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Contact Information:

Gina Gailing / Big Style Staging
954-451-0424
gina@bigstylestaging.com
www.bigstylestaging.com
Broward County, Florida



HOME STAGING INDUSTRY AWARDS PRESS RELEASE

Gina Gailing of Big Style Staging Named TOP 10 Finalist in TWO Prestigious 2025

Home Staging Industry Awards -

Broward County, Florida – June 25, 2025 – Gina Gailing, Founder and Creative Director of Big Style Staging, has been named a TOP 10 finalist in two categories for the 2025 HOME STAGING INDUSTRY AWARDS, presented by the Real Estate Staging Association® (RESA®) – the leading trade organization for Professional Home Stagers in North America. Big Style Staging has been recognized in the TOP 10 BEST FOR SHORT-TERM RENTAL STAGING PROJECTS in the U.S. for 2025 and the TOP 10 BEST FOR INTERIOR STYLING PROJECTS IN THE U.S. for 2025.

This national recognition places Gina Gailing among an elite group of staging professionals whose work is transforming how homes are sold in today's competitive real estate market.

***"This recognition means the world to me. It highlights the creativity and attention to detail that Big Style Staging strives to bring to every project. I'm incredibly grateful for the opportunity to showcase our work on such a prestigious platform."** -Gina Gailing*

Over the past 8 years, Gina Gailing has worked closely with Real Estate Agents, Builders, and Homeowners to create high-impact spaces that help listings sell faster and for more. In addition to her expertise in Home Staging, Gina and her team have designed and outfitted multiple vacation rental homes, bringing her innovative touch to both residential and short-term rental properties. **Known for her bold use of color and a fearless approach to design, Gina doesn't believe in a 'one-size-fits-all' approach to staging. Each project is treated individually to highlight the home's unique style and potential,** Gina has helped elevate the standard of real estate presentation across South Florida.

Data from RESA®'s Q1 2025 Sold Over List Price Club, based on 84 professionally staged homes, highlights the impact of staging in today's market:

- **Average Sale Price: \$937,459**
- **Average Amount Over Asking: \$56,435**
- **Average ROI on Staging Investment: 2,334%**
- **Average Sale-to-List Ratio: 107%**
- **Average Days on Market After Staging: 12**

But even stronger results were seen among this year's **RESA® Home Staging Industry Award Finalists**, whose 101 staged properties were completed between **December 2023 and April 2025:**

- **Average Sold Over Asking: \$135,373**
- **Average ROI on Staging Investment: 2,512%**
- **Median Days on Market: 12**
- **Average Investment in Staging Services: \$13,289**
- **The most common investment tier was \$3,000–\$4,000**

These finalist projects included vacant, occupied, hybrid, and consult-only services—proving that great staging isn't just about scale, but about strategic execution and design excellence.

In a time when Buyers form opinions within seconds, staging has moved from optional to essential. These numbers confirm what Stagers already know: professional staging doesn't just make a property look better—it directly influences how quickly it sells and how much Buyers are willing to pay.

About RESA®

The Real Estate Staging Association® is the trade association for professional real estate stagers in the U.S. and Canada. RESA® provides education, business resources, and national recognition for stagers at every stage of their careers.