

Does Staging Really Entice Millennials?



Home staging is a quickly growing industry, with some arguing that potential home buyers prefer to see staged homes so that they can imagine themselves in the homes rather than the current homeowner. Neale explains how this industry has grown and also questions how important staging is to drawing in buyers.

While staging has grown, Neale argues that millennials may not be as impressed with this current trend. Andy Kerns, content strategist at [Chicago](#) SEO agency Digital Third Coast, explained what it is that millennials are looking for in a home:

Our research shows what millennials are attuned to when considering a home, it's definitely not the trappings of staged spaces that lure them. Millennials are savvy about the sales process. Relative to other generations, they have a real knack for cutting through the noise and assessing the fundamentals before making purchases. They care about function and quality.