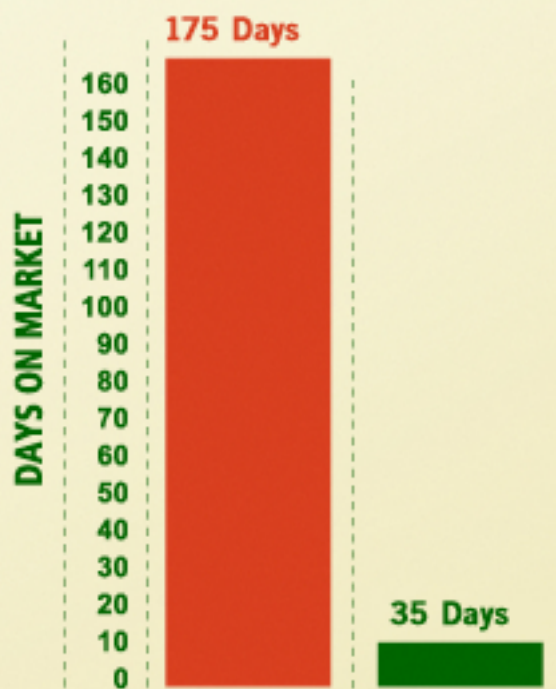


ASP Home Staging Sales Success Rate*

94.6%

**94.6% of
ASP Staged Homes
sell on average in
35 days or less**

Average Days on Market Before Sold*



■ Days on Market — Non-Staged Homes
■ Days on Market — ASP Staged Homes

* The Statistics are based upon Today's Market

Project	Typical Cost	Price Increase	Return on Investment	% of Agents Recommending	
Lighten & brighten	\$233 - 370	\$1,178 - 1,566	355%	97%	Home Staging
Clean and de-clutter	\$190 - 318	\$1,505 - 1,937	578%	97%	
Landscape front/back yards	\$378 - 546	\$1,718 - 2,158	319%	97%	
Stage home for sale	\$403 - 584	\$1,938 - 2,431	343%	91%	
Repair electrical or plumbing	\$436 - 621	\$1,205 - 1,590	164%	93%	Home Repair
Repair damaged flooring	\$628 - 878	\$1,633 - 2,061	145%	94%	
Update kitchen & bathrooms	\$1,404 - 1,828	\$3,216 - 3,934	121%	87%	
Replace or shampoo carpeting	\$562 - 808	\$1,532 - 1,950	154%	98%	
Paint exterior walls	\$663 - 938	\$1,757 - 2,205	147%	88%	

* Courtesy of HomeGain.com. HomeGain surveyed over 2,000 real estate agents in each of the U.S. regions. All agents might not necessarily agree on the same pre-sale strategy. See "% of agents recommending" column above. Differences of opinions may vary based on the climate of the market, region of the country or condition of the home in question. The percentage of agents that agree on the positive impact of a particular pre-sale activity is summarized here.