dig

SALES CYCLE

Shrinkage

Win Hearts • Accelerate Sales • Protect Margin

*Proof that **ModelMatch** virtual staging re-opens demand for new construction spec homes.*

PRESENTED BY

Davies Imaging Group

INTRODUCTION

Time is a tax on inventory.

After ten years working with leading homebuilders, we built a new way to present your spec inventory: one that gives every vacant home the same pull as your model home. And we have the data to show it shrinks the sales cycle.

Every finished spec that sits is a cost you can measure. Interest on the construction loan, taxes, insurance, and capital you cannot put back to work. Shrinking the sales cycle means closing that gap: getting a real buyer under contract sooner, and stopping the bleed.

The most underused lever is the **first impression**. A vacant home shown empty online reads as unfinished, and buyers keep scrolling. ModelMatch gives every spec the same emotional pull as your model home, at the one moment that now decides everything, on the screen.

What follows is proof, not theory. Homes that sat for months, then sold within weeks of new imagery. Brand-new listings that beat their own neighborhoods to contract. Verified day by day, market by market.

INTRODUCTION

What you are about to see

In the following pages, we show how homes staged with the ModelMatch process shrink the sales cycle: fewer days from listing to a signed buyer, in stagnant and competitive markets alike.

Every case is a real home with verified dates, shown day by day. ModelMatch gives each vacant listing the same finished feel as your model home, without staging a single room.

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SECTION ONE

Rescue

A home that sat more than 100 days without transacting. The pattern across these nine is hard to miss: a property sits unsold for months, ModelMatch images go live, and a buyer arrives within weeks.

9
homes across
5 states

279
average days unsold
before imagery

27
average days to a buyer
after ModelMatch

RESCUE · HOME 1 OF 9

282 Laurel Hike

San Antonio, TX · Beazer Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



196
days unstaged

→

43
days to a buyer after ModelMatch

Six and a half months of silence. This home finally found a buyer just 43 days after staging.

Sep 23, 2025
Listed · $399,999

196 days
On market, unstaged

Apr 7, 2026
ModelMatch staging

May 20, 2026
Sold

CRITERIA APPLIED

The street is too new for a comparable set, so this stands on its own timeline.

COHORT CONTEXT

Texas is a non-disclosure state, so this claim rides on days, not dollars.

RESCUE · HOME 2 OF 9

3737 Selborne Drive

Rockwall, TX · Grand Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



357
days unstaged

→

14
days to a buyer after ModelMatch

Two buyers signed and walked before the staging. The next buyer stuck, fourteen days after staging.

Apr 21, 2025
Listed

357 days
Unstaged · two contracts fell through

Apr 13, 2026
ModelMatch staging

Apr 27, 2026
Under contract

PRICE CONTEXT

The last reduction landed 14 days before staging, so price shares some credit. We report the sequence, not causation.

COHORT CONTEXT

Texas is a non-disclosure state, so this claim rides on days, not dollars.

RESCUE · HOME 3 OF 9

511 San Angelo Drive

Forney, TX · Grand Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



368
days unstaged

→

18
days to a buyer after ModelMatch

368 days, not a single buyer. Eighteen days after the photos were staged, a buyer arrived.

Apr 13, 2025
Listed

368 days
Unstaged · price held flat

Apr 16, 2026
ModelMatch staging

May 4, 2026
Under contract

CRITERIA APPLIED

Last price cut landed 65 days before staging, and price held flat through contract.

COHORT CONTEXT

Texas is a non-disclosure state, so this claim rides on days, not dollars.

RESCUE · HOME 4 OF 9

215 Prairie Clover Way

Wylie, TX · Grand Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



193
days unstaged

→

55
days to a buyer after ModelMatch

Six months flat. After new ModelMatch images, it had a buyer within weeks.

Sep 29, 2025
Listed

193 days
Unstaged · price flat 63 days

Apr 10, 2026
ModelMatch staging

Jun 4, 2026
Under contract

CRITERIA APPLIED

Price flat for 63 days before staging and through contract. No reduction shares the credit here.

COHORT CONTEXT

Texas is a non-disclosure state, so this claim rides on days, not dollars.

RESCUE · HOME 4 OF 9, CONTINUED

Price cuts didn't do it

215 Prairie Clover Way · Wylie, TX · Grand Homes · listed Sep 29, 2025

$95,695	63 days	55 days
IN PRICE CUTS	PRICE FROZEN, NO BUYER	MODELMATCH TO CONTRACT

SEP 29, 2025
Listed at $914,252

OCT 2025 TO FEB 2026
Cut after cut. $95,695 down.
130 days of price reductions. Still no buyer.

FEB 6, 2026
Final price: $818,557
Then nothing. The price held flat for 63 days.

APR 10, 2026
ModelMatch goes live
Same price. Same home. New imagery.

JUN 4, 2026
Under contract, at the held price
55 days after ModelMatch. Verified day by day.

The price stopped moving. New images went live. A buyer followed.

RESCUE · IT WASN'T JUST ONE

Price cuts weren't working.

Four Grand Homes rescues · Dallas/Fort Worth metro

$527,149 in price cuts couldn't move four homes.
ModelMatch did, in 14 to 55 days.

All four under contract · verified day by day

HOME	PRICE CUTS	DAYS STUCK	DAYS TO BUYER
3737 Selborne Dr	$254,454	357	14 days
511 San Angelo Dr	$27,000	368	18 days
2634 Shadybrook Dr	$150,000	309	42 days
215 Prairie Clover Way	$95,695	193	55 days

Days stuck = on market before ModelMatch Combined: 1,227 days stuck → 129 days to buyers

$500,000 in cuts couldn't do
what the right presentation did.

RESCUE · HOME 5 OF 9

2634 Shadybrook Drive

Prosper, TX · Grand Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



309
days unstaged

→

42
days to a buyer after ModelMatch

Ten months and nine price cuts, no buyer. Six weeks after fresh photos, under contract.

Jun 17, 2025	309 days	Apr 22, 2026	Jun 3, 2026
Listed	Unstaged · nine price cuts	ModelMatch staging	Under contract

PRICE CONTEXT

The final price held flat into contract; the last of nine cuts landed 24 days before staging.

COHORT CONTEXT

Texas is a non-disclosure state, so this claim rides on days, not dollars.

RESCUE · HOME 6 OF 9

3067 Miller Farm Court

Goochland, VA · Mungo Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



454
days unstaged

→

28
days to a buyer after ModelMatch

Sixteen months at one price. A buyer twenty-eight days after the fresh photos. No price cut.

Jan 17, 2025
Listed · $649,000

454 days
Unstaged · price held flat

Apr 16, 2026
ModelMatch photos

May 14, 2026
Under contract

CRITERIA APPLIED

Virginia is a disclosure state. Price held flat at $649,000 the entire time, with no change between photos and contract.

WHY IT MATTERS

No reduction, no incentive shift. The imagery is the only variable that moved.

RESCUE · HOME 7 OF 9

5723 Palazzo Lane

McCordsville, IN · Beazer Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



159
days unstaged

→

19
days to a buyer after ModelMatch

Eight price cuts and five months in. The next move was staging photos. Nineteen days later, under contract.

Nov 13, 2025
Listed

159 days
Unstaged · eight cuts to $397,990

Apr 21, 2026
ModelMatch photos

May 10, 2026
Under contract

CRITERIA APPLIED

Indiana is a disclosure state. Eight reductions to $397,990 preceded the photos and could not move it.

COHORT CONTEXT

Days measured from the day the photos went live.

RESCUE · HOME 8 OF 9

1674 Greenleaf Woods Cove

Oviedo, FL · Beazer Homes

BEFORE · VACANT LISTING



AFTER · MODELMATCH



180
days unstaged

→

9
days to a buyer after ModelMatch

Half a year on the market. Nine days after new ModelMatch images, under contract at full price.

Late 2025
Listed

6 months
Unstaged · no buyer

2026
ModelMatch photos

Days later
Under contract · full price

COHORT CONTEXT

Florida is a disclosure state, so this result is on the record: the home went under contract at full asking price after ModelMatch, with no reduction to get there.

RESCUE · HOME 9 OF 9

1100 Mazzini Road

Paso Robles, CA · K. Hovnanian

BEFORE · VACANT LISTING



AFTER · MODELMATCH



293
days unstaged

→

16
days to a buyer after ModelMatch

Nearly a year of price cuts, no buyer. Sixteen days after ModelMatch, under contract.

2025
Listed

293 days
Unstaged · repeated price cuts

2026
ModelMatch photos

Jun 8, 2026
Sold · $892,991

CRITERIA APPLIED

California is a disclosure state; closed at $892,991.

DAYS-FORWARD CLAIM

Every price cut predates the imagery. We credit the sequence, not the staging alone.

SECTION TWO

Fresh

Listings breaking onto the market for the first time, live with ModelMatch from day one. Where a neighborhood gave us matched comparables, we measured against them. Where it did not, we timed the contract from photos-live. Either way, the pattern held.

9	4	14
new listings	measured against matched comps	average days to a buyer from photos-live

FRESH · HOME 1 OF 9 · COMP-VERIFIED SET

7109 Intrepid Drive

Fort Worth, TX · Graham Hart · Talon Hills



THE COMPARISON · DAYS ON MARKET TO A SIGNED BUYER

This ModelMatch home — Photos live Mar 12 · contract Mar 17

5

The matched market — Median of 6 comparable homes

39

34 days faster than the market.

Same neighborhood. Same window. ModelMatch just finished first.

Texas is non-disclosure, so claims ride on days, not price. Comparable homes include both sold and pending. Sequence, not causation.

FRESH · HOME 2 OF 9 · COMP-VERIFIED SET

7429 Harrier Street

Fort Worth, TX · Graham Hart · Talon Hills



THE COMPARISON · DAYS ON MARKET TO A SIGNED BUYER

This ModelMatch home — Photos live Mar 12 · contract Mar 27

15

The matched market — Median of 4 comparable homes

48

33 days faster than the market.

Same neighborhood. Same window. ModelMatch just finished first.

Texas is non-disclosure, so claims ride on days, not price. Median is 48.5 days, rounded down. Sequence, not causation.

FRESH · HOME 3 OF 9 · COMP-VERIFIED SET

1660 Cedar Elm Way

Burleson, TX · Graham Hart · Pecan Grove, gated



THE COMPARISON · DAYS ON MARKET TO A SIGNED BUYER

This ModelMatch home — Photos live Mar 12 · contract Apr 15

34

The matched market — Median of 5 comparable homes

43

9 days faster than the market.

Same neighborhood. Same window. ModelMatch just finished first.

Texas is non-disclosure, so claims ride on days, not price. A modest but real edge in a gated community. Sequence, not causation.

FRESH · HOME 4 OF 9 · COMP-VERIFIED SET

309 Onset Way

Westfield, IN · Beazer Homes · Harbor at Grand Park Village



THE COMPARISON · DAYS ON MARKET TO A SIGNED BUYER

This ModelMatch home — Listed Apr 27 · contract Jun 2

36

The matched market — Median of 7 comparable homes

43

7 days faster than the market.

Same neighborhood. Same window. ModelMatch just finished first.

Indiana is a disclosure state; list $429,990. Seven matched comparable homes, sold and pending. Sequence, not causation.

FRESH · HOME 5 OF 9 · PERRY HOMES

10433 Wyatts Run Road

Fort Worth, TX · Perry Homes · Ventana



II

DAYS FROM LIVE-PHOTOS TO A SIGNED BUYER

From listing to contract in eleven days.

Perry lists homes before they are finished, so the clock starts the day the ModelMatch photos go live. Texas is non-disclosure, so days, not price. The only price cut was 35 days before photos.

3511 Riley Street

Rockwall, TX · Perry Homes · Avondale



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3 DAYS FROM LIVE-PHOTOS TO A SIGNED BUYER

From listing to contract in three days.

Perry lists homes before they are finished, so the clock starts the day the ModelMatch photos go live. Texas is non-disclosure, so days, not price. Last cut 13 days before photos, disclosed.

613 Running Iron Trail

Mansfield, TX · Perry Homes



7

DAYS FROM LIVE-PHOTOS TO A SIGNED BUYER

From listing to contract in 7 days.

Perry lists homes before they are finished, so the clock starts the day the ModelMatch photos go live. Texas is non-disclosure, so days, not price. Measured from photos-live to contract. Sequence, not causation.

FRESH · HOME 8 OF 9 · PERRY HOMES

104 Enclave Drive

Lakewood Village, TX · Perry Homes



12

DAYS FROM LIVE-PHOTOS TO A SIGNED BUYER

From listing to contract in twelve days.

Perry lists homes before they are finished, so the clock starts the day the ModelMatch photos go live. Texas is non-disclosure, so days, not price. Measured from photos-live to contract. Sequence, not causation.

FRESH · HOME 9 OF 9 · PERRY HOMES

1809 Bistineau Court

Celina, TX · Perry Homes



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4 **DAYS FROM LIVE-PHOTOS TO A SIGNED BUYER**

From listing to contract in 4 days.

Perry lists homes before they are finished, so the clock starts the day the ModelMatch photos go live. Texas is non-disclosure, so days, not price. A reduction near the photo date is disclosed; we report the sequence only. Sequence, not causation.

SECTION THREE

The Math

Whether you are carrying aging inventory or launching new listings, ModelMatch shrinks the sales cycle. Every day you cut off the clock is carry cost you keep.

Factor in carry costs, and ModelMatch pays for itself in two days. The savings show up on your bottom line as reduced interest and financing cost.

Carry Cost ≈ $1 a day for every $4,000 of home value

Calculation estimate derived from taking 75% of listing price × 1% ÷ 30

HOME VALUE	CARRY / DAY	DAYS TO REPAY $200 STAGING
$400,000	~$100	2 days
$600,000	~$150	1.5 days
$800,000	~$200	1 day

**This is a financing floor only. It excludes taxes, insurance, HOA, and utilities, so the real cost of a sitting home runs higher. Estimated carry cost calculations gathered from Division Presidents of publicly traded Homebuilders.*

FAIR QUESTION

What about the surrounding properties?

We ran that data too. For every ModelMatch home, we found at least three neighbors of similar size and price in the same community, listed without ModelMatch, and compared days on market against that group's median.

All four comp-verified homes beat their non-ModelMatch neighboring sales pace, by 7 to 34 days

ModelMatch days on market vs. non-ModelMatch comp-group median.

HOME	MODELMATCH	NON-MODELMATCH MEDIAN	DAYS FASTER
7109 Intrepid Dr	5	39	34
7429 Harrier St	15	48.5	33
1660 Cedar Elm	34	43	9
309 Onset Way	36	43	7

ModelMatch staged homes sell faster than their competition.

Comparable homes: same community, similar size and price, listed without ModelMatch. Where the market is non-disclosure, claims ride on days, not price.

SECTION FOUR

Why It Works

The psychology of an empty room, in three parts.

1 **Buyers can't picture an empty room**

Most buyers cannot imagine the potential of a room they are standing in. Far fewer can imagine that potential from a tiny image on their phone. Visualizing an empty space takes a creative leap, and most people do not have it. So they keep scrolling on.

2 **An empty room breeds doubt**

A finished home shown unfurnished reads as unfinished, or unwanted. Doubt creeps in, and the listing quietly stalls.

3 **The first showing is on a screen**

For most buyers, the first real impression of your home is digital. It happens before they ever drive to the community, and it now carries more weight than almost anything else you do. If it lands flat, many will never make the trip.

> *The first showing is digital. ModelMatch helps you convert that impression to a sale.*

WHY IT WORKS

From the model to the spec

Extend the ROI of your model home merchandizing.

Your model home is the most persuasive thing you build. Every finish, every furniture choice, every sightline is there to make a buyer feel something the moment they walk in, and it works. But that feeling is trapped inside one address. The vacant specs sitting in your inventory, the homes you actually need to move, get none of it.

ModelMatch changes that. It takes the exact look your team has worked so hard to design - the same furniture and the same palette - and places it into your empty specs. You paid for that design once.

Now it maximizes its use across every listing.

> The buyer gets the model-home feeling at the first moment that matters, online. The room is no longer something they have to imagine. **It becomes something they desire.**

SECTION FIVE

How It Works

We built this technology after years of delivering the best model home photography in the country. Along the way we saw a gap. Model homes were highly merchandised and perfectly designed. Their vacant listing counterparts were not.

ModelMatch extracts the furniture and accessories from your model homes, reconfigures the layout, and places them into your spec homes in a photorealistic way. Never before have you been able to extend the ROI of your model home investment directly into your spec homes.

1 **Share your model home galleries, or just send a listing link and we pull them**

Whatever you have already shot becomes the design DNA.

2 **We extract and rebuild the furniture**

Our team extracts the furniture, rebuilds it in 3D, and reconfigures it to fit each spec floor plan. No one-to-one match required.

3 **We place it in your spec homes**

On-brand, photorealistic, with next-day turnaround.

dig

GET STARTED

Your first home is on us.

We stage your first spec free. Eight images, next-day turnaround, a $200 value. No card. No call. Paste a listing link and we pull the photos ourselves and match it to one of your model homes online.

THE MATH, AFTER THE FREE ONE

Staging runs $200 per home, eight images. A sitting $400,000 home carries about $100 a day, so staging repays itself in two days. Every day it shrinks off the cycle after that is preserved margin.

Our guarantee: if the staging doesn't look like it came from your model home, don't use it. There is no commitment for this trial.

START YOUR FREE TRIAL →

desk.daviesimaging.com/trial

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Photography built for Homebuilders.

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