



Hit the goal every time, go from FOR SALE to SOLD





# Pleasure to meet you

Accredited Staging Professional Master®

GAPHS President

Creative Director of MARI Team Immobiliare

CoFounder and CEO of Handshome

Certified Trainer for StagedHomes.com



# Mission

To advance and elevate the profession of **Home Staging** globally by setting and upholding high standards of **E**ducation, **E**thics, and **E**xcellence, while empowering professionals through certification, collaboration, and continued development.

We are a global movement of professionals, committed to elevating the Standards of the **Home Staging** Industry across continents, cultures, and markets



## GAPHS Vision

At GAPHS, the Global Association of Professional Home Stagers, we envision a world where Home Staging is universally recognized, respected, and essential to real estate.

Our vision is to lead the evolution of our industry by setting benchmarks, supporting professionals, and influencing both policy and perception making Home Staging an indispensable part of the global real estate sector.

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[gaphs.org](http://gaphs.org)



# FIABCI

INTERNATIONAL REAL ESTATE FEDERATION





# HOME STAGING TIMELINE



Supply & Offer



# HOME STAGING STATISTICS







## DATOS ESPAÑA 2024

30 días  
promedio  
de venta\*

\*en inmuebles  
preparados por un  
Home Stager Profesional



## DATOS ESPAÑA 2024

14 Días  
promedio  
en alquiler\*

\*en los inmuebles  
preparados por un  
Home Stager Profesional



DATA FOR  
ITALY 2024

27days

Average sale  
times\*

\*on properties  
prepared in 2024 by a  
Professional Home Stager



DATA FOR  
ITALY 2024

3%

Average discount\*

\*on properties for sale  
prepared in 2024 by a  
Professional Home Stager



DATA FOR  
ITALY 2024

Rentals

6 days 0%

Average rental  
times\*

Average  
discount\*

\*on properties  
prepared in 2024 by a  
Professional Home Stager





# WHAT IS HOME STAGING?





# COMMUNICATION TOOL

DESCRIBES THE SPACE



CREATES EMOTIONAL CONNECTION



SHOWS THE VALUE





# REAL ESTATE MARKETING TOOL

## DIFFERENTIATING FACTOR



## FASTER SALE



## FOR MORE MONEY

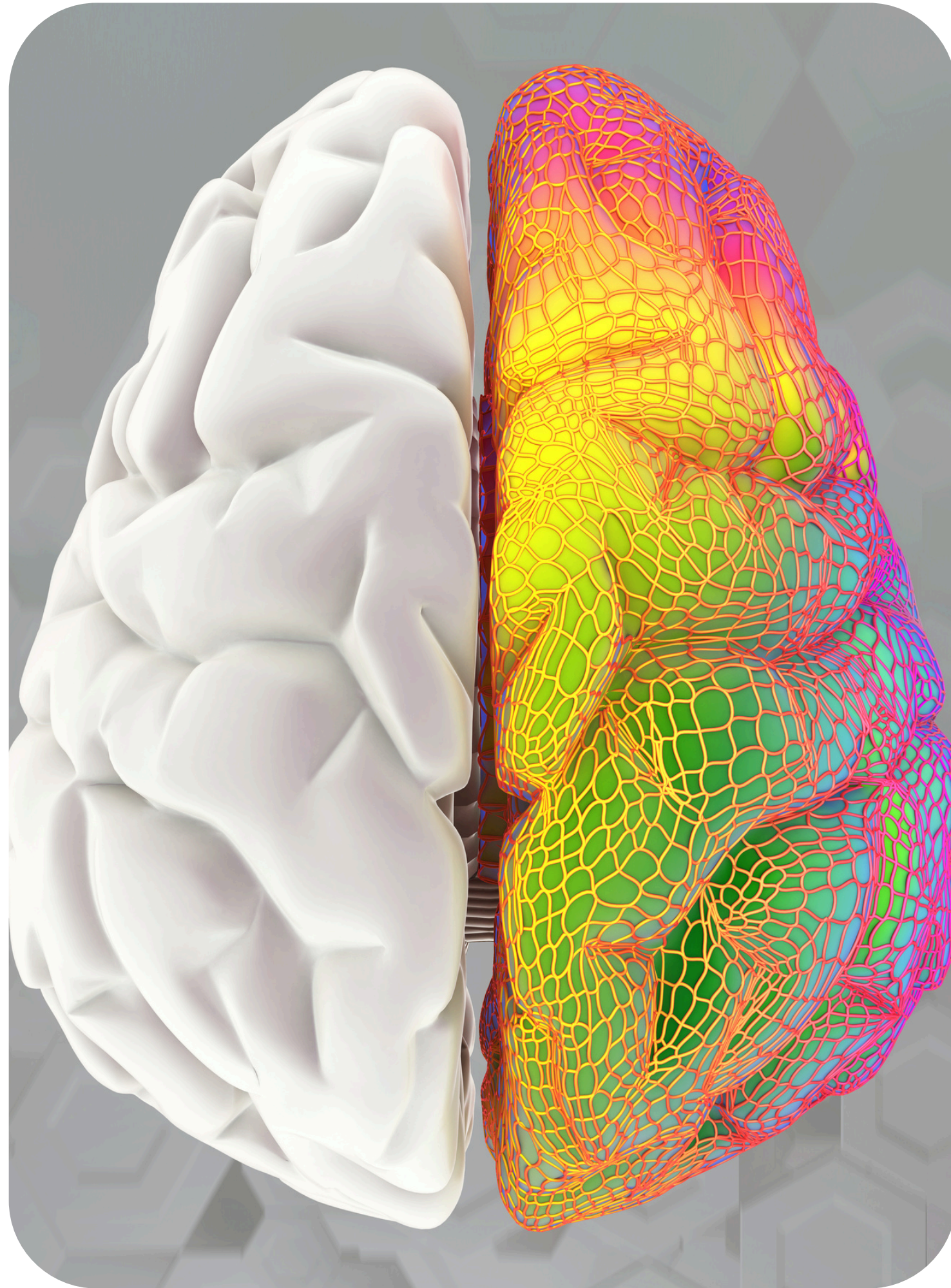




**HOME STAGING** consists in:  
Using the Client's  
**timeframe and budget**  
to professionally  
**Prepare & Enhance** the  
property for sale/rent







**50% OF OUR BRAIN**

INVOLVED IN VISUAL PROCESSING



**70% OF SENSORY RECEPTORS**

ARE IN OUR EYES



**1/10 OF A SECOND**

TO UNDERSTAND A VISUAL SCENE









IT'S NOT  
ABOUT  
**WHAT** YOU  
ARE SELLING





IT'S ABOUT  
HOW YOU  
ARE SELLING  
IT





**93%**  
**OF THE BUYERS**  
**USE THE WEB**  
**TO FIND THEIR**  
**NEW HOME**



# VACANT PROPERTIES





# FURNISHED PROPERTIES





# REMODELED PROPERTIES





# DATED PROPERTIES





# OCCUPIED PROPERTIES





# LUXURY PROPERTIES





# THE WINNING APPROACH

## 2024 DATA

100% OF RESIDENTIAL LISTINGS STAGED

1,87% AVERAGE DISCOUNT APPLIED

70 DAYS TO SELL A PROPERTY ON AVERAGE

22% OF PROPERTIES SOLD IN OVERPRICE

28% OF PROPERTIES SOLD WITHIN 2 WEEKS

RECORD YEARS 2020/2021 FOR VOLUME & REVENUE

<https://www.mariteamimmobiliare.it/>



**MARI**<sup>®</sup>  
TEAM IMMOBILIARE

**The Evolution of Real Estate**

**GAPHS**  
GLOBAL ASSOCIATION OF  
PROFESSIONAL HOME STAGERS





Go from FOR **SALE** to **SOLD**

## **ASP® RE Course**

**Accredited Staging Partner® Real Estate**

**11/11/2025**

**ONLINE CLASS**

**SPECIAL CODE: PRODEXPO25**



# Let's stay in touch!

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<https://gaphs.org/>







*Thank You*

