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Strategic Plan

For Your Home
Staging Business

**"Take Your
Business to
The Next
level."**

*A business plan is like a GPS for
success on how to structure, run,
and grow your business.*





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HOW to WRITE a
STRATEGIC PLAN
for your
HOME STAGING BUSINESS

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A business plan is an essential road map that entrepreneurs use to navigate the difficult process of starting and expanding a profitable firm. It performs as a strategic instrument for outlining the goals. Also, serve as a financial prediction of a company.

Whether you're just starting or an experienced entrepreneur looking to sharpen your strategies, this guide will provide you with the knowledge and instructions you need to harness the power of a well-structured business plan.

Importance of a Business Plan to an Entrepreneurs

A strong business plan's importance cannot be overstated since it provides entrepreneurs with a comprehensive framework for making decisions, attracting investors, securing funding, and navigating the dynamic business world. This Guide will cover the significance of a business plan. Also, offer practical guidance on how entrepreneurs can utilize it to advance their ventures. Let's discuss what are the importance of a business plan to an entrepreneur.

A Business Plan Provides a Roadmap for a Business

A business plan may be compared to a road map that directs businesses toward commercial success. It acts as a strategy document that explains the objectives, strategies, and activities necessary to establish and expand a successful company. A business plan offers entrepreneurs a clear path to follow to accomplish their business goals. It is just like a roadmap that aids travelers in navigating new roads and arriving at their destination.

Helps Entrepreneurs to Define Their Objectives

A business plan is a valuable tool that helps entrepreneurs in defining their objectives clearly. It offers business owners a well-organized framework for expressing their vision and establishing clear objectives. Entrepreneurs that go through the process of writing a business plan find clarity and concentration in their goals.

As you go through this process, at each step, stop and create the part of the Business Plan being shared. Write out your summaries according to the information provided and know that a Business Plan is a "living document" meaning it is always evolving as your business evolves. Reviewing it once a year minimum is a good strategy to ensure your plans are in line with your goals.



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HOW TO WRITE a STRATEGIC BUSINESS PLAN for HOME STAGING

Writing a business plan for a home staging business in any location involves outlining your business goals, strategies, and operational details. Here's a step-by-step guide to help you create a comprehensive business plan:

PARTS OF THE STRATEGIC BUSINESS PLAN:

Executive Summary:

1. Business Name and Overview:

- a. Provide a brief introduction to your home staging business.
- b. Include the business name, location, and a concise overview of your services.

2. Mission Statement:

- a. Define the purpose and mission of your home staging business.

3. Business Objectives:

- b. Outline your short-term and long-term business goals.

4. Business Description:

a. Industry Overview:

- i. Provide an overview of the home staging industry in (YOUR REGION).
- ii. Highlight trends, market size, and potential for growth.

5. Target Market:

- a. Identify your target audience (e.g., homeowners, real estate agents).
- b. Explain why there's a demand for home staging services in (YOUR REGION).

6. Services:

a. List of Services:

- i. Detail the home staging services you offer.
- ii. Consider packages, pricing, and any special offerings.

7. Unique Selling Proposition (USP):

- a. Define what sets your home staging business apart from competitors.
- b. What are you "THE ONLY" – a service or your background

8. Market Analysis:

a. Competitor Analysis:

- i. Identify and analyze your competitors in the home staging industry in (YOUR REGION)
- ii. Assess their strengths, weaknesses, opportunities, and threats.

b. SWOT Analysis:

- i. Conduct a SWOT analysis for your own business (Strengths, Weaknesses, Opportunities, Threats).

c. Target Audience Analysis:

- i. Describe your ideal clients.
- ii. Identify their needs and preferences.



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9. Marketing Plan:

a. Marketing Strategies:

- i. Outline your strategies for reaching and attracting clients.
- ii. Include online and offline marketing tactics.

10. Sales Strategy:

- a. Describe your approach to selling your home staging services.
- b. Highlight any partnerships with real estate agents or other related businesses.

11. Operational Plan:

a. Location and Facilities:

- b. Describe the location of your business and any facilities you may need.

12. Suppliers and Resources:

- a. Identify suppliers for staging materials and any other resources you'll need.

13. Team Structure:

- a. Outline your team structure (if applicable).
- b. Specify roles and responsibilities.

14. Financial Plan:

a. Startup Costs:

- i. Estimate the initial costs of starting your home staging business.

b. Revenue Projections:

- i. Provide a detailed breakdown of your expected income.
- ii. Consider different scenarios for conservative and optimistic projections.

c. Budget:

- i. Create a budget that includes expenses, marketing costs, and operating costs.

d. Funding Requirements:

- i. Specify if you need funding and how much.
- ii. Outline how you plan to use the funds.

15. Risk Analysis:

a. Risk Assessment:

- i. Identify potential risks to your business and how you plan to mitigate them.

16. Contingency Plan:

- a. Outline a contingency plan for unforeseen challenges.

17. Appendices:

- a. Include any additional information:
- b. Resumes of key team members.
- c. Samples of your work.
- d. Any relevant market research.

18. Conclusion:

- a. Summary and Next Steps:
- b. Summarize the key points of your business plan.



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- c. Outline the next steps for implementing your plan.

Remember to update your business plan regularly to reflect changes in your business environment. Adapt and refine your strategies based on the feedback you receive and the evolving needs of your clients and the market.



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VISION STATEMENT EXAMPLES:

Creating a compelling vision statement for your home staging business is essential to communicate your long-term aspirations and inspire both your team and clients. Here are a few examples of vision statements for a home staging business:

- **"Transforming Spaces, Inspiring Lives:** Our vision is to be the premier home staging company in (YOUR REGION), renowned for our innovative designs and unparalleled commitment to creating environments that captivate and uplift the spirit of every homeowner."
- **"Elevating Homes, Elevating Lives:** Our vision is to redefine the standard of living by becoming the go-to home staging partner in (YOUR REGION). We envision a future where every property we touch becomes a showcase of style, sophistication, and marketability."
- **"Harmony in Design, Harmony in Living:** Our vision is to lead the home staging industry in (YOUR REGION) by creating harmonious and inviting spaces. We aspire to be the catalyst for increased property value and homeowner satisfaction through our thoughtful and transformative staging solutions."
- **"Setting the Stage for Success:** Our vision is to be the trusted partner for homeowners and real estate professionals, setting the stage for success in the property market. We aim to consistently deliver unmatched aesthetic appeal and marketability to every property we touch."
- **"Innovate, Inspire, Impact:** Our vision is to be at the forefront of innovation in the home staging industry, inspiring positive transformations in homes and communities across (YOUR REGION). Through our creative designs and personalized approach, we seek to make a lasting impact on the way people experience their living spaces."

When crafting your vision statement, consider the unique qualities and values that define your home staging business. Tailor the statement to reflect your aspirations, commitment to excellence, and the impact you aim to make in the lives of your clients and the real estate market.

MISSION STATEMENT EXAMPLES:

Crafting a mission statement for your home staging business is a crucial step in defining its purpose and values. Here are some examples to inspire your own mission statement:

- **"Empowering Homeowners, Elevating Spaces:** Our mission is to empower homeowners in Poland to maximize the potential of their properties through expert home staging. We are committed to creating visually stunning and market-ready homes that leave a lasting impression and expedite successful sales."
- **"Transforming Houses into Homes:** At [Your Business Name], our mission is to transform houses into warm, inviting homes. We strive to enhance the appeal and functionality of every space, ensuring that each property we touch becomes a cherished and marketable asset."
- **"Unleashing Potential, Maximizing Value:** We exist to unleash the untapped potential in every home. Our mission is to maximize property value and expedite sales by delivering exceptional home staging services. Through creativity and attention to detail, we aim to exceed the expectations of both homeowners and real estate professionals."



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- **"Creating Memorable First Impressions:** Our mission is to create memorable first impressions that resonate with potential buyers. We are dedicated to providing comprehensive home staging solutions, blending style, functionality, and market insight to ensure that every property stands out in the competitive real estate market."
- **"Inspiring Confidence in Real Estate:** [Your Business Name] is on a mission to inspire confidence in the real estate market by offering top-tier home staging services. We believe that a well-staged home not only sells faster but also contributes to the overall positive experience of both buyers and sellers."
- **"Enhancing Lives Through Design:** Our mission is to enhance the lives of homeowners by transforming their living spaces into harmonious and aesthetically pleasing environments. We are driven by a passion for design and a commitment to creating homes that reflect the unique personalities of our clients."

When crafting your mission statement, be clear about the purpose of your home staging business, the value you bring to clients, and the principles that guide your work. Tailor the language to resonate with your target audience and reflect the unique qualities of your business.

GOALS VS TARGETS:

The terms "goals" and "targets" are often used interchangeably, but in some contexts, there may be a distinction between them. The choice of terminology can depend on the organizational culture, industry norms, or specific strategic approaches. Here are some reasons why the term "targets" might be preferred over "goals" in certain contexts:

1. Clarity and Precision:

"Targets" can sometimes be seen as more specific and measurable than "goals." Targets often imply a clear, quantifiable objective, which can be important in business contexts where precision is valued.

2. Performance Measurement:

In some management or performance evaluation systems, the term "targets" is used to denote specific, measurable outcomes. This can facilitate more straightforward assessment of whether objectives have been met.

3. Strategic Alignment:

Some organizations use "goals" for broader, qualitative aspirations, while "targets" are reserved for more specific, quantifiable achievements. This distinction helps align strategic vision with operational outcomes.

4. Accountability:

"Targets" can sometimes convey a sense of accountability and focus on results. It may suggest a more outcome-oriented and results-driven mindset compared to the term "goals."



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5. Business Jargon and Trends:

The preference for certain terms can also be influenced by current business jargon and trends. In some industries or management circles, the use of "targets" may be more in line with prevailing language.

6. Cultural and Industry Variances:

Different industries and cultures may have distinct preferences for terminology. In some contexts, "targets" might be seen as more fitting for certain types of objectives.

It's important to note that the distinction between "goals" and "targets" is not universally agreed upon, and the usage can vary. Some organizations use these terms interchangeably, and the key is to ensure a clear understanding of what is meant in a particular context.

In essence, whether you use "goals" or "targets" depends on the nuance you want to convey and the cultural or industry norms within your specific context. Both terms can be effective when used appropriately to communicate and drive achievement.

WHY SYSTEMS ARE BETTER THAN GOALS:

The idea that systems are sometimes considered better than goals is rooted in a philosophical and strategic approach to achieving success. This perspective, popularized by Scott Adams, the creator of the comic strip "Dilbert," and further discussed by authors like James Clear in his book "Atomic Habits," suggests that systems are more sustainable and effective than setting specific, outcome-focused goals. Here are some reasons why systems are often considered advantageous:

1. Consistency and Sustainability:

Systems focus on the process rather than a specific endpoint. By establishing habits and routines, you create a sustainable approach to progress, emphasizing consistency over time.

2. Continuous Improvement:

Systems are conducive to continuous improvement. Instead of fixating on a single, often distant goal, a system encourages ongoing refinement and adjustment to optimize performance and outcomes.

3. Reduced Dependency on Motivation:

Goals often rely on motivation, which can fluctuate. Systems, on the other hand, create a structure that helps you move forward, even on days when motivation is low. The routine becomes ingrained in your behavior.



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4. Flexibility and Adaptability:

Systems can be more flexible and adaptable to changing circumstances. If a particular goal becomes unattainable or needs adjustment, a system allows for seamless adaptation without a complete overhaul.

5. Focus on Process:

Systems shift the focus from the endpoint to the journey. The emphasis is on the daily or regular activities that contribute to success, fostering a sense of accomplishment through the process itself.

6. Less Vulnerability to Failure:

Goals can sometimes lead to an all-or-nothing mindset, where failure to achieve the goal is seen as a total failure. Systems, by contrast, allow for incremental progress, making setbacks less discouraging.

7. Lifestyle Integration:

Systems are often more integrated into daily life. They become a part of your routine and identity, making it easier to maintain and sustain effort over the long term.

8. Holistic Success:

Systems often contribute to holistic success. While goals may be narrow in scope, systems can impact various aspects of your life or work, fostering overall well-being and success.

It's essential to recognize that the effectiveness of systems versus goals can vary depending on individual preferences, the nature of the task, and personal motivational factors. Some people find success in setting specific, measurable goals, while others thrive in the consistency and adaptability provided by systems. Ultimately, the choice between systems and goals may depend on your personality, the nature of the endeavor, and what resonates best with your approach to achievement.

SYSTEMS A HOME STAGING PROFESSIONAL MAY NEED TO ACHIEVE GROWTH:

To achieve growth as a home stager, it's important to establish effective systems that streamline your processes, enhance your services, and contribute to the overall success of your business. Here are key systems that can help a home stager achieve growth:

1. Client Onboarding System:

Develop a systematic approach to onboarding new clients. This may include a standardized welcome package, initial consultation process, and clear communication of your services and pricing.



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2. Design and Staging Process:

Create a systematic process for designing and staging homes. This should cover everything from the initial assessment to the actual staging, ensuring consistency and quality in your services.

3. Inventory Management System:

Implement an efficient system for managing your staging inventory. This includes tracking items, ensuring they are in good condition, and having a process for replenishing or updating your inventory as needed.

4. Marketing and Lead Generation System:

Develop a marketing system that consistently generates leads. This may involve a combination of online and offline strategies, including social media marketing, partnerships with real estate agents, and participation in local events.

5. Client Communication System:

Establish a clear and effective communication system with clients. This includes regular updates, feedback sessions, and post-staging follow-ups to ensure client satisfaction and gather testimonials for marketing.

6. Project Management System:

Use project management tools or software to keep projects organized. This includes timelines, task lists, and progress tracking to ensure that each staging project is completed efficiently and on schedule.

7. Quality Control and Feedback System:

Implement a system for quality control to maintain high standards in your staging projects. This may involve post-staging evaluations, feedback from clients, and continuous improvement based on lessons learned from each project.

8. Financial Management System:

Set up a financial management system to track income, expenses, and overall financial health. This includes budgeting, invoicing, and monitoring key financial metrics to make informed business decisions.

9. Professional Development System:

Establish a system for continuous professional development. Stay updated on design trends, attend workshops or conferences, and seek opportunities to enhance your skills and knowledge in the home staging industry.



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10. Referral and Networking System:

Develop a system for building and maintaining relationships with key stakeholders in the real estate industry, such as real estate agents, property managers, and other home service professionals. This can lead to referrals and collaborative opportunities.

11. Technology Integration:

Leverage technology to streamline your processes. This may include using virtual staging tools, online scheduling systems, and software for client management and communication.

12. Performance Metrics and Analysis:

Implement systems for tracking key performance indicators (KPIs) to measure the success of your business strategies. Regularly analyze metrics related to client satisfaction, project timelines, and financial performance.

By developing and refining these systems, you create a foundation for sustainable growth in your home staging business. Regularly assess and adjust these systems as needed to adapt to changes in the market and industry trends.



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EXAMPLE: Business Plan: Home Staging and Design Firm

1. Executive Summary: XYZ Home Staging and Design is a full-service staging and interior design firm located in [City], dedicated to transforming properties into highly marketable and visually stunning spaces. Our mission is to provide exceptional staging and design services that maximize property value and appeal to potential buyers. With a focus on professionalism, creativity, and attention to detail, we aim to become a leading name in the home staging industry. Our growth strategy involves expanding our client base, increasing service offerings, and building a skilled team to achieve revenue targets of \$250,000 within the next fiscal year.

2. Business Description: XYZ Home Staging and Design offers comprehensive staging and design services for residential properties, including consultations, staging, interior design, and project management. Our team of experienced professionals collaborates closely with clients to understand their needs and preferences, ensuring each project is tailored to their unique vision.

3. Market Analysis: The real estate market in [City] is robust, with a high demand for quality staging and design services. As more homeowners and real estate agents recognize the importance of staging in selling properties quickly and at higher prices, the demand for professional staging services continues to grow. Additionally, with the rise of online listings and virtual tours, the visual appeal of a property has become even more crucial in attracting potential buyers.

4. Services Offered:

- Home Staging Consultations
- Vacant and Occupied Home Staging
- Interior Design Services
- Furniture Rental and Procurement
- Project Management

5. Target Market:

Our primary target market includes:

- Homeowners looking to sell their properties
- Real estate agents and brokers
- Property developers
- Builders and contractors



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6. Marketing Strategy:

- Establish a strong online presence through a professional website, social media channels, and online advertising.
- Network with real estate agents, brokers, and industry professionals to generate referrals.
- Offer educational seminars and workshops on home staging and design.
- Collaborate with local businesses such as furniture stores and home improvement companies for cross-promotional opportunities.
- Utilize targeted email marketing campaigns to reach potential clients.

7. Sales Strategy:

- Offer competitive pricing packages for staging and design services.
- Provide excellent customer service and personalized consultations to build trust and rapport with clients.
- Implement a referral program to incentivize existing clients and partners to refer new business.
- Stay updated on industry trends and market demands to offer innovative solutions to clients.

8. Operational Plan:

- Develop Standard Operating Procedures (SOPs) for each stage of the staging and design process, including client consultations, staging setup, and project management.
- Invest in technology and software tools to streamline operations and improve efficiency.
- Hire and train a team of skilled staging professionals, designers, and administrative staff.
- Implement quality control measures to ensure consistency and excellence in service delivery.

9. Financial Projections:

- Year 1 Revenue: \$150,000
- Year 2 Revenue: \$250,000
- Year 3 Revenue: \$350,000

10. Growth Strategy:

- Expand service offerings to include additional design services such as remodeling and renovation.
- Target new market segments such as commercial staging and design.
- Explore franchising or licensing opportunities to expand into new territories.



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- Invest in marketing and advertising campaigns to increase brand awareness and reach a wider audience.
- Continuously evaluate and adapt business strategies to capitalize on emerging market trends and opportunities.

Conclusion: XYZ Home Staging and Design is poised for success in the competitive home staging industry. With a focus on quality, innovation, and customer satisfaction, we are confident in our ability to achieve our revenue targets and establish ourselves as a leader in the market. By adhering to our growth strategy and maintaining a commitment to excellence, we look forward to realizing our vision of transforming spaces and exceeding client expectations.

EXAMPLE: Standard Operating Procedure (SOP) for Staging a Vacant Property

Objective: To effectively stage a vacant property in a manner that enhances its appeal, maximizes space, and increases its market value, ensuring it stands out to potential buyers.

1. Pre-Staging Preparation:

- a. Schedule an initial on-site visit to assess the property's layout, features, and dimensions.
- b. Take photographs and measurements of each room to assist in planning the staging layout.
- c. Develop a staging plan based on the property's style, target market, and budget constraints.

2. Furniture and Decor Selection:

- a. Choose furniture and decor items that complement the property's architectural style and appeal to the target demographic.
- b. Consider factors such as scale, color scheme, and functionality to create a cohesive and visually appealing design.
- c. Select rental furniture and decor from trusted suppliers or inventory, ensuring quality and suitability for the space.

3. Staging Setup:

- a. Coordinate delivery and setup of furniture and decor items according to the staging plan.
- b. Place furniture strategically to highlight the property's key features and create a sense of flow and spaciousness.
- c. Arrange decor items such as artwork, rugs, and accessories to add warmth and visual interest to each room.
- d. Ensure all furniture and decor placements adhere to safety standards and local regulations.

4. Final Touches:

- a. Clean and declutter the property to enhance its overall presentation.



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- b. Pay attention to details such as lighting, drapery, and small decorative accents to elevate the staging.
- c. Add fresh flowers or greenery to bring life and vibrancy to the space.
- d. Conduct a final walkthrough to review the staging setup and make any necessary adjustments.

5. Photography and Marketing:

- a. Schedule professional photography to capture high-quality images of the staged property.
- b. Use the photographs to create compelling marketing materials, including online listings, brochures, and virtual tours.
- c. Highlight the staged features and benefits of the property to attract potential buyers and generate interest.

6. Maintenance and Updates:

- a. Regularly inspect the staged property to ensure furniture and decor remain in good condition.
- b. Make necessary updates or adjustments to the staging based on feedback from real estate agents or client preferences.
- c. Stay informed about market trends and adjust staging strategies as needed to maintain competitiveness.

7. Post-Staging Cleanup:

- a. Coordinate the removal of staging furniture and decor items once the property is sold or the staging period ends.
- b. Ensure all rented items are returned to suppliers in a timely manner and in good condition.
- c. Clean and restore the property to its original condition, addressing any wear and tear from the staging process.

8. Documentation and Evaluation:

- a. Maintain detailed records of staging plans, expenses, and client feedback for future reference.
- b. Evaluate the effectiveness of the staging strategy in achieving the desired results, such as increased buyer interest and property sale price.
- c. Use insights from past staging projects to refine and improve staging practices for future projects.

9. Conclusion: Effective staging of vacant properties requires careful planning, attention to detail, and creativity to showcase the property's potential to potential buyers. By following this SOP, we aim to consistently deliver high-quality staging services that meet client expectations and contribute to successful property sales.