

2022 Profile of Home Staging

ホームステージング白書2022



Vol.6

 一般社団法人
日本ホームステージング協会
JAPAN HOME STAGING ASSOCIATION

【Sixth Home Staging Fact-Finding Survey Overview】

■ Background to the survey

The Japan Home Staging Association (*1) conducted its sixth Home Staging Fact-Finding Survey this year to ascertain the current status of home staging (*2) in Japan. The survey covered real estate-related companies, rental owners, home staging companies, home stagers (*3) and interior coordinators who have introduced home staging throughout Japan. Respondents were classified into three industry categories: real estate brokers, real estate rental brokers and home stagers. As in previous years, the survey was conducted using home staging statistics from the NAR (National Association of Realtors) (*4).

■ Outline of the survey

- Survey title : 6th Home Staging Fact-Finding Survey
- Period covered by the survey : 1 January 2022 - 31 December 2022
- Survey implementation period : 12 January 2023 - 15 February 2023
- Method of response : Internet survey (corporate members, individual members, etc.)
- Number of responses : (58 property sales, 55 property rentals, 122 home staging/others)

■ Sector-specific surveys

- Common items (survey common to all industry sectors)
- Buying and selling (survey of people involved in the property buying and selling industry)
- Rental (survey of people involved in the property rental business)
- Home staging (survey of people involved in the home staging business)

■ Key findings.

- Average time to contract after home staging
- Impact of home staging (compared to before home staging)
(number of viewings, number of enquiries, number of viewers, duration of viewings, time to contract)
- Average amount spent on home staging
- Criteria for home staging
- Number of home staging projects carried out (year-on-year comparison)
- Introduction and impact of VR home staging

*1: Japanese Home Staging Association®

An organisation that promotes the Japanese version of home staging and trains home stagers.

*2: Home staging®

'Enhancing the value and quality of homes and lifestyles through spatial staging.'
(tidying, cleaning, storage, disposal, storage, knowledge of the logistics involved in these activities, use of interior design and accessories, arrangement of belongings, etc. to create a more comfortable living environment).

*3: Home stager. ®

Qualified home stagers who have acquired knowledge and skills in home staging to solve housing and living problems.

*4: NAR (National Association of Realtors)

The largest association of real estate agents in the USA with 1.5 million real estate brokers.

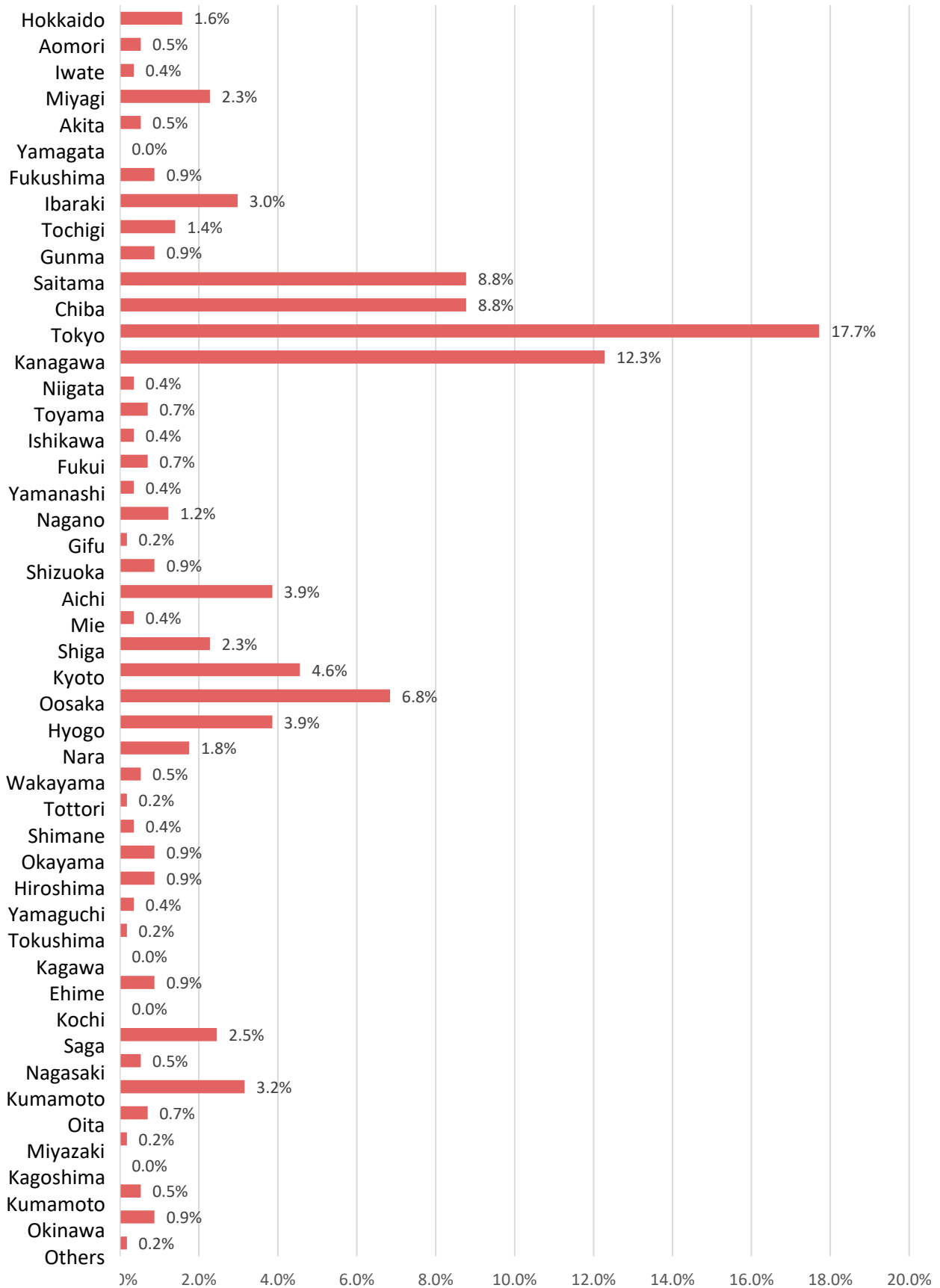
Trademarks and business model patents

The association has registered 38 trademarks related to home staging, including home staging and home stager. At the same time, it has been granted a business model patent for a 'comfort space determination device' and programme.



1. Common survey

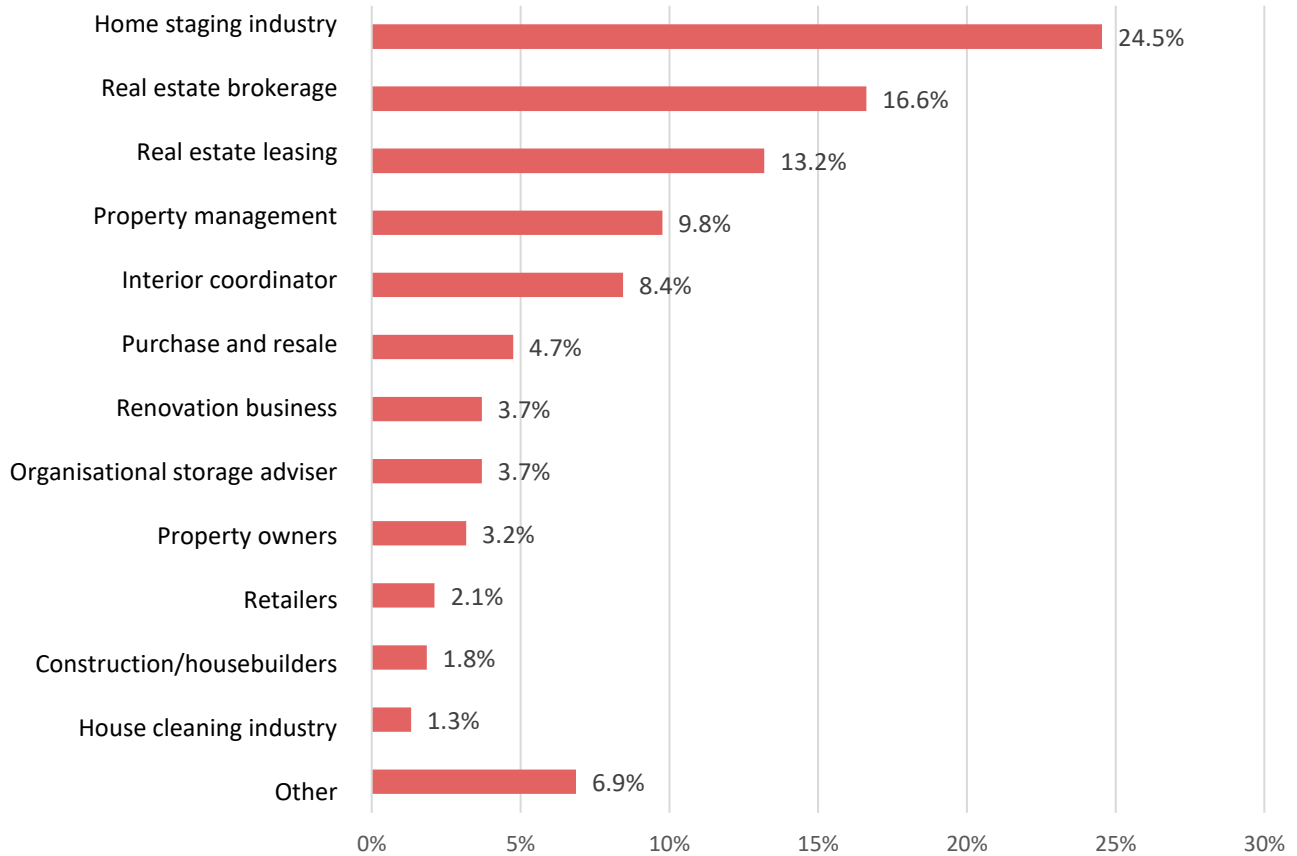
1-1 The area where home staging was carried out.



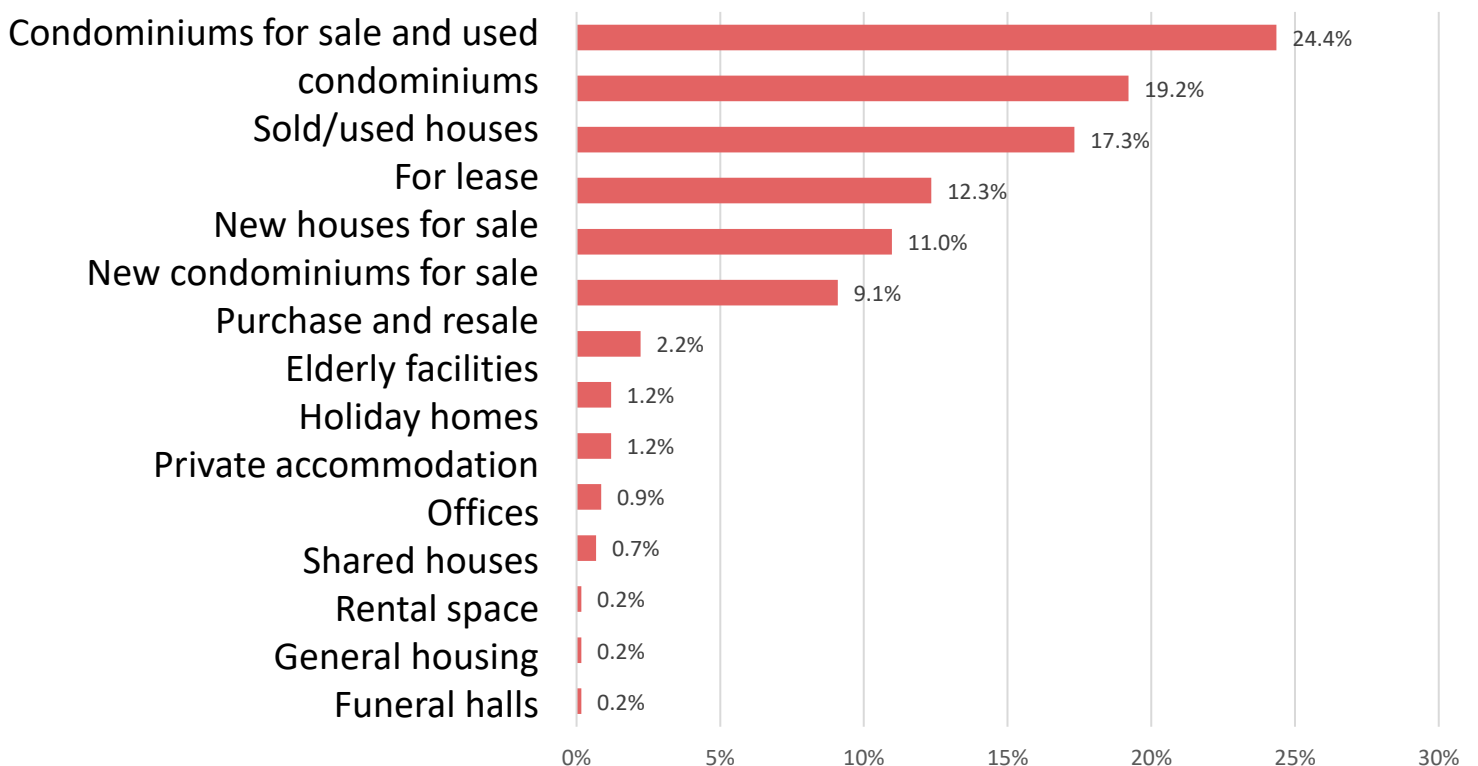


1. Common survey

1-2 Main industry sector.



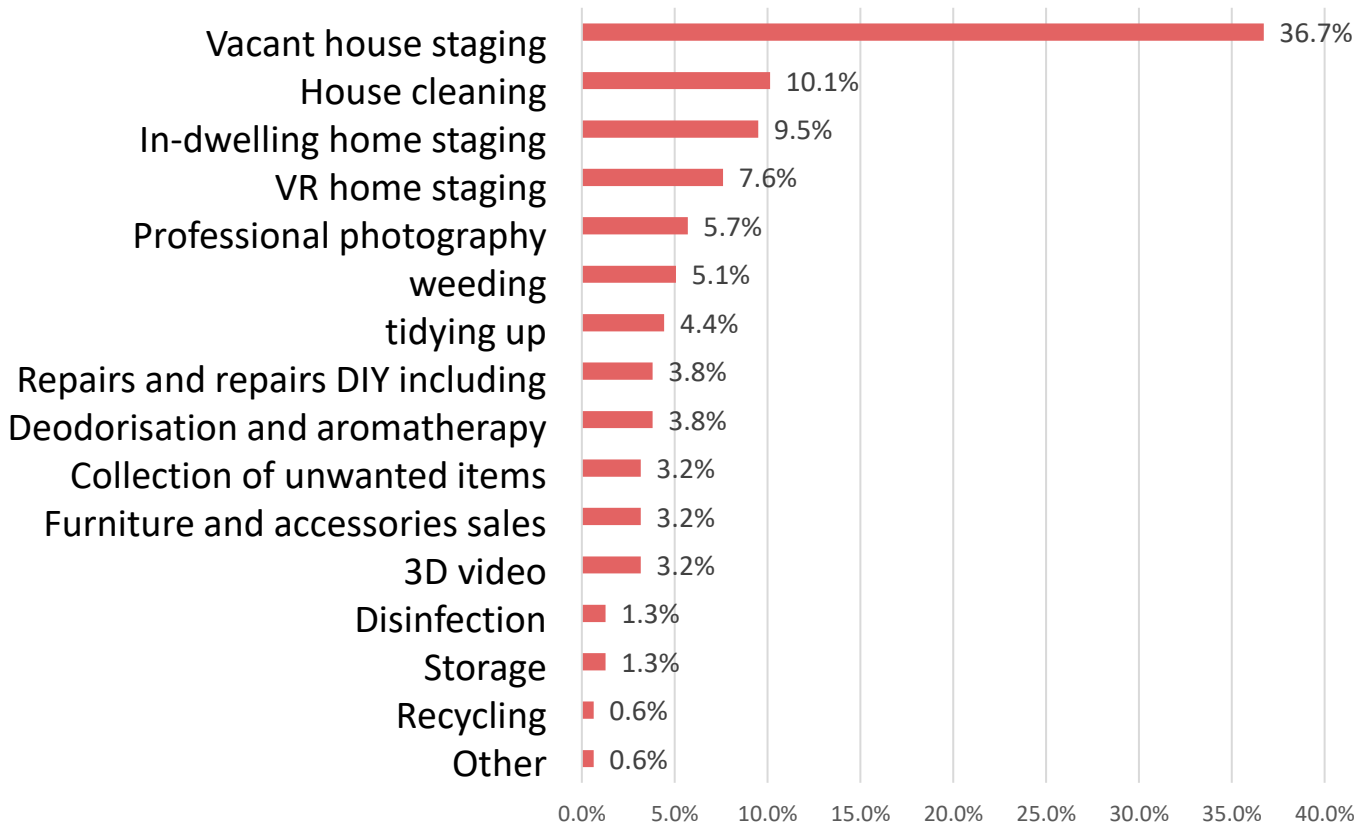
1-3 The type of residence where home staging will take place.



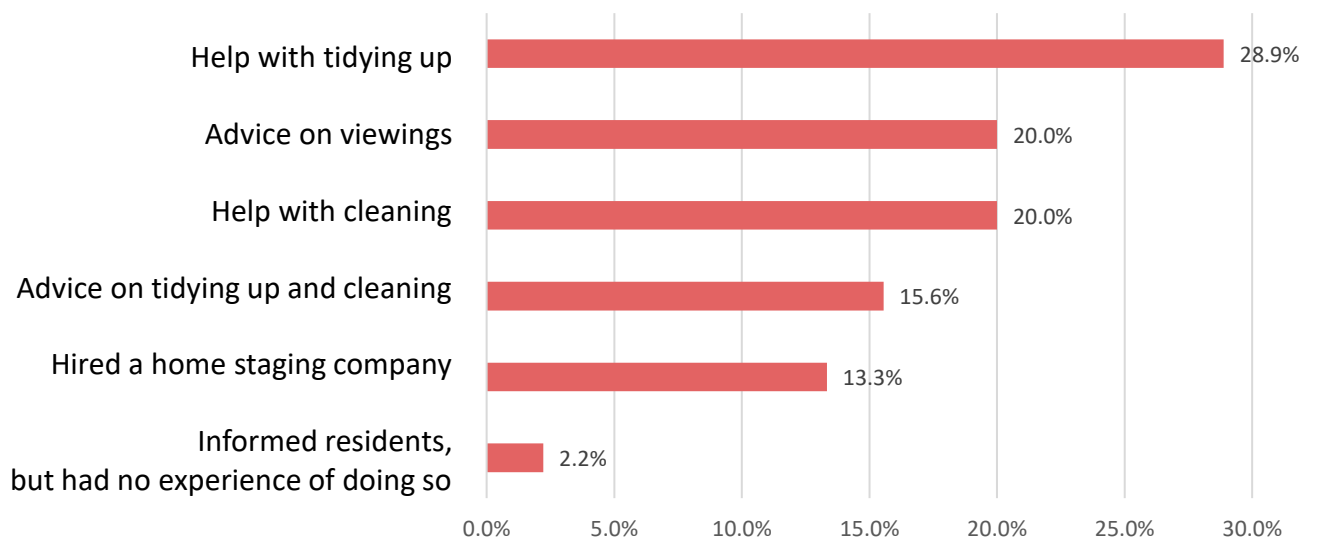


2. Real estate sales

2-1 The service to be implemented.



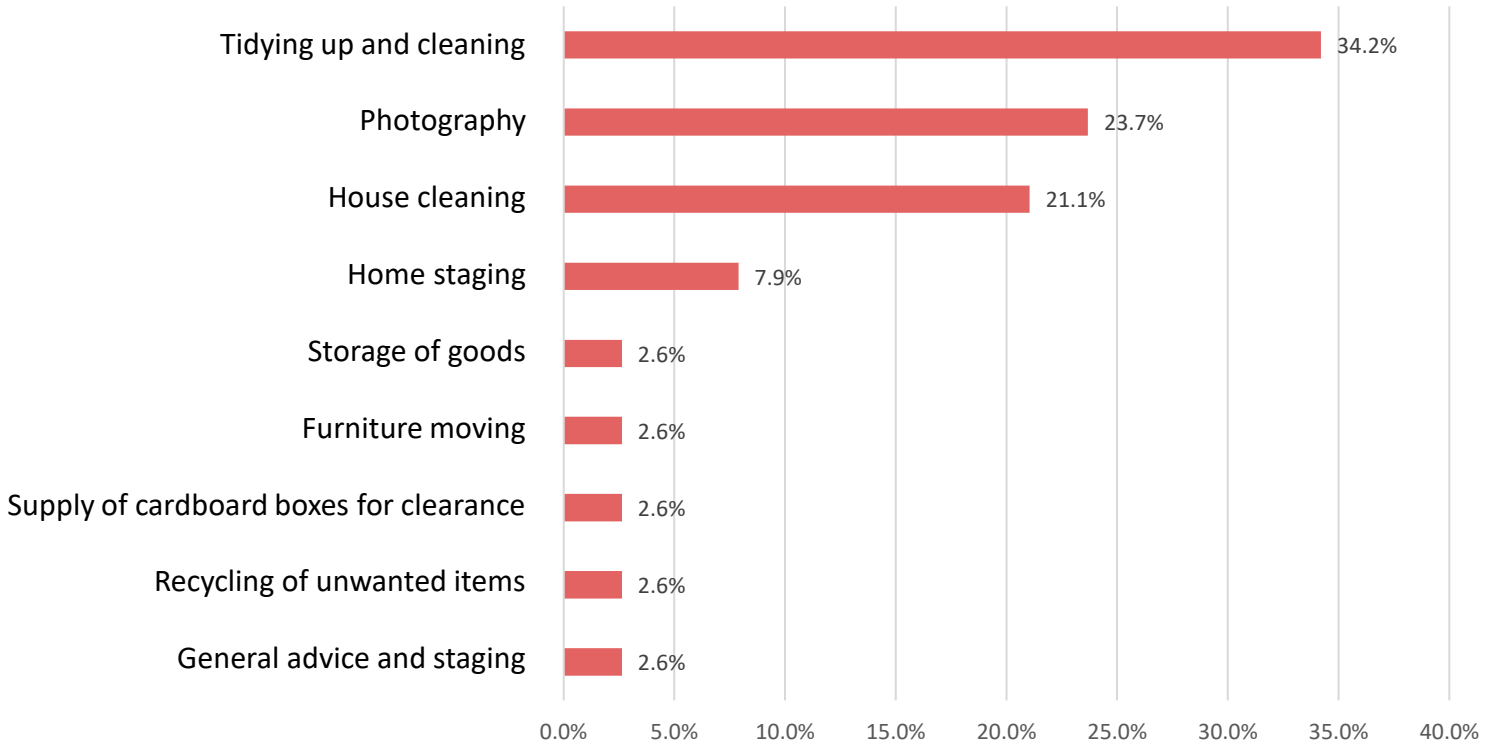
2-2 Questions for those who have carried out home staging of residential properties The items you have carried out.



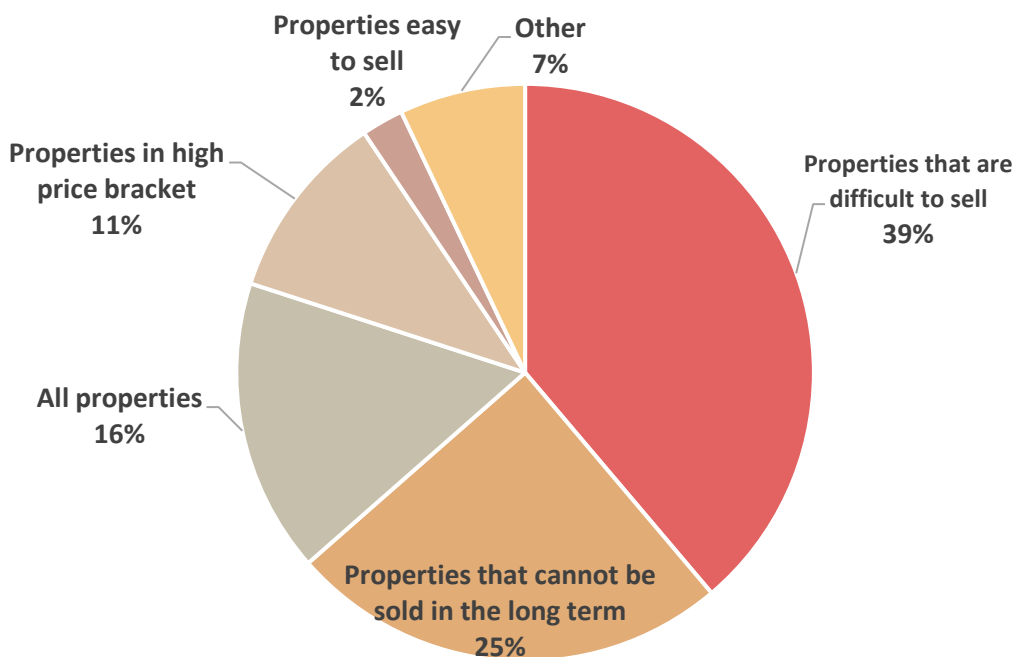


2. Real estate sales

2-3 Services to be provided by a home staging company.



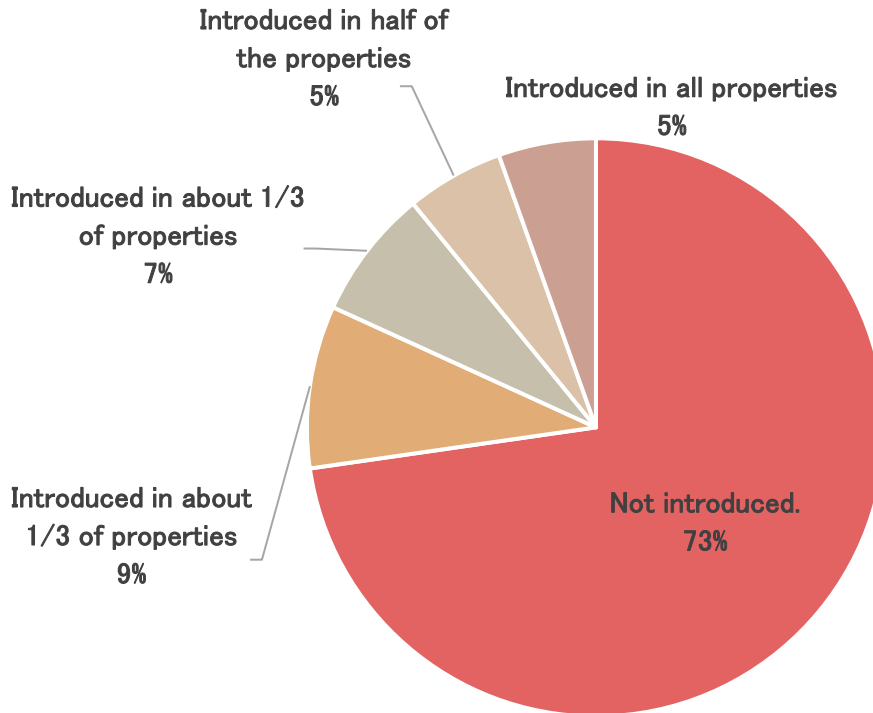
2-4 The criteria for home staging



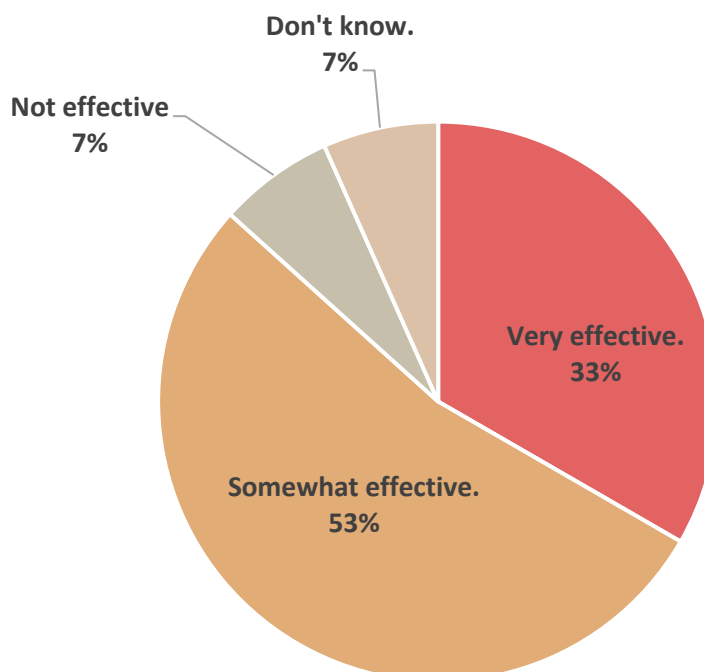


2. Real estate sales

2-5 The relevant section on the implementation of VR home staging.



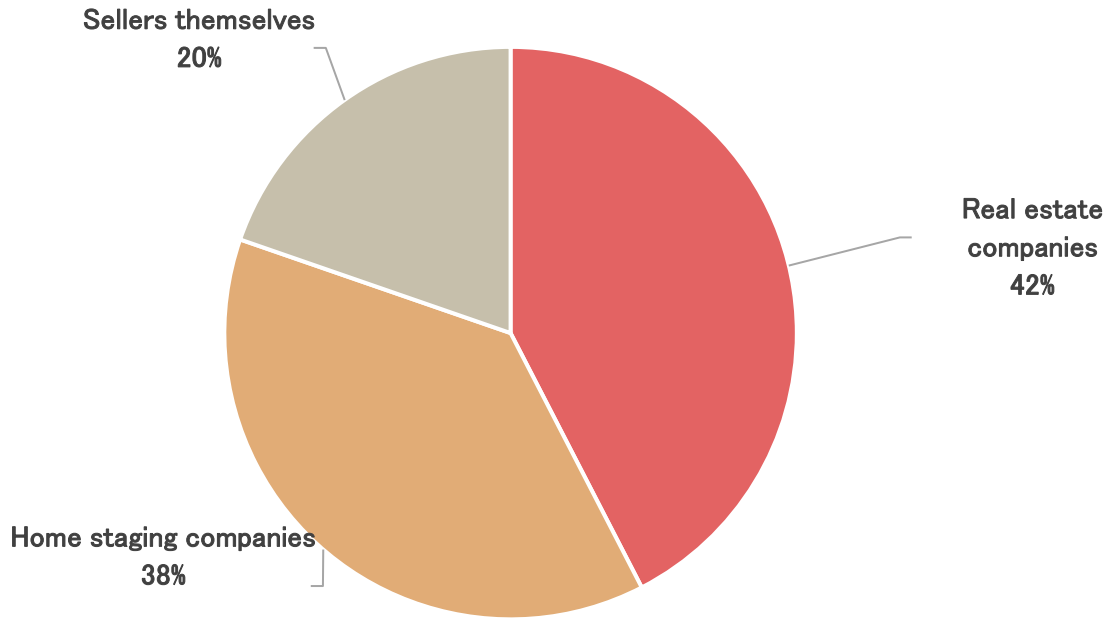
2-6 The relevant section on the effects of VR home staging.



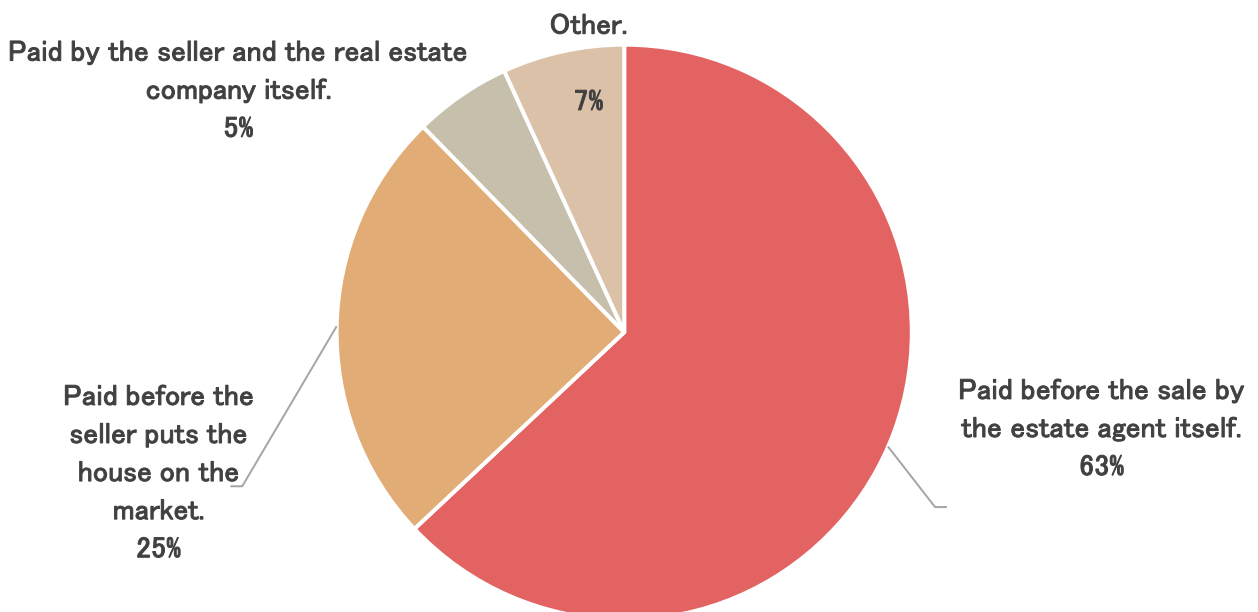


2. Real estate sales

2-7 Who carried out the home staging?



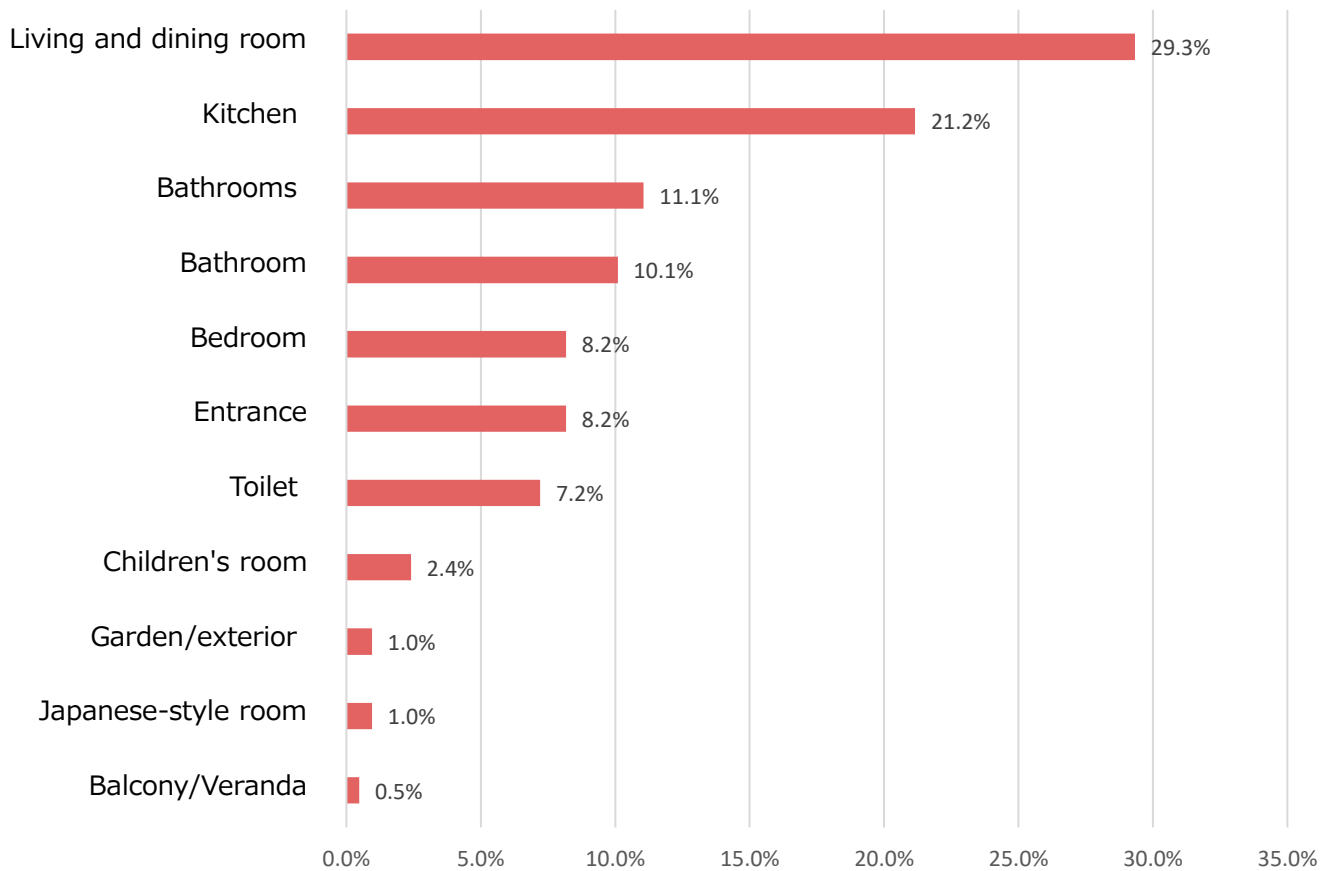
2-8 Who covered the cost of home staging and how?





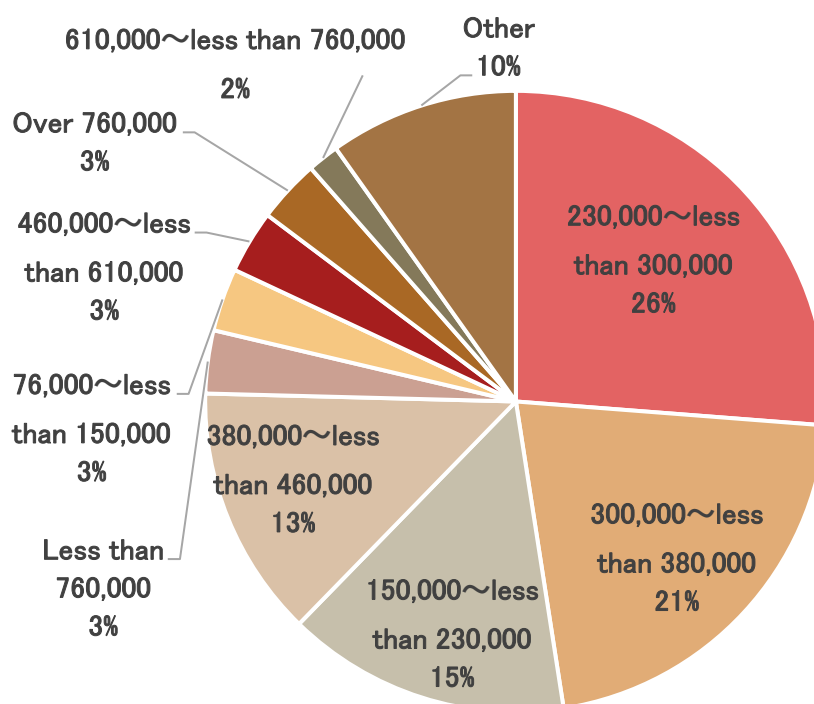
2. Real estate sales

2-9 The most important places for home staging.



2-10 The average property value of the properties for which home staging has been carried out.

(USD)Equivalent to 130 yen to the dollar



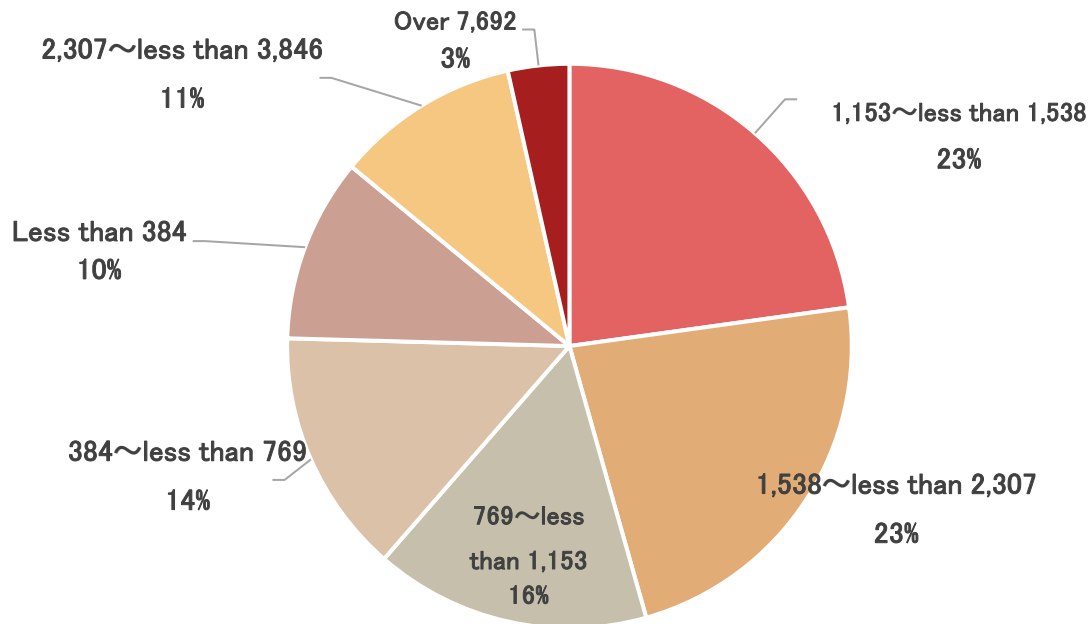


2. Real estate sales

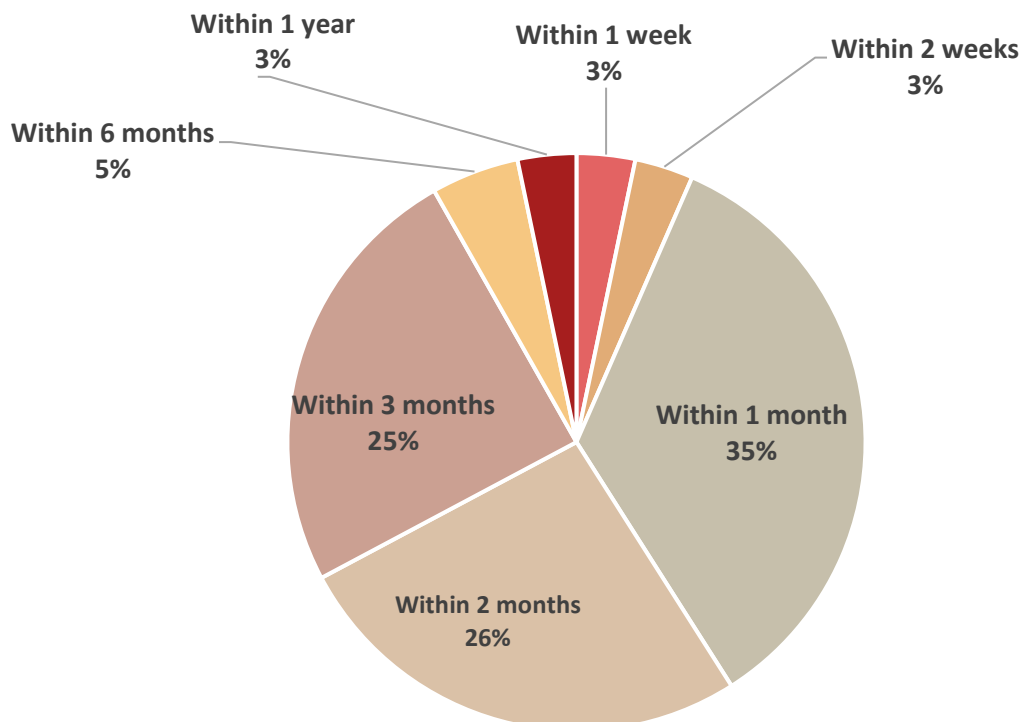
2-11 The average amount spent on home staging.

*Excludes VR home staging, renovation, waste collection and furniture sales costs.

(USD)Equivalent to 130 yen to the dollar



2-12 The average length of time to close a deal after home staging.

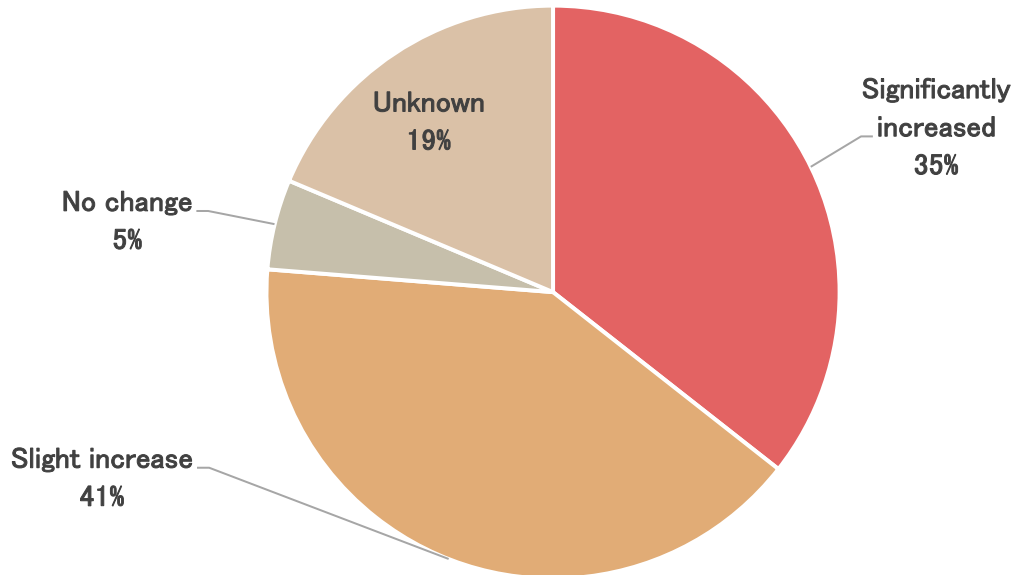




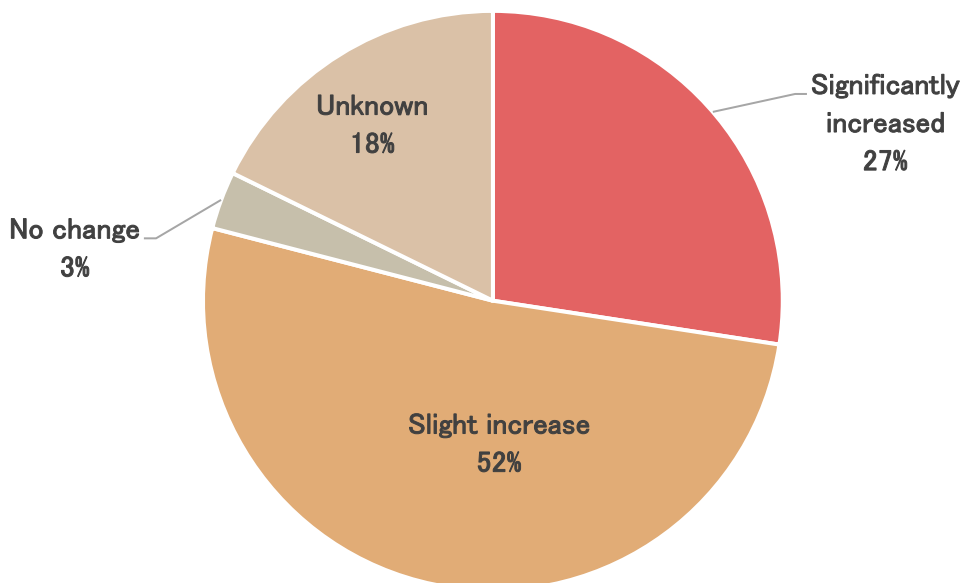
2. Real estate sales

2-13 Real estate sales

2-13-1 Change in number of views.



2-13-2 Change in the number of enquiries?

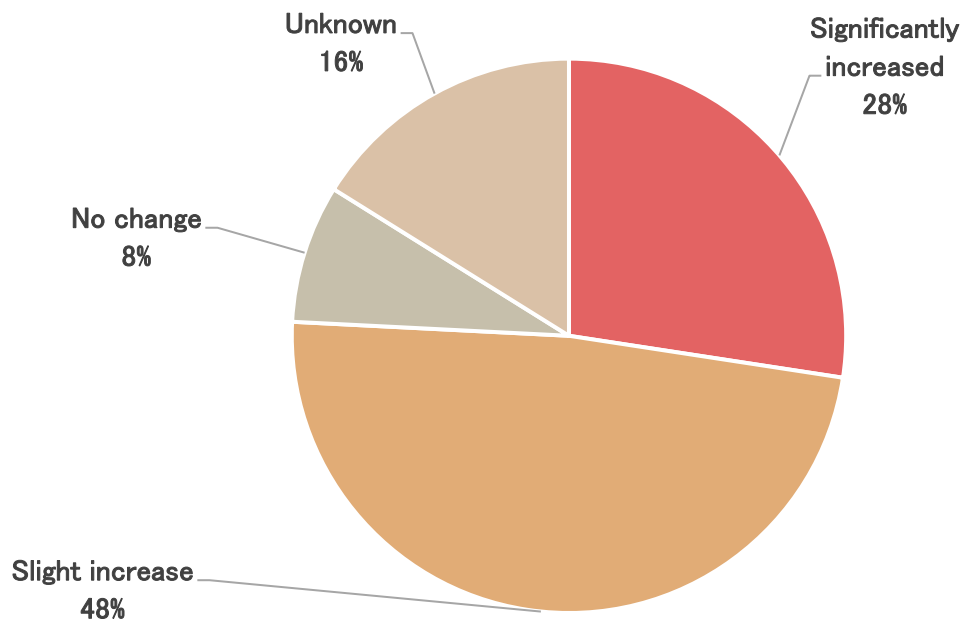




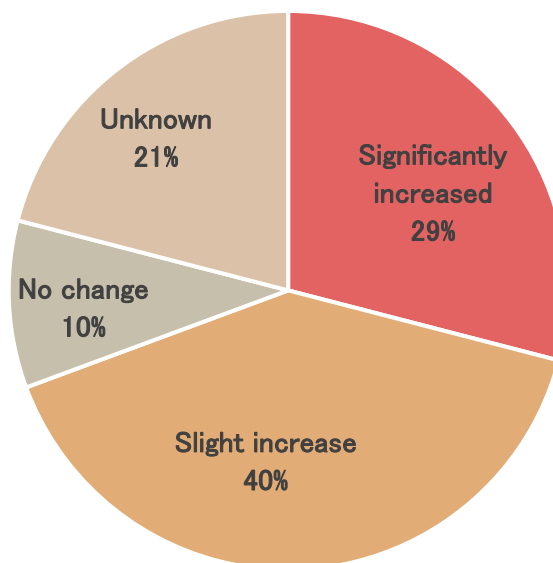
2. Real estate sales

2-13 Impact of home staging compared to pre-home staging

2-13-3 The number of people who would like to visit (preview).



2-13-4 The time of the 'visit (preview)

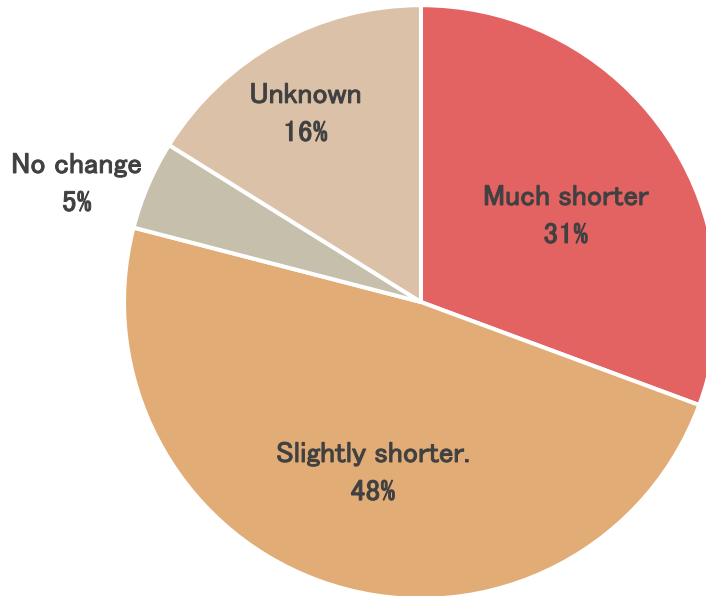




2. Real estate sales

2-13 Real estate sales

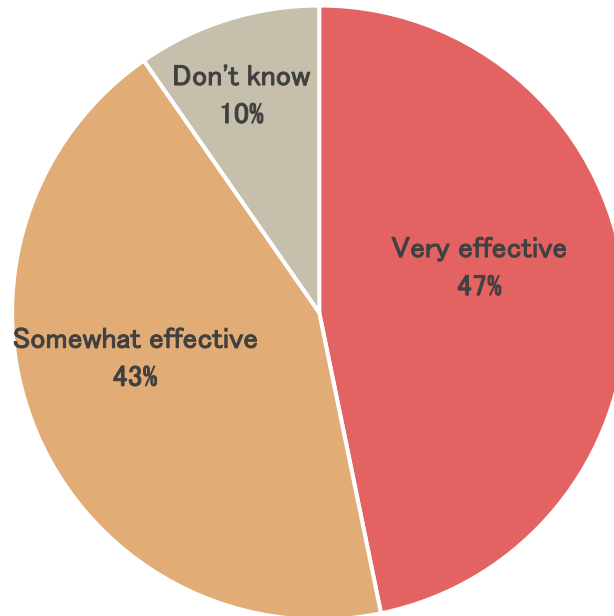
2-13-5 The time for reaching a conclusion.



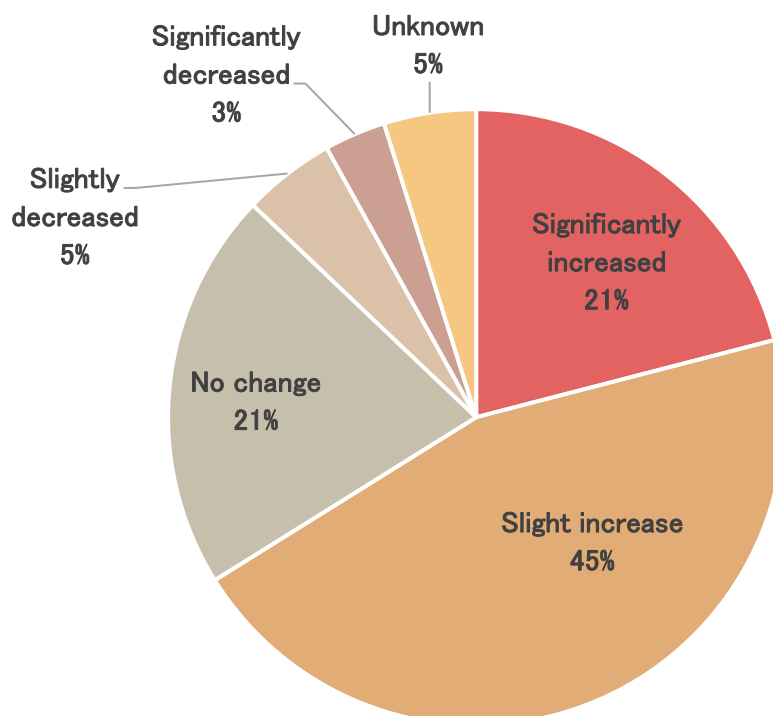


2. Real estate sales

2-14 Effectiveness of home staging.



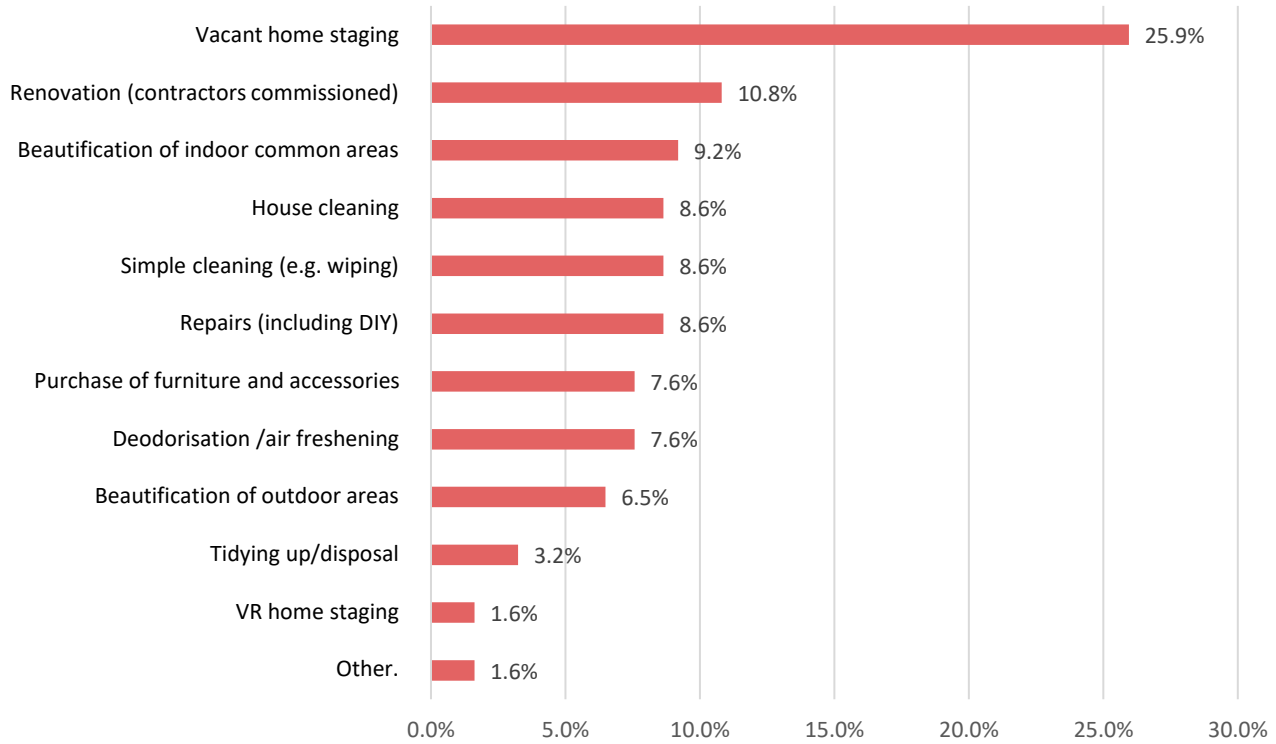
2-15 Number of home staging projects undertaken compared to last year.



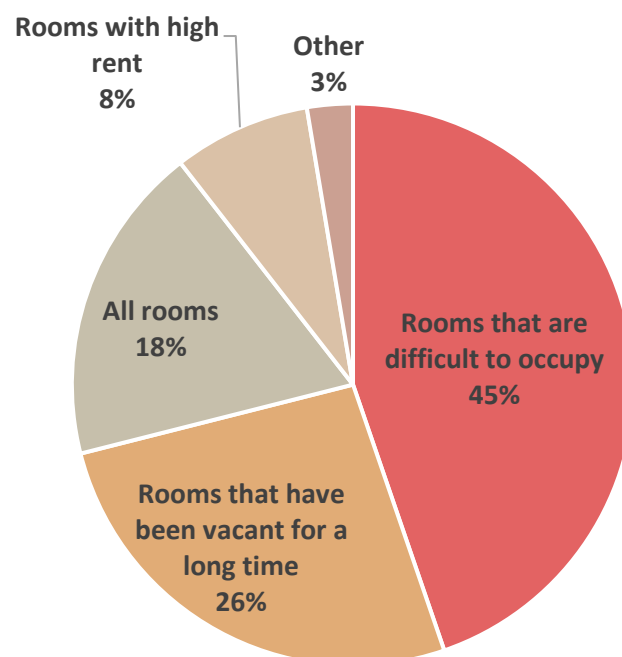


3. Real estate leasing

3-1 What we did to get residents.



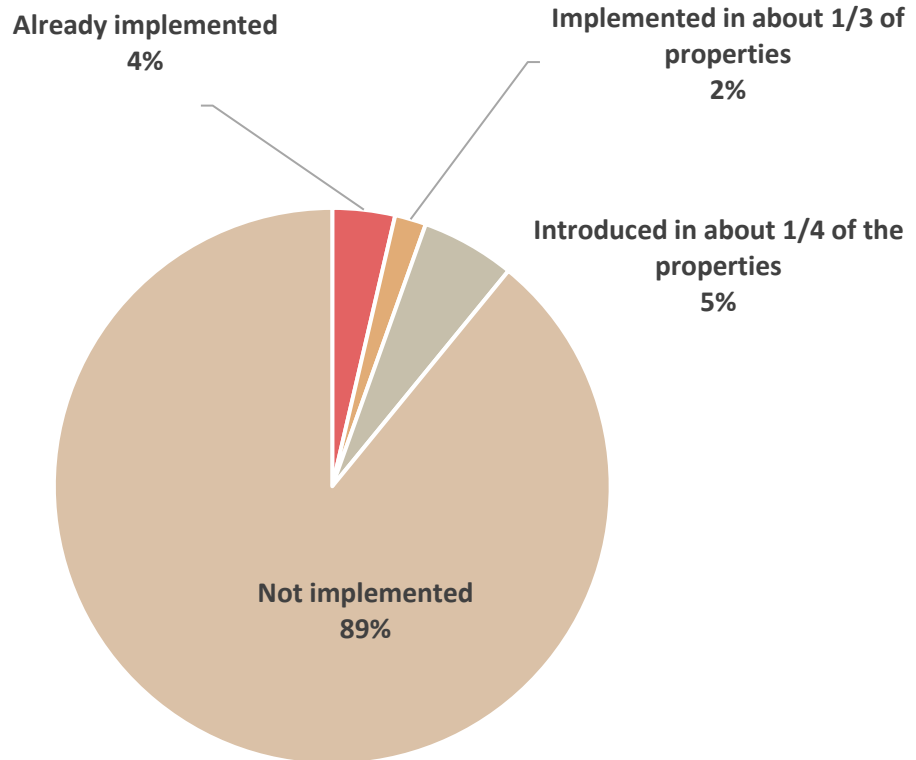
3-2 The criteria for carrying out home staging?



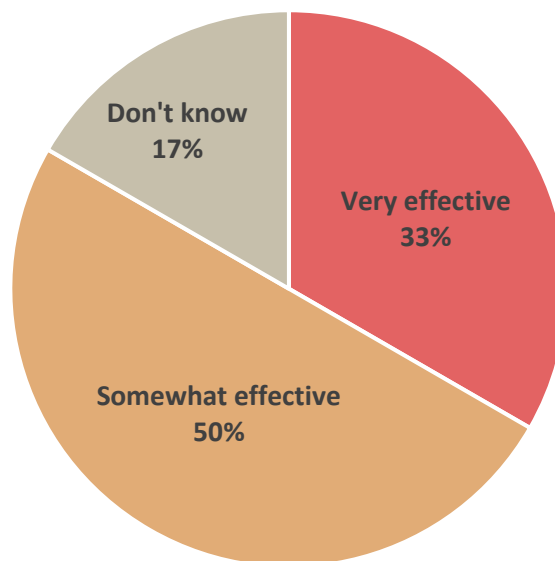


3. Real estate leasing

3-3 The relevant section for the introduction of VR home staging.



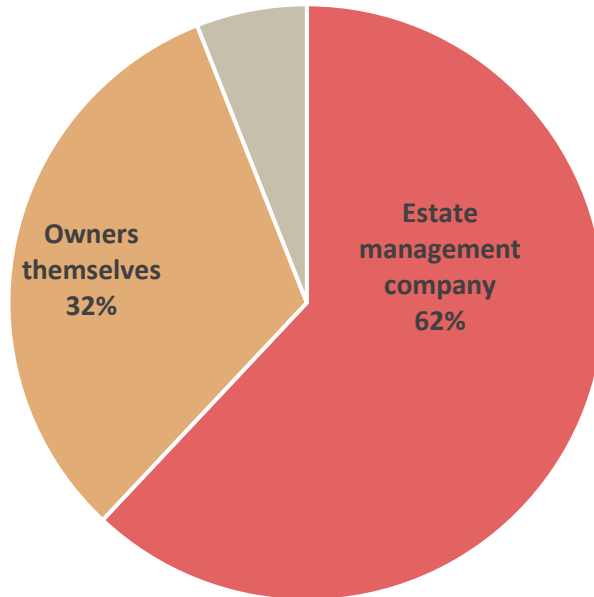
3-4 How effective is VR home staging?



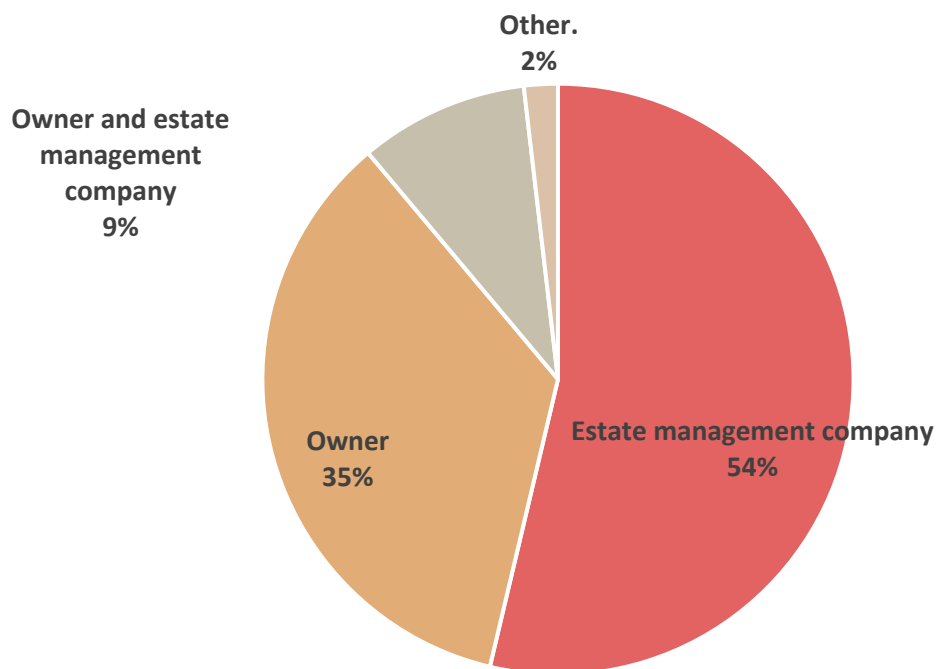


3. Real estate leasing

3-5 Who carried out the home staging?



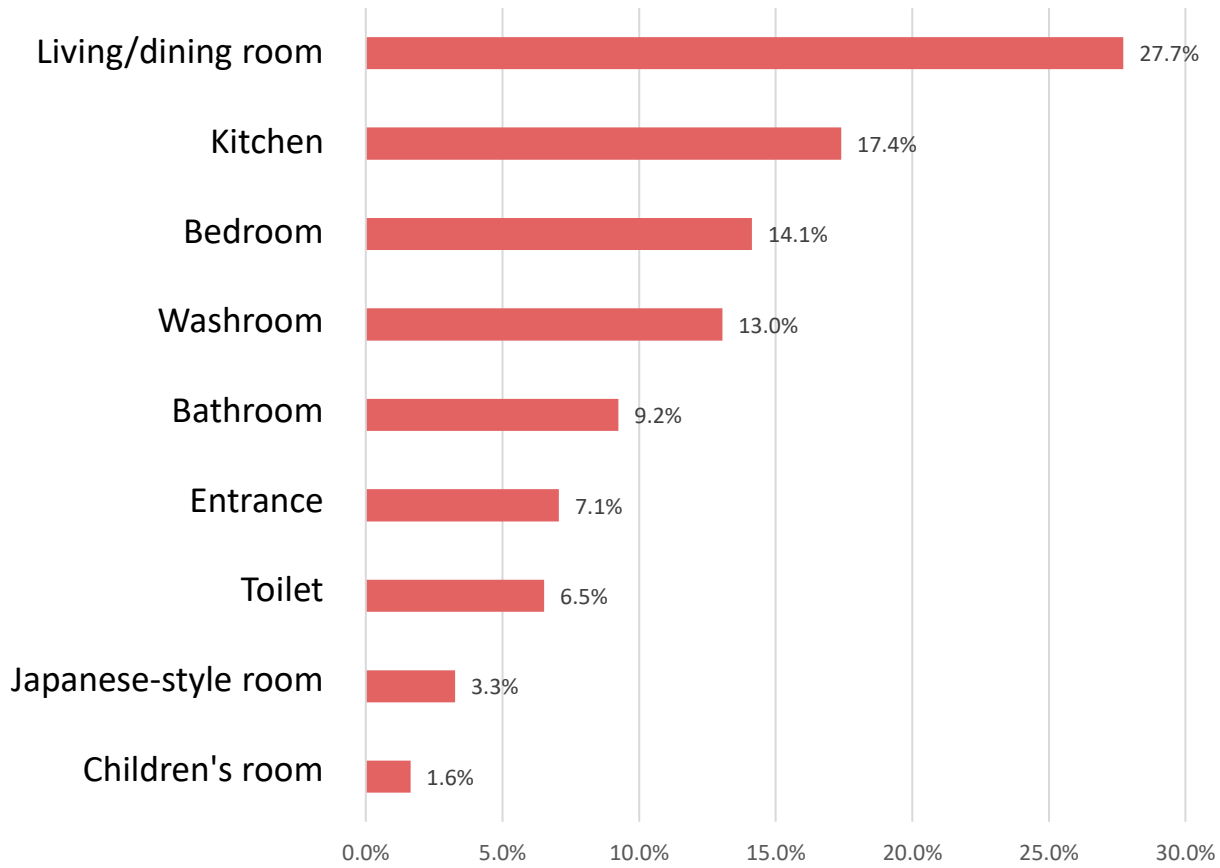
3-6 Who paid for the home staging costs?





3. Real estate leasing

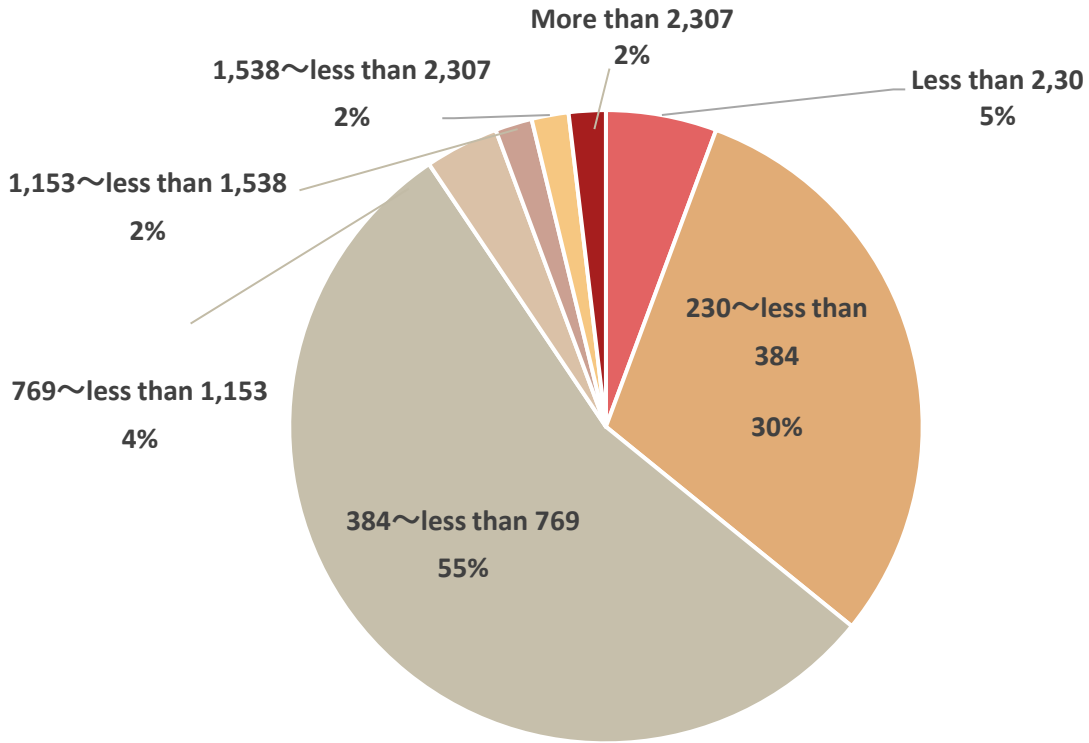
3-7 The most important places for home staging.





3. Real estate leasing

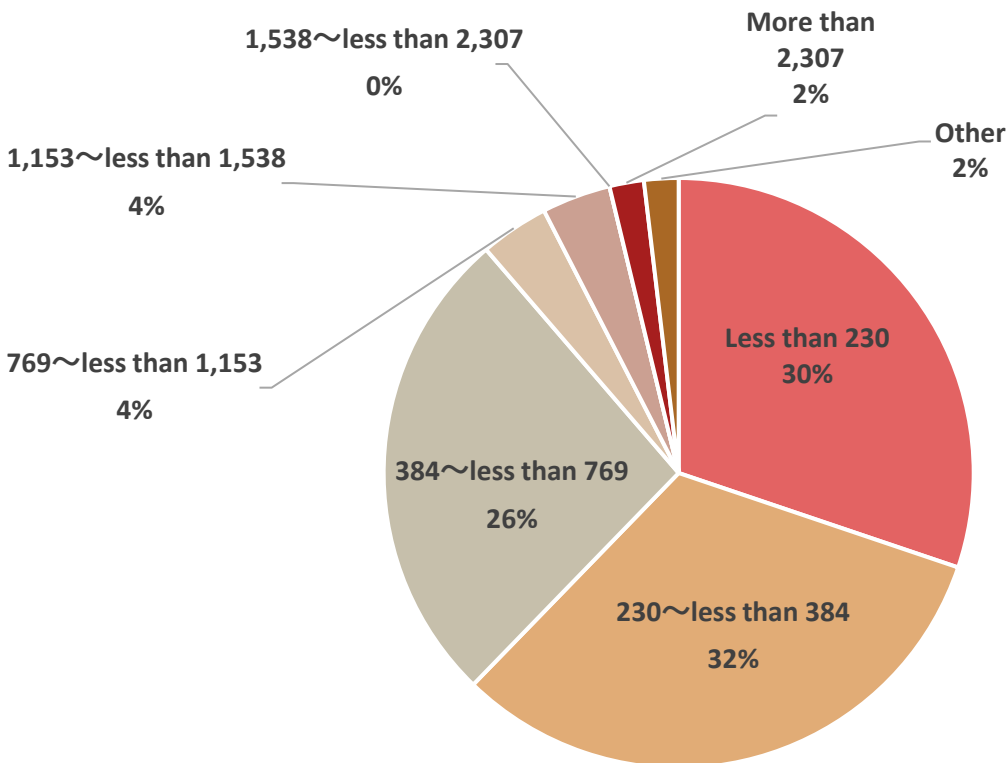
3-8 What is the average amount of rent? (USD)Equivalent to 130 yen to the dollar



3-9 The average amount spent on home staging?

*Excludes VR home staging, renovation, waste collection and furniture sales costs.

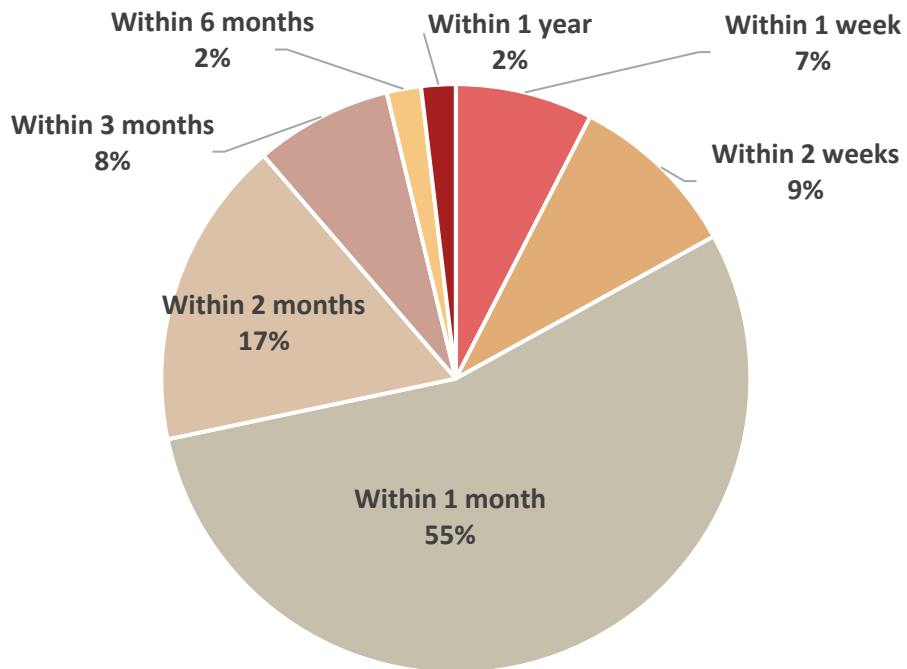
(USD)Equivalent to 130 yen to the dollar





3. Real estate leasing

3-10 The average length of time to close a deal after home staging

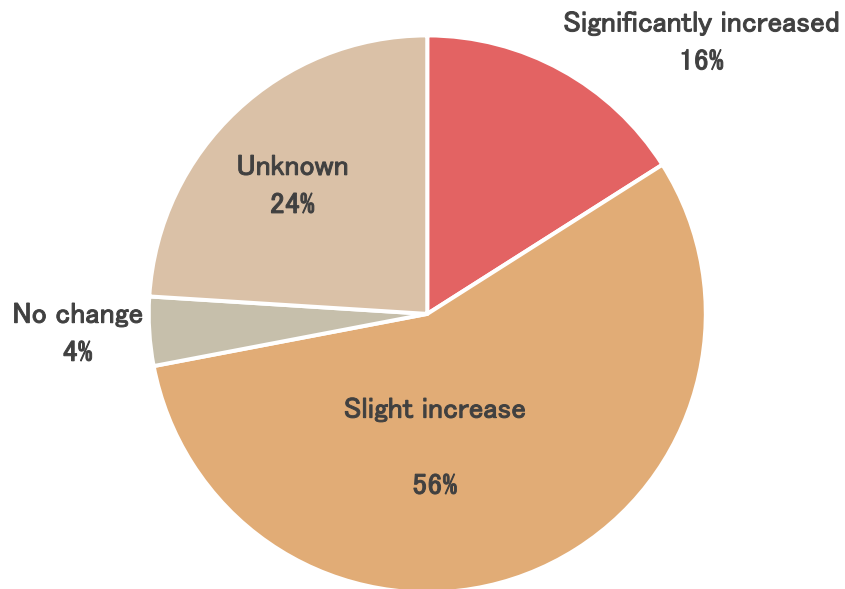




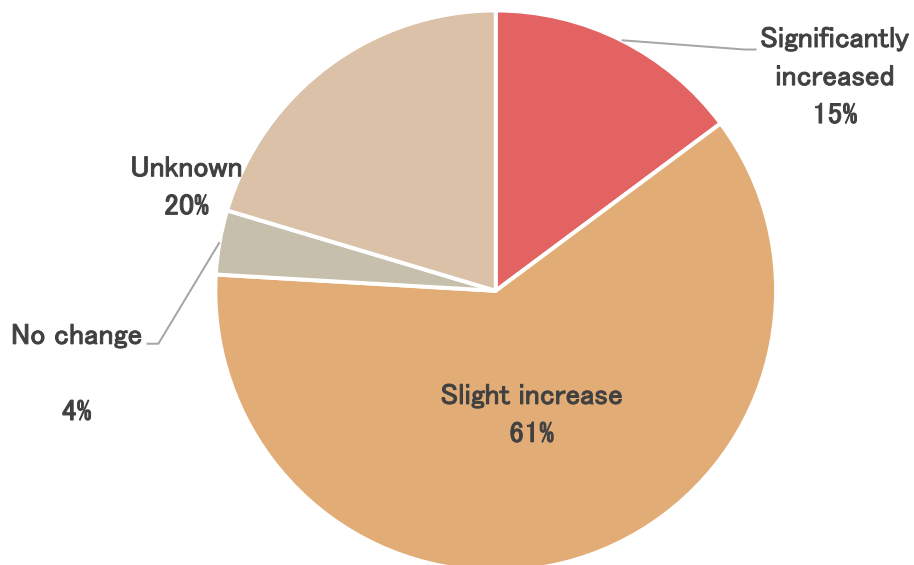
3. Real estate leasing

3-11 Impact of home staging compared to pre-home staging

3-11-1 「The number of views」



3-11-2 Any change in the number of enquiries?

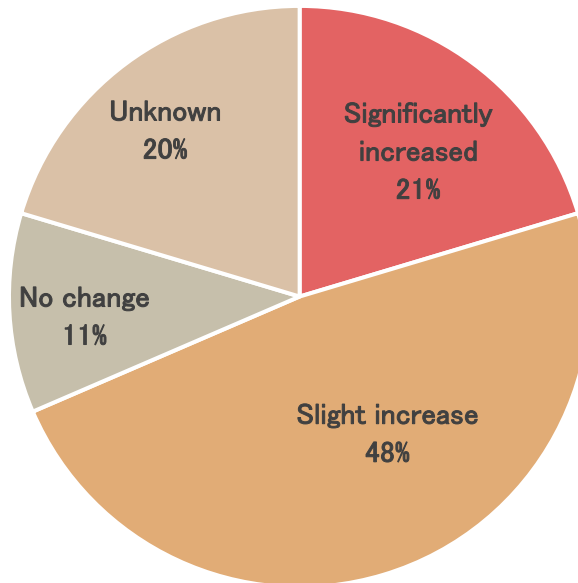




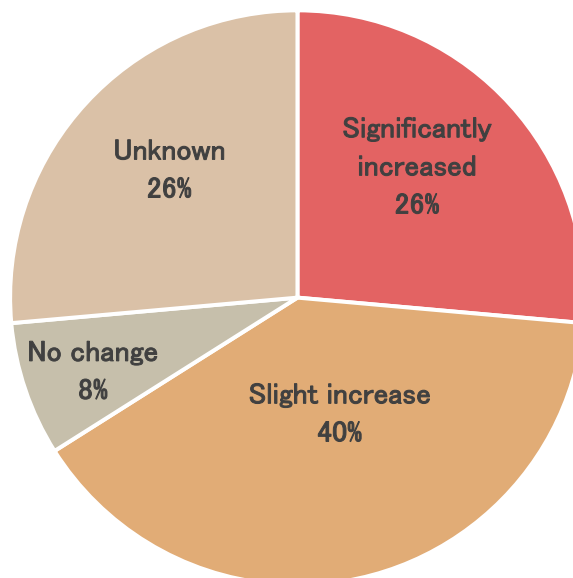
3. Real estate leasing

3-11 Impact of home staging compared to pre-home staging

3-11-3 The number of people who would like to visit (preview)



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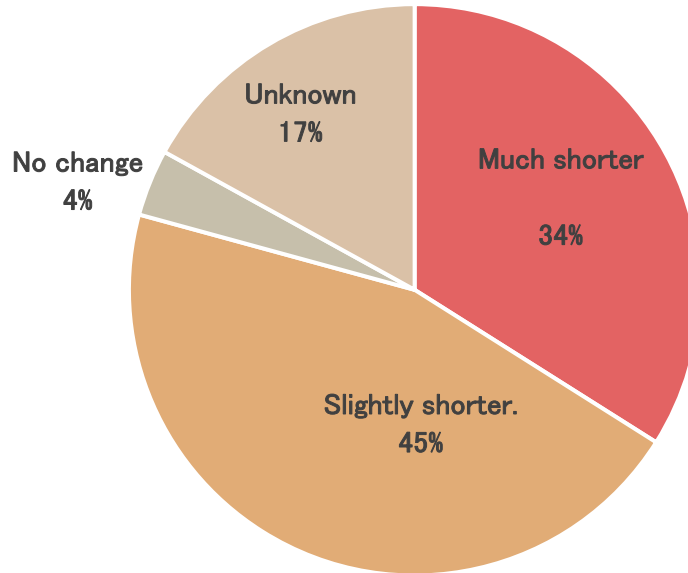




3. Real estate leasing

3-11 Impact of home staging compared to pre-home staging

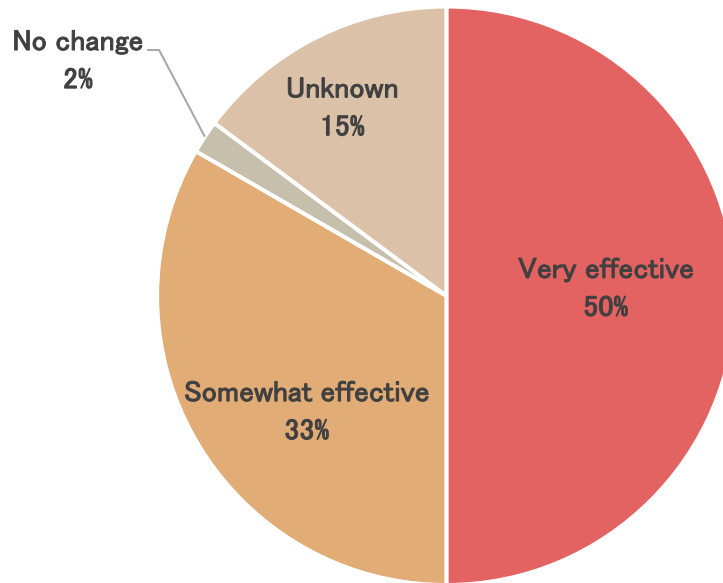
3-11-5 Time for reaching a conclusion



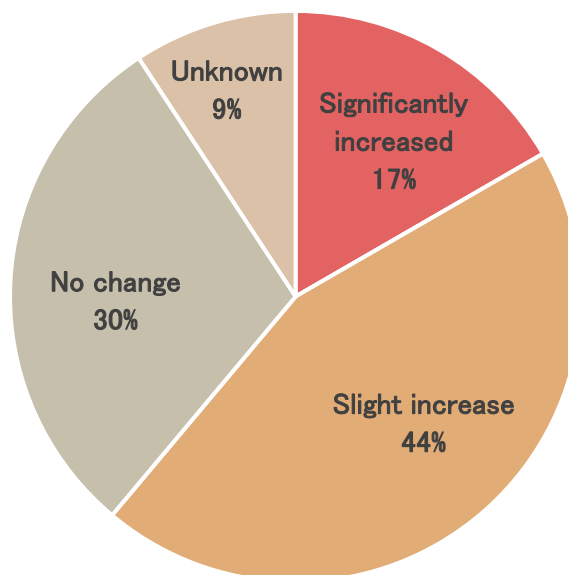


3. Real estate leasing

3-12 Effectiveness of home staging



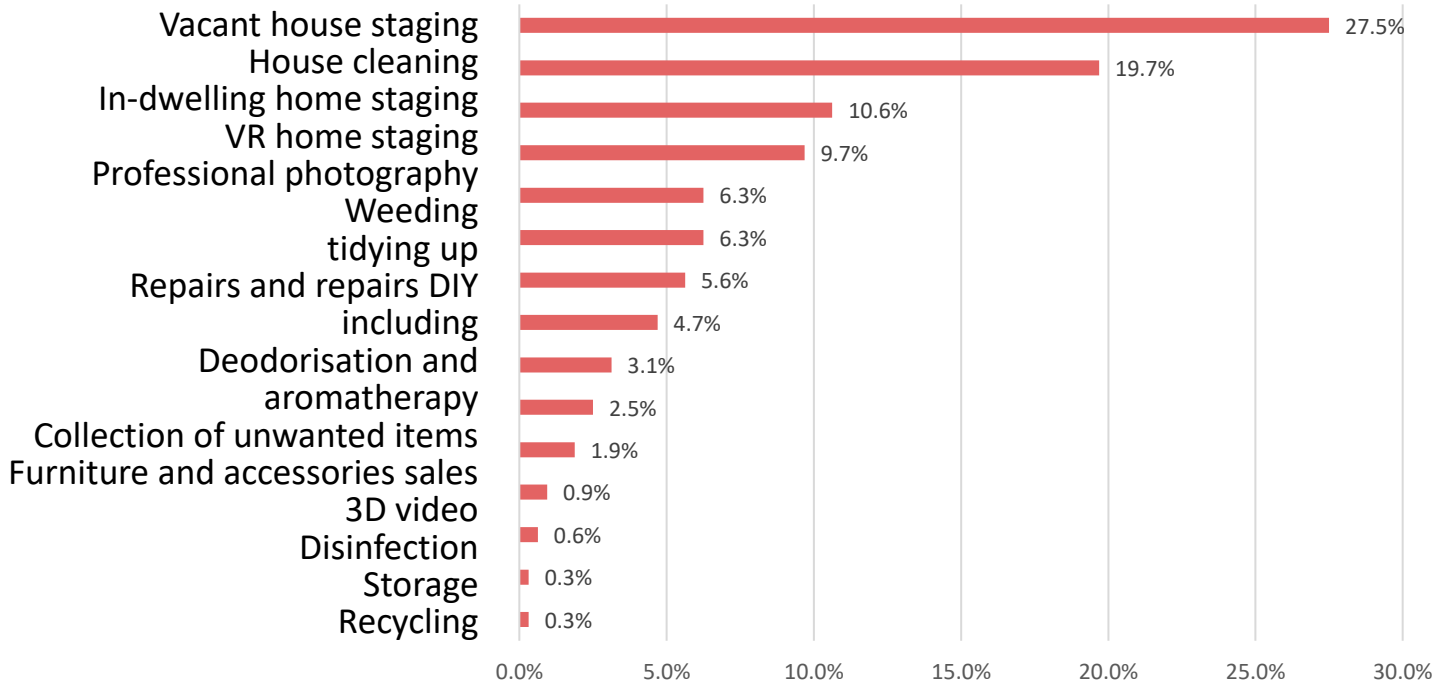
3-13 Number of home staging projects undertaken compared to last year.



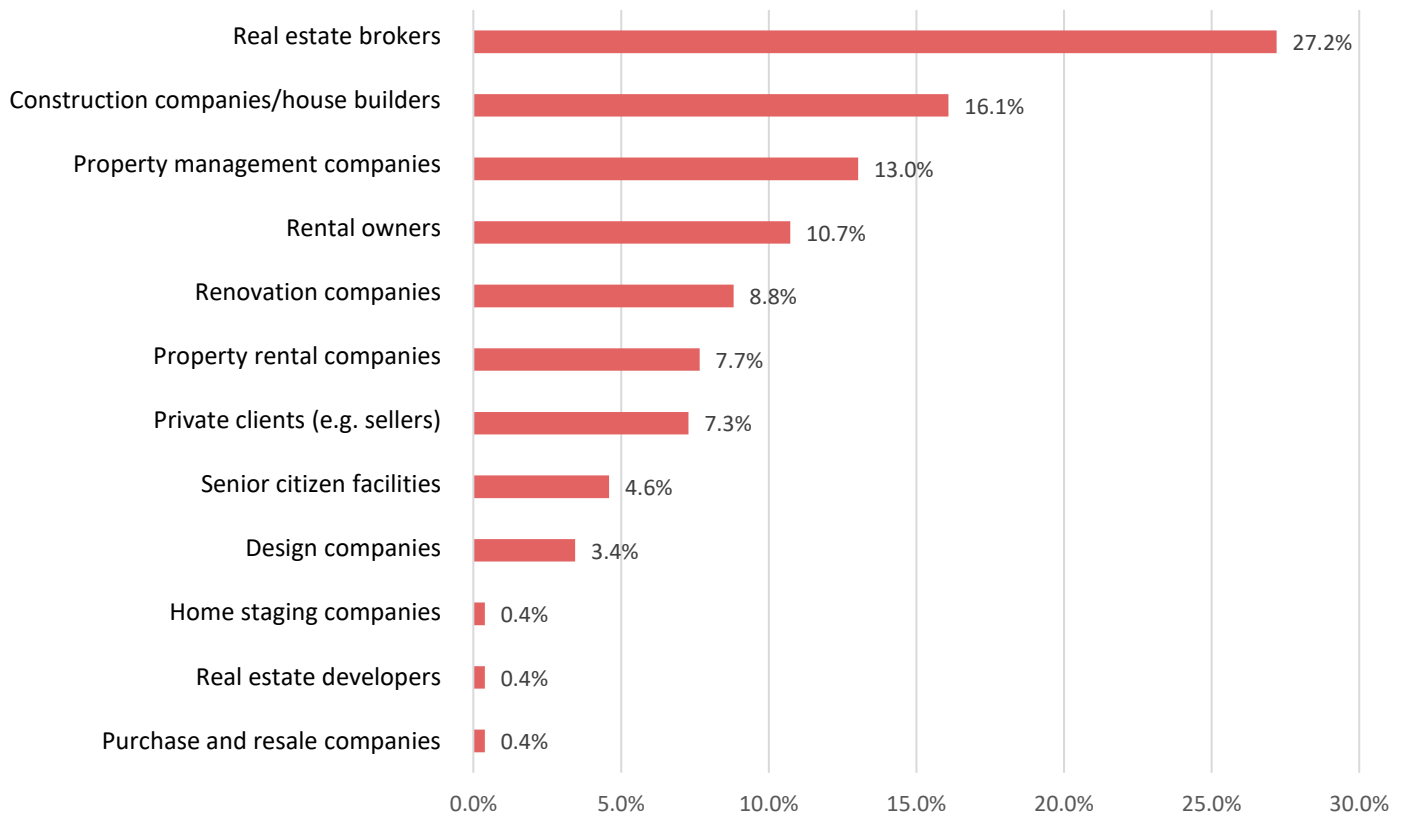


4. Home staging industry

4-1 The service to be implemented.



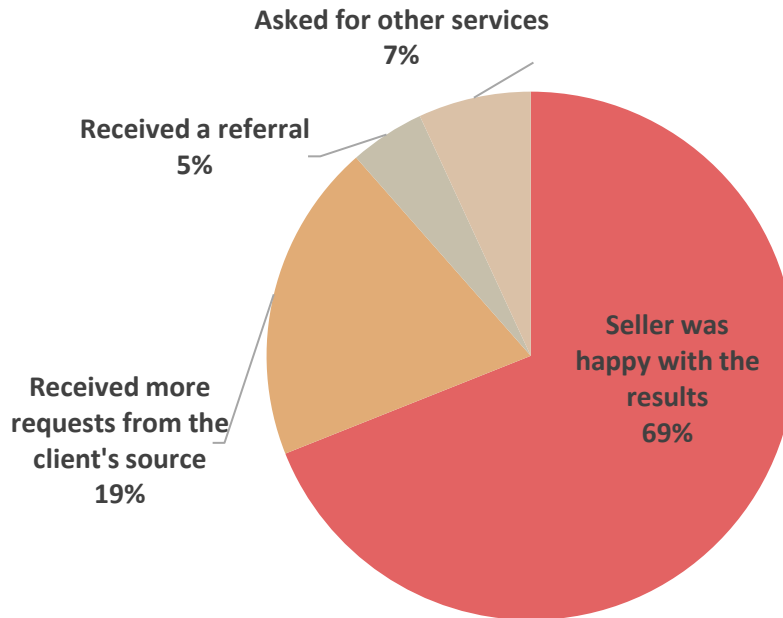
4-2 The source of your home staging request.



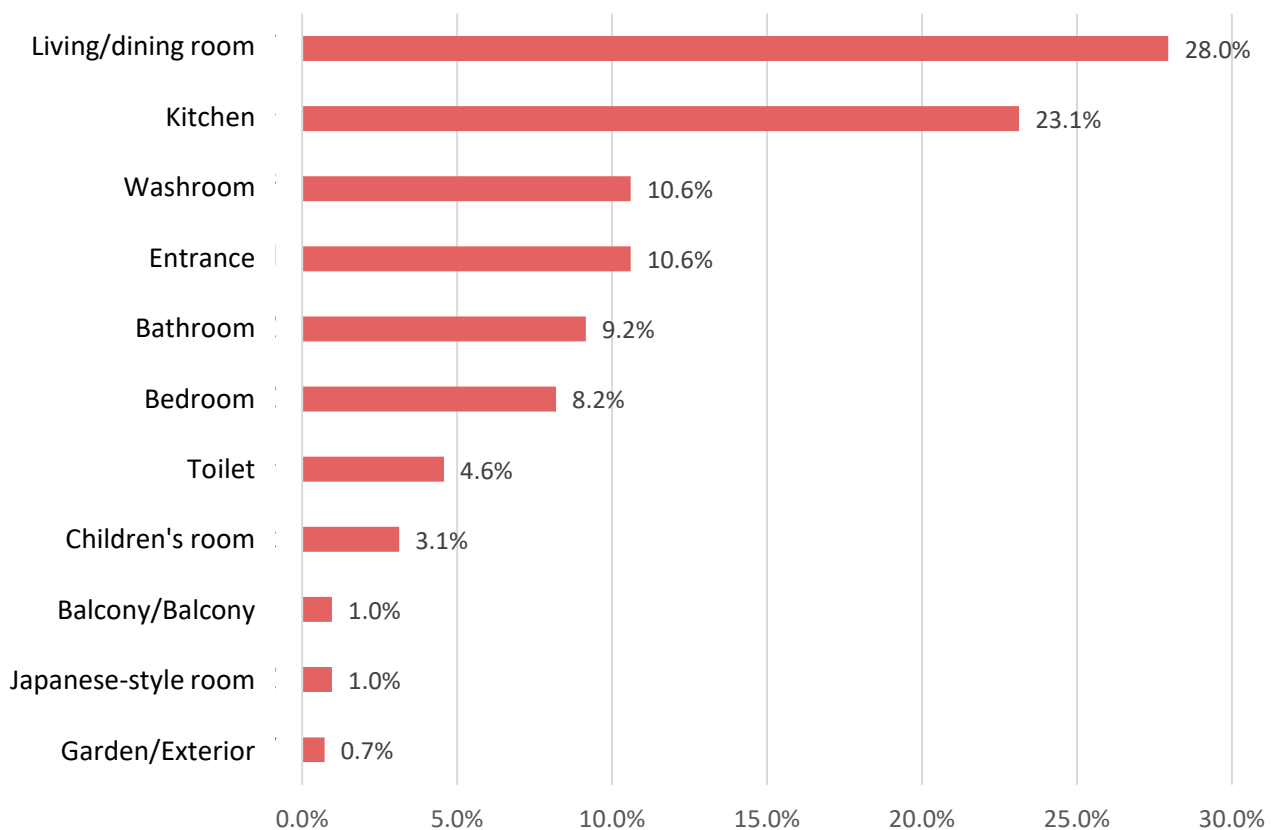


4. Home staging industry

4-3 For those who have carried out home staging. The most applicable response from the seller/client.



4-4 The most important places for home staging.



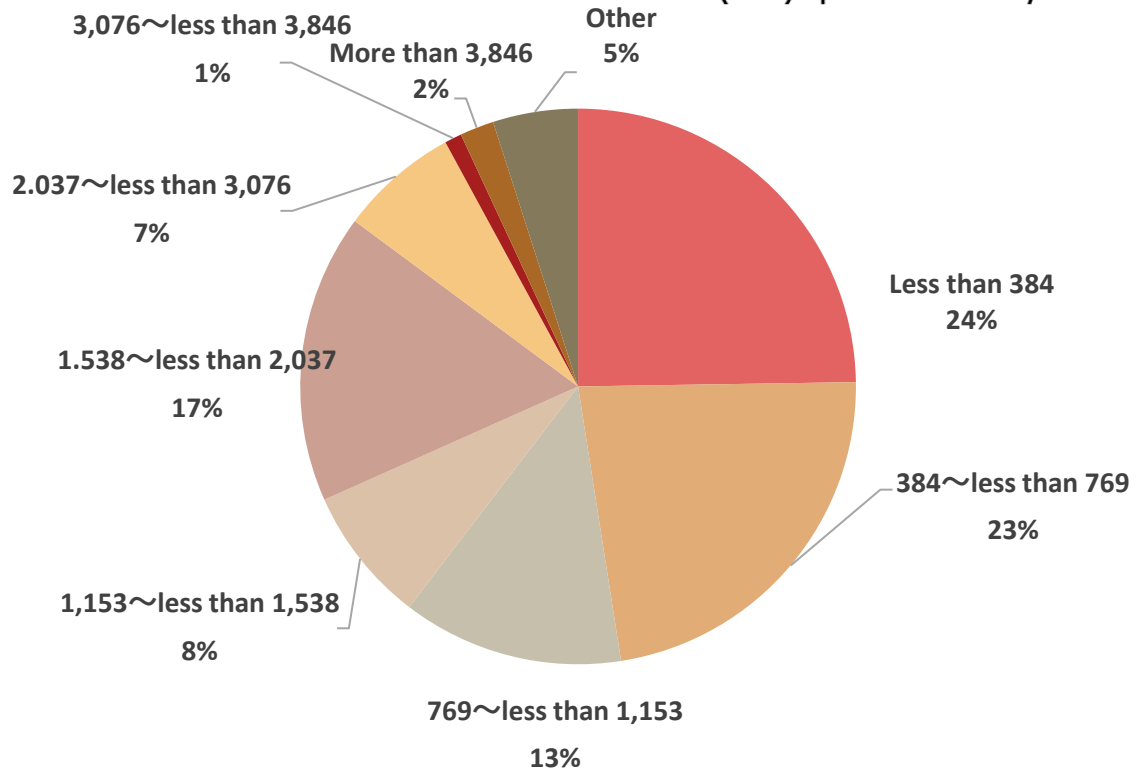


4. Home staging industry

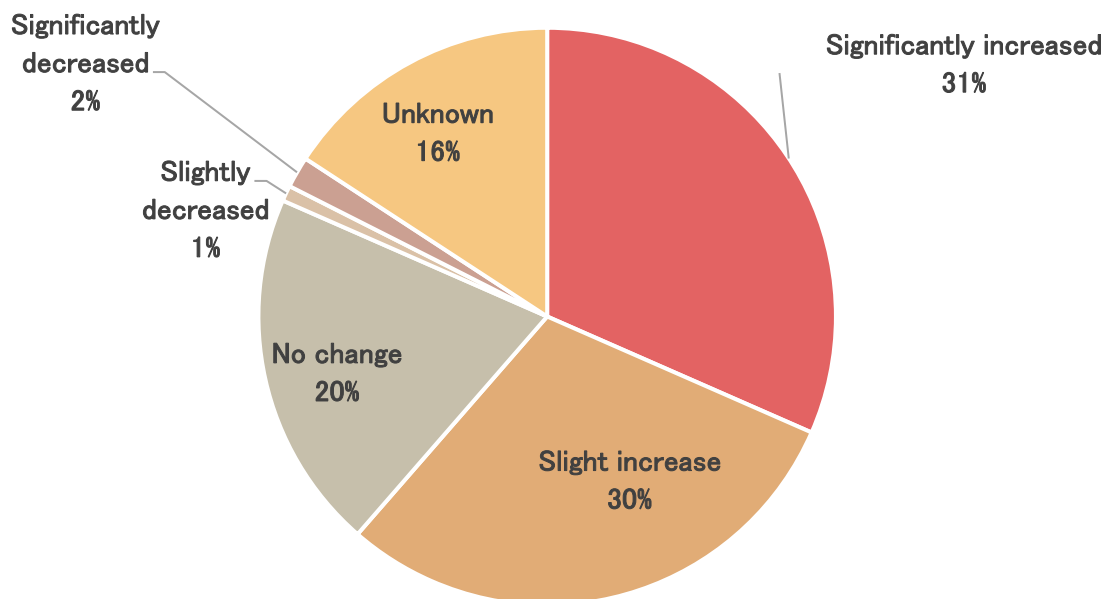
4-5 The average amount spent on home staging?

*Excludes VR home staging, renovation, waste collection and furniture sales costs.

(USD)Equivalent to 130 yen to the dollar



4-6 The number of home staging projects carried out compared to last year.





Home staging white paper 2022 overview

ORegions where home staging is carried out

Until last year, home staging tended to be implemented mainly in the five largest metropolitan areas. Some regions, such as the Tohoku and San-in regions, have not implemented it. In 2022, home staging will be implemented in almost all regional cities as well as urban areas.

OMajor features of O2022

The biggest feature is that home staging is spreading to the property rental and management industry, where it was previously difficult to introduce it due to its high cost.

Home staging is being implemented for rooms that are difficult to move into or have been vacant for a long period of time, leading to early contracts, with more than 70% of contracts signed within one month on average.

In addition, an increasing number of respondents said that the management company is paying for home staging this time, whereas until last year the owners had to pay for it themselves. This suggests that management companies are carrying out home staging to improve vacancies as part of their management tasks.

For properties for sale, as with rental properties, home staging has been implemented for properties that are difficult to sell or cannot be sold for a long period of time, with 67% of these properties closing in an average of two months. These results show that the introduction of home staging has a significant impact on property distribution. Many respondents felt that home staging had a positive effect on properties sold, with the number of viewings, enquiries, viewers and viewing times all increasing compared to before home staging was introduced, with an average increase of 17% year-on-year.

Many respondents felt that home staging had a positive effect, with 90% of those buying and selling properties and 83% of those renting saying it had a positive effect. Compared to last year, the number of home staging projects has also increased, with 66% of those buying and selling property and 61% of those renting property saying that home staging has 'increased'.

In the home staging business, 69% of respondents said that 'live-in home staging' (a support service for selling a home while living in it) is a service that is very much appreciated by sellers. It also plays a significant role in building trust, with more requests from the client source and requests for other services. Home staging in residence, which brings significant benefits, will become even more prevalent in the property agency market in the future.

Many companies continue to improve their performance in the home staging business, with 61% of respondents stating that the number of home staging projects has increased compared to last year. Therefore, 2022 is positioned as a 'growth' year for the home staging industry.

The next Home Staging White Paper is scheduled for release around June 2024.

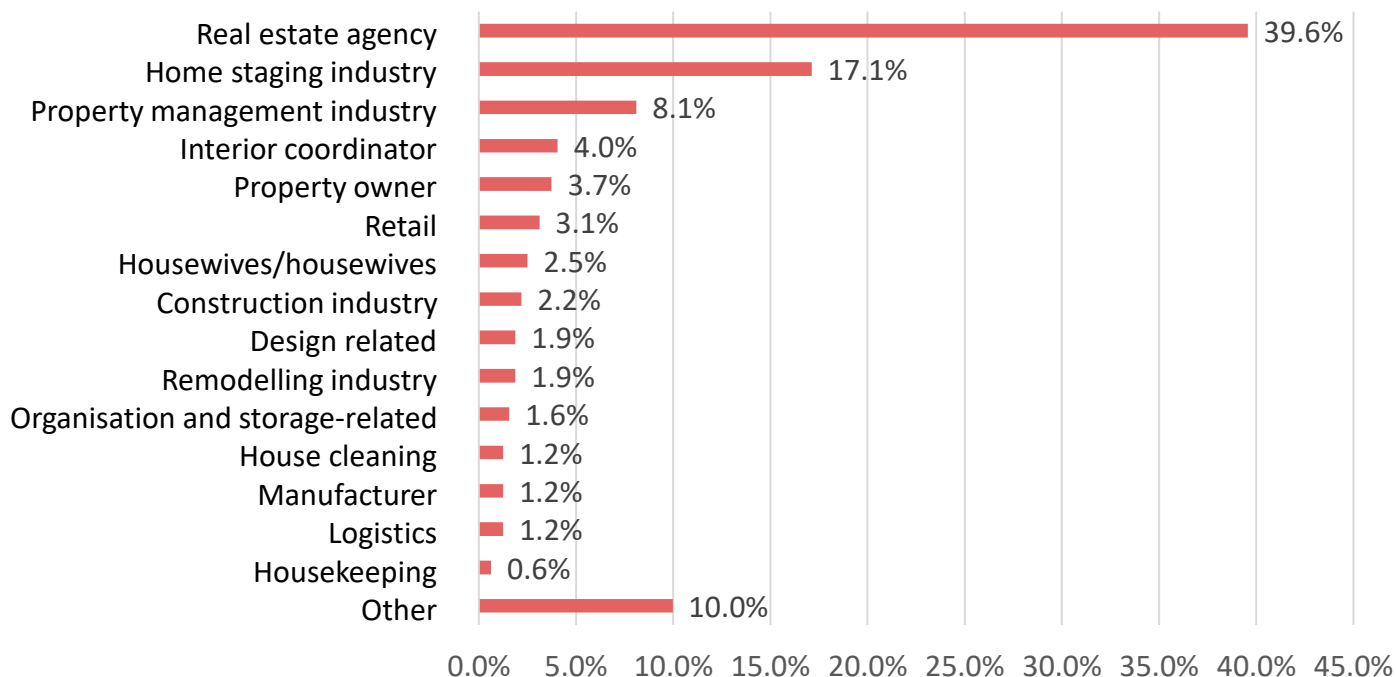




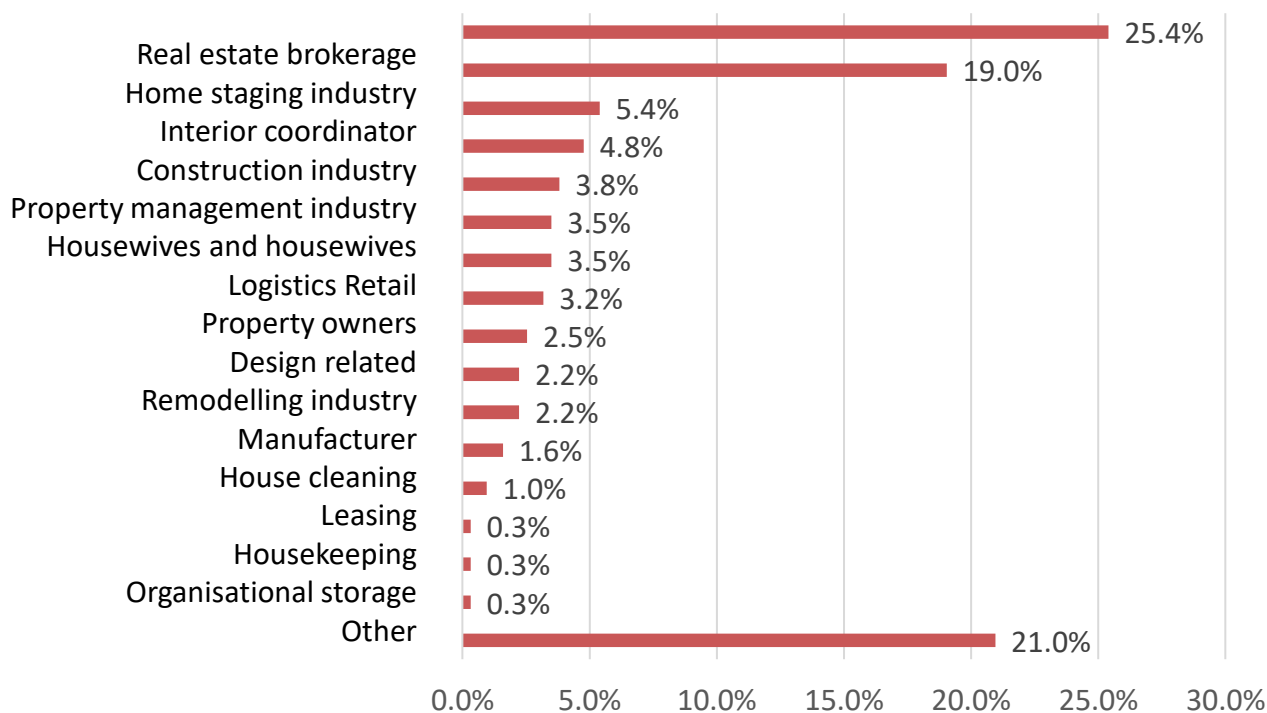
Changes related to the number of participants in home stager certification courses.

5-1 By occupation

2022年



2021年

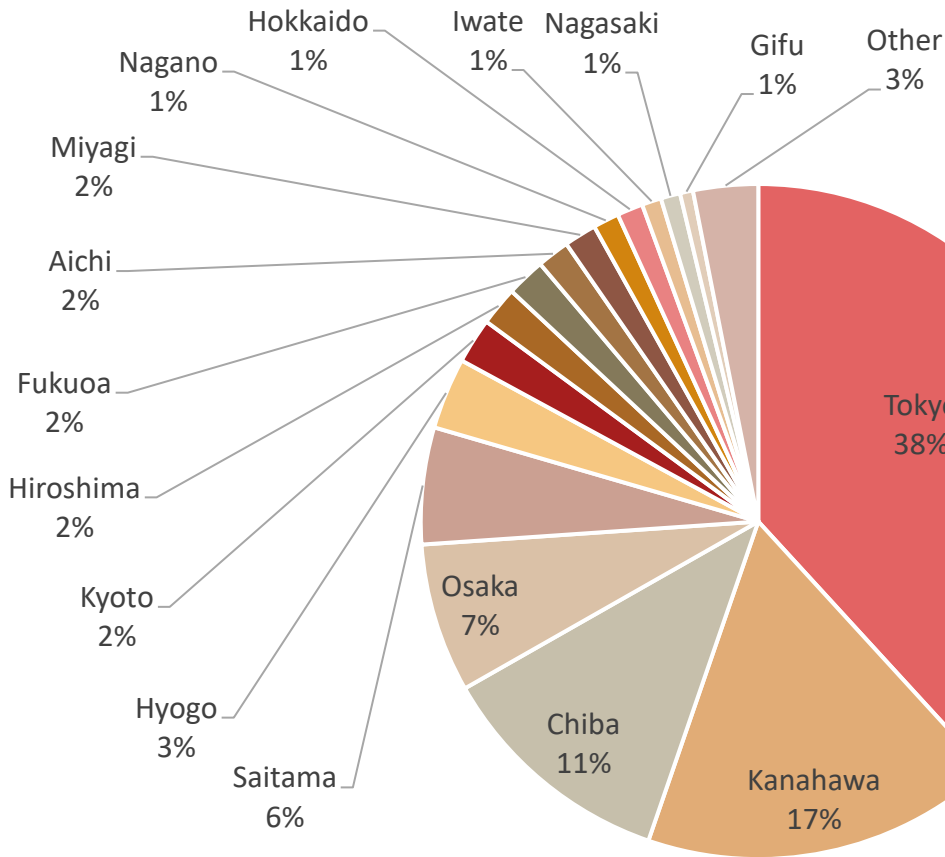




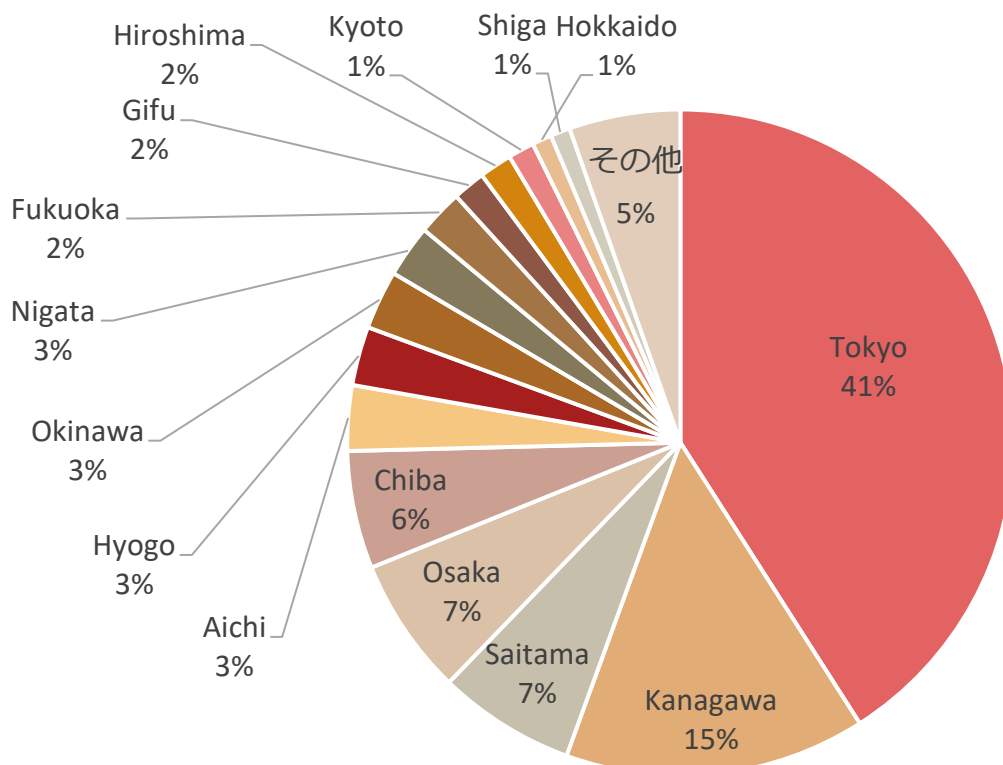
Changes related to the number of participants in home stager certification courses.

5-2 by prefecture

2022年



2021年





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Home Staging White Paper 2022(Japan Home Staging Association)

Home Staging White Paper 2022.(Japan Home Staging Association), prepared by XX Corporation, etc.

Notes on use.

- (1) As this is a sample survey, the proportions calculated by restoring to the population are tabulated as survey results.
- (2) Composition ratios are rounded to the second decimal place, so the total does not necessarily add up to 100.
- (3) '0.0' and '0.00' in the statistical tables indicate that the totaled figures are less than the aggregate unit.

For enquiries about the survey's organization, licensing and the content of this white paper, please contact

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mail : info@homestaging.or.jp

Representative Director : Fujiko Suginothara

Business activities

Against the background of the revitalisation of the distribution of used and vacant houses, the company systematizes knowledge and know-how of home staging unique to Japan and provides home stager certification courses and support for companies using home stagers.

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