	Home Price Increase	Return on Investment	% of Agents Recommending
Clean and De-clutter	\$100-\$200	\$1500-\$2000	872%	98%
Home Staging	\$300-\$400	\$1500-\$2000	586%	82%
Lighten and Brighten	\$200-\$300	\$1000-\$1500	572%	95%
Landscape Front/Back	\$300-\$400	\$1500-\$2000	473%	94%
Repair Plumbing	\$300-\$400	\$1000-\$1500	327%	88%
Update Electrical	\$300-\$400	\$1000-\$1500	309%	89%
Replace or Shampoo Carpets	\$400-\$500	\$1000-\$1500	295%	97%
Paint Interior Walls	\$500-\$750	\$1500-\$2000	250%	94%
Repair Damaged Floors	\$500-\$750	\$1500-\$2000	250%	91%
Update Kitchen	\$1000-\$1500	\$2000-\$3000	237%	69%
Paint Outside of Home	\$750-\$1000	\$1500-\$2000	201%	81%
Update Bathroom	\$750-\$1000	\$1000-\$1500	172%	70%