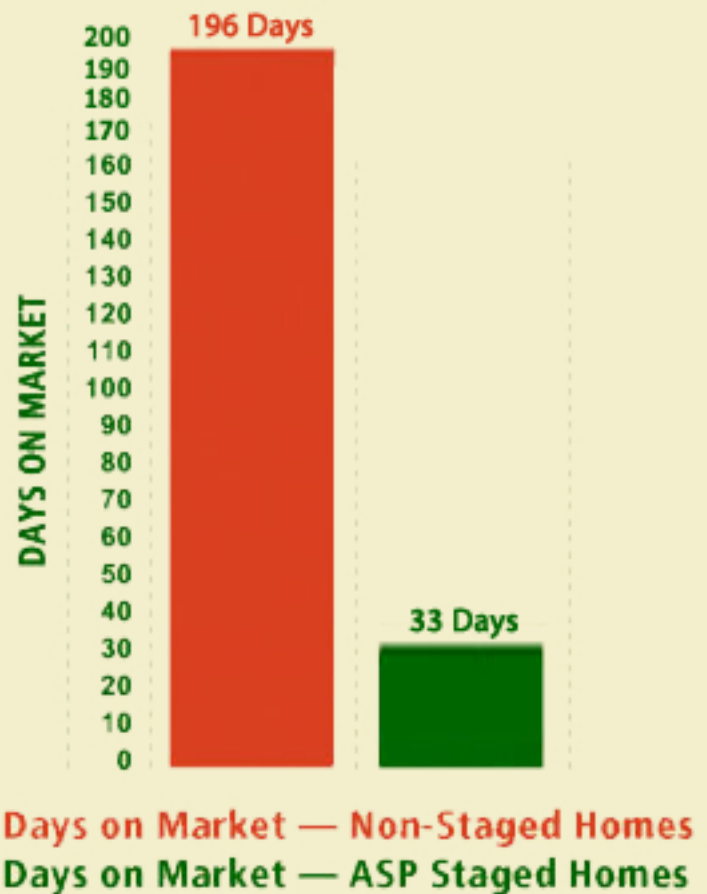


## ASP Home Staging Sales Success Rate\*

**94.6%**

94.6% of  
ASP Staged homes  
sell on average in  
33 days or less.

## Average Days on Market Before Sold\*



\* The Statistics are based upon Today's Market. The Survey was conducted by The International Association of Home Staging Professionals® and StagedHomes.com®

## 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%