



# ACCREDITED STAGING PARTNER®

*Real Estate Course*

Learn How to Use Home Staging  
as a KEY Listing & Marketing Tool  
and Make More Money  
for Your Clients and You!

*from the World Leader in Home Staging Education*



**STAGEDHOMES**  
.COM  
THE WORLD STANDARD IN STAGING EDUCATION



STAGEDHOMES.COM

# PRESIDENT & CEO



## JENNIE NORRIS

**ASP® , ASPM® , BTS, CDE, ISC, LHS, PSCE, SSS, STRS, SMS, IAHSP®**

*Thank you for taking this journey of success with us. When I first was trained in 2002, I didn't know what to expect from a course, the industry or the future. I knew I needed a firm foundation in the real estate and home staging industry, and understood credentials give us clout with clients.*

*Earning my ASP® - Accredited Staging Professional® Designation gave me the confidence and resources to build a successful business that has supported my family, my goals, and future for over two decades. I promise that we are here for you as you go through your course and afterwards as a resource for your success. Your Staging business can be as big or small as YOU want it to be. We teach you how to build a solid foundation for growth, and if your goal is to have a 5 figure or 7 figure business, we can show you how to get there. The first step in any journey is to make a decision to get started.*

***Congratulations on making the commitment to your future!***



# WELCOME TO OUR ASP®-RE COURSE!

We are so pleased that you have made the positive business decision to become an Accredited Staging Partner® Real Estate Agent and join the thousands of other people serving the Real Estate industry. You will find that our course is filled with countless ideas for you to build your business, including materials, tools, and ideas so that you may serve your clients with the highest level of professional service possible.

The ASP®-RE Course is based on content developed by The Creator of Home Staging®. The ASP®-RE Course is continually being updated to reflect current trends and the industry. As we continue to evolve, the core principles and processes remain constant, however the content has evolved for the current day. At Stagedhomes.com® we honor all clients and we honor their homes and possessions. Through the ASP®-RE Course you will learn how to teach your clients the benefits of Staging their home, how to share tips and techniques that allow them to Stage® using your guidance, and also how to provide this service for your clients whether the property is occupied or vacant.

This course will teach you how to conduct your business, how to communicate effectively with your clients, and includes ideas about how to live a more productive life. This is because, for most of us, our business is a way of life. When you have passion for what you do, you are on the right track that leads to success for you as you give value to others through your passion, skills and talents.

When you read a book, the book involves not just the author, but the reader as well. It involves the attitude with which the book was written and the attitude and the openness of the reader. This too, is true of our ASP®-RE Course. We ask you to stay open, to bring a spirit and attitude of willingness to learn, knowing that just as life is a process and it takes time and effort to learn through the lessons of life, so too is the process and journey of operating a Staging business. It is the journey, not just the destination that makes the difference in the end.

We encourage you to join the International Association of Home Staging Professionals® (IAHSP®) and get involved in one of our local or remote IAHSP® Chapters. This will allow you to receive ongoing support from other members each month and all year long. Please accept our personal invitation to you to attend our IAHSP® Educational Conference. This event is truly the highlight of the year. And stay tapped into the many added educational opportunities you will have access to through Stagedhomes.com® and IAHSP®.

Our Passion at Stagedhomes.com® is: In every industry there is a group of people distinguished by a passion for excellence and an eagerness for new ideas. In the Staging Industry, we are those people.

Our Stagedhomes.com® Mission is: Stagedhomes.com® is the premier home staging accredited designation for professional Home Stagers and Realtors® in the real estate industry, providing on-trend continuous education, enabling students to apply their creativity, business acumen and ethics to positively run successful businesses. Stagedhomes.com® empowers our students to not only provide strong leadership in their communities, but embrace serving and honoring clients and community, with integrity and compassion.

We wish you a wonderful experience in our ASP®-RE Course and a successful journey in your career.

Jennie Norris, ASPM®, IAHSP-Premier®  
President & CEO, Stagedhomes.com®  
Chairwoman of IAHSP®



# THE JOURNEY

When you know that you can do it, you can do it.  
But how do you get to that point?

How do you know, without a doubt, that you can achieve what you set out to achieve? The only way to truly know is by doing it.

The first step of any journey is always taken on faith.  
The next step, though, is taken with more certainty and confidence knowing that the first step has succeeded.

So take that first step, small though it may be.  
Once you have started moving, you'll know you can keep going.

Once you know you can do it, success is a matter of taking the time and making the effort. Once you know you can do it, you'll have access to what you need to complete the journey.

The smallest, most seemingly insignificant success can in fact be quite significant. For it will start you on your way to the best you can imagine.

- Ralph Marston





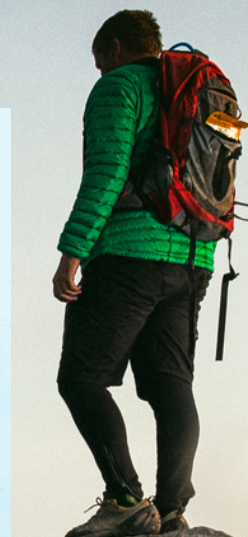
THINK ABOUT IT . . .

## OVERCOME

*How Will You Know  
How High You Can Climb  
if You Never Go  
to the Mountain?*

*Don't Let the Fear of Failure  
Stop You from Knowing  
Your Greatness*

Jennie Norris - IAHP® Chairwoman  
[www.IAHP.com](http://www.IAHP.com)





## The ASP® Course

***“Knowledge gives you strength, but implementation gives you the POWER!”***

**Staging works!** Houses that are Staged sell faster in a slow market and sell for more money in a hot market. The skills you learn in this course will provide you with a new level of knowledge and service. Staging will help you serve your future clients in a very dramatic and positive way that few other marketing tools can match. As an Accredited Staging Professional® your new ASP® credentials will set you apart and ahead of your competition.

### **Home Staging From the Beginning!**

#### **The History of Home Staging**

The Home Staging Industry officially began in 1972 when Barb Schwarz entered real estate and recognized the need for Sellers to better improve how their houses showed to prospective Buyers. She coined the phrase, “Stage®,” as it relates to real estate and the industry of Home Staging began. Barb’s career took off and she was hugely successful in her Seattle area market. In the early 1980’s, she was invited to share her message with other real estate professionals throughout North America and she embarked on a 15 year, 40-weeks a year speaking tour where she educated over 1 Million real estate professionals about the importance of Home Staging. In 1999, she started Stagedhomes.com® and introduced the first professional designation for the Staging Industry - Accredited Staging Professional® (ASP®). At the same time, she founded the International Association of Home Staging Professionals® (IAHSP®), the first professional industry trade association to provide standards for business practices and ethics in the Home Staging Industry. In 2016, she sold the corporation that houses both entities and the current owners and leadership team, headed by **Jennie Norris**, took the helm providing a fresh, updated approach to Staging, adding new courses, and increasing membership in IAHSP®.

We are all in the **real estate business**, and we incorporate a team approach.

- 1. Accredited Staging Partner - ASP® Real Estate Agents**
- 2. Accredited Staging Professional - ASP® Stagers**

Some of the many benefits of working together as an Agent and Stager team:

1. Referrals
2. Second opinion and backup
3. Mutual support
4. Help Sellers get top dollar and sell quicker
5. Greater service for the Seller
6. Make more money!



# Real Estate Wheel



# HOME STAGING MYTHS

01

## **Myth 1: Staging is Decorating**

FACT: Staging is NOT Decorating or Design! Decorating and Design is personalizing. Staging is de-personalizing and preparing a house for the un-known Buyer. That is why it's KEY that you hire someone with training specifically on how to prepare a house for sale.

02

## **Myth 2: This is a HOT market - I don't need to Stage®.**

FACT: In a hot market, Staged houses can sell for even more! Have you ever had a house sell for too much money? Sellers want every penny from the sale of their house especially when they are buying in the same market. Don't leave money on the table. Staged houses sell for more than the unstaged competition.

03

## **Myth 3: Staging costs too much.**

FACT: Staging is an INVESTMENT in getting a house sold and the investment in Staging is always less than a price reduction. An ASP® Stager has been trained to work with a Seller's budget and timeframe to properly Stage® a house. We like to ask our clients, "Can you afford NOT to Stage®?" In most markets, a Staging report detailing what needs to be done to Stage the house for sale is less than the appraisal or home inspection.

04

## **Myth 4: REALTORS® have to pay for the Staging.**

FACT: Many REALTORS® do include Staging as a key listing and marketing tool and offer to pay for some or all of this service as a way to get the listing. However, the Seller really is the one that needs to pay for larger size Staging projects and most are very willing to do this when they understand the benefits and value.

05

## **Myth 5: My seller cannot afford the Staging.**

FACT: Do not pre-judge your Seller's situation. When they are motivated and understand how Staging will help them net the most from the sale of their house, they will find a way to pay for the Staging investment.

06

## **Myth 6: The Stager will be mean to the client.**

FACT: The Staging industry is not regulated so there are those running businesses that do not understand how to handle a client professionally. You can trust that an ASP® Stager knows to honor the client and their possessions, and understands their role is to make the REALTOR® look good.

07

## **Myth 7: Sellers always call the REALTOR® first.**

FACT: When Staging has been in a market more than two years the public is aware of it and will contact the Stager before they make a decision on a REALTOR®. The Stager can then refer the seller to one of their preferred REALTORS® they work with as way to thank them for working together.

08

## **Myth 8: All I need is some flowers and music.**

FACT: Lights, Flowers and Music are great when showing a house, but that is not Staging. Staging requires an objective and professional assessment of a house's strengths and challenge areas and solutions to help Buyers fall in love with what they see. This requires more than just flowers and music to achieve - it requires an Action Plan! Your ASP® can help you and your clients with a Success Plan for getting your house STAGED and SOLD!

09

## **Myth 9: I can just watch one of those shows and do it myself.**

FACT: The shows on HGTV and similar channels give Sellers the idea that they need to do something to their house to prepare it for sale, but Sellers cannot truly be objective in a house they have been living - they need a 3rd party independent opinion to get it properly Staged. ASP® Stagers have the experience and ideas to help Sellers get their houses ready and we honor our client and work closely with REALTORS® to help get a house sold.





## What is Home Staging?

- Home Staging is using the client's timeframe and budget to prepare a house for sale so it sells in the fastest time and at the best price.
- Home Staging is a proven Marketing Tool

# THE ASP® FOUNDATION AND CODE OF ETHICS

Every program, course, plan or business that is built on strong principles will in the end be centered on the best quality and service for all of the clients it serves. This too is the goal of the foundation of our Accredited Staging Partner and Accredited Staging Professional Courses:

1. HONOR THE CLIENT AND THEIR POSSESSIONS
2. TELL THE TRUTH - Use Analogies
3. TIMING - GET IT RIGHT
4. WORK IN STEPS
5. SHARE MY INTEGRITY
6. DEVELOP AND MAINTAIN PROFESSIONAL POLICIES
7. USE THE ASP® STAGING GUIDELINE S (pg 1.36)
8. USE ASP® STAGING SAYINGS
9. STAGE THE ENTIRE PROPERTY - INSIDE AND OUTSIDE
10. COMMUNICATE WITH CARE AND SINCERITY
11. ACKNOWLEDGE AND USE MY CREATIVITY WITHIN
12. CHOOSE MY ISSUES WITH CARE
13. COMPROMISE
14. REALIZE I MAY NOT UNDERSTAND EVERYTHING I SEE
15. DO MY BEST AND RELEASE THE OUTCOME



YOU ARE ONLY AS **STRONG**  
**AS YOUR**  
**FOUNDATION**



# THE STAGING AND SELLING Cycle

ASP<sup>®</sup> RE

MORE LISTINGS.  
MORE SUCCESS.  
MORE REFERRALS.





## Phase 1: Pre-Listing / Marketing and Branding







## Phase 1: Pre-Listing: Your Marketing & Branding

- Your ASP-RE® Designation will be a DIFFERENTIATOR or EQUALIZER
- Staging is a Key MARKET DIFFERENTIATOR for YOU as a RE Agent.
- BENEFIT of Listing with You
- VALUE ADDED Service Other agents are not providing
- Protect Your Commission
- Homeowners are looking for Agents who do more
- Customize your Marketing Message
- Hot Market vs Slower Market
- Use Statistics to show the power of Staging



## Phase 2: Listing Process and Marketing the House





## Phase 2: Listing Process

- Importance of proper Communication
- Share Staging Benefits for the Seller
- Learn to Overcome Concerns
- No pre-judging

***WHY should they List with YOU? (write down your WHY)***

Share Key BENEFITS for the SELLER: (here are the top 3)

- 1) Increase Sales Price
- 2) Reduce Days on Market
- 3) Photos and Virtual Tours look better





## Phase 2: Listing Process

- When you cannot educate sellers to Stage®... then what good is it?
- Communication is the key to Staging success....and in life too!
- It is what you say, how you say it & when you say it
- Words and body language all matter!
- What you say to yourself matters first, then what you say to sellers
- Staging is a communication tool

# Words to Erase and Replace

1. <del>SPEND</del>	<b>INVEST</b>
2. <del>CAN'T</del>	<b>CAN</b>
3. <del>IF</del>	<b>WHEN/AS SOON AS</b>
4. <del>JOB</del>	<b>BUSINESS/PROJECT</b>
5. <del>OBJECTION</del>	<b>CONCERN</b>
6. <del>WORRY</del>	<b>CONCERN</b>
7. <del>REEL-A-TER</del>	<b>REALTOR® (REAL-TOR)</b>
8. <del>BUSY</del>	<b>PRODUCTIVE</b>
9. <del>TRY</del>	<b>DO</b>
10. <del>FREE</del>	<b>COMPLIMENTARY</b>



# ASP Staging Sayings

*Learn and use them because they work!*

1. LET ME TELL YOU HOW I WORK
2. THE WAY YOU LIVE IN YOUR HOME AND THE WAY WE MARKET AND SELL YOUR HOUSE ARE TWO DIFFERENT THINGS
3. LESS IS MORE
4. BUYERS ONLY KNOW WHAT THEY SEE, NOT THE WAY IT'S GOING TO BE
5. WITH YOUR PERMISSION
6. PLANTS ARE LIKE CHILDREN .... THEY GROW UP
7. YOU CAN'T SELL IT WHEN YOU CAN'T SEE IT
8. WHEN YOU CAN SMELL IT, YOU CAN'T SELL IT
9. CLUTTER EATS EQUITY
10. DETAIL YOUR HOUSE LIKE YOU DETAIL YOUR CAR
11. STAGING IS NOT CONDITION
12. MY PROFESSIONAL POLICY IS
13. AS SOON AS WE AGREE TO WORK TOGETHER AS A TEAM
14. ERASE THAT (REPLACE)
15. KEEPING THE INVENTORY IN PLACE IS LIKE STAGING INSURANCE
16. THE INVESTMENT IN STAGING YOUR HOME IS FAR LESS THAN A PRICE REDUCTION ON YOUR HOUSE (OR LISTING)

# Effective Communication and Overcoming Objections

- This is a HOT market - I don't need to Stage
- Staging Costs too Much
- Realtors have to pay for the Staging
- My Seller cannot afford the Staging
- The Stager will be mean to the client
- Sellers always call the Realtor first
- All I need is some flowers and music
- I can just watch one of those shows and do it myself



# The Economics of Home Staging

## ROSI Principle

ROSI = Return on Staging Investment

ROSI includes Staging the home and property - Inside and Outside

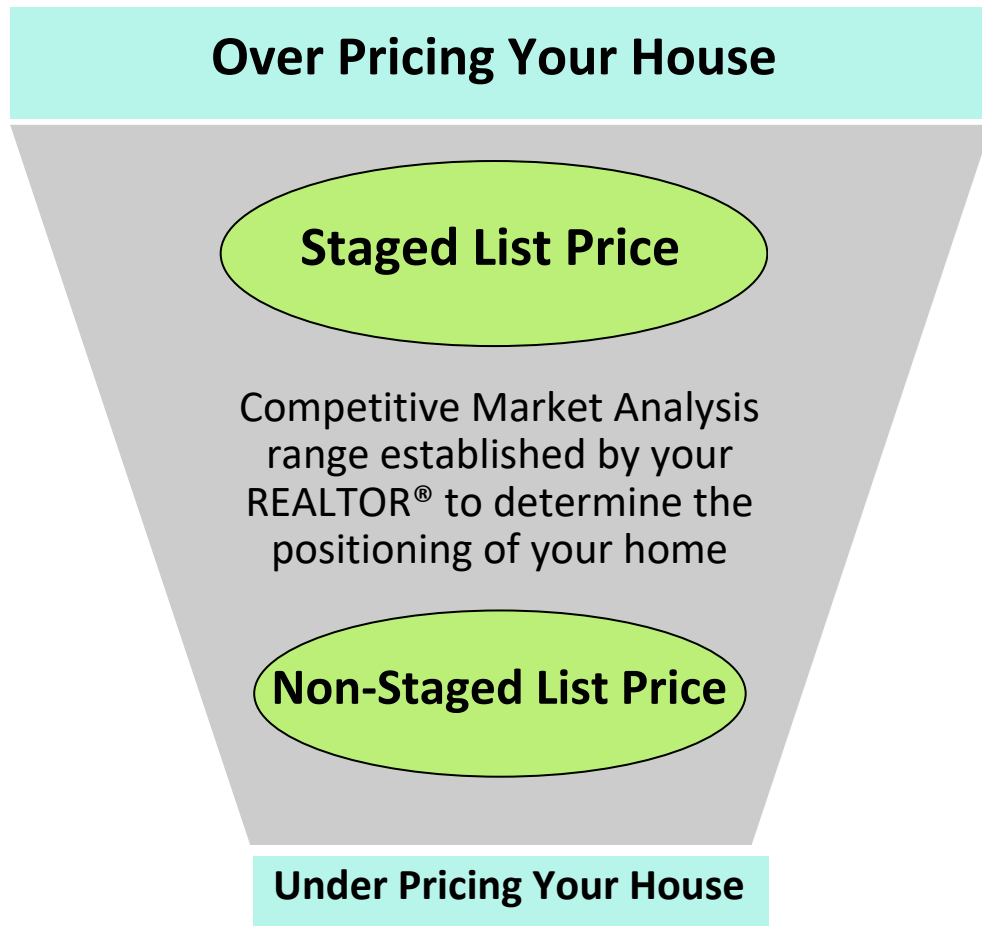
**FACT: Price Reductions Happen When the House is Not Staged and Not Selling!**

- On a \$250,000 home could be \$12,500 - \$25,000 drop\*
  - On a \$500,000 home could be \$25,000 - \$50,000 drop\*
  - On a \$1,000,000 home could be \$50,000 - \$100,000 drop\*
- \*5-10% according to the National Association of Realtors®

**FACT: In a hot market, Agents can LIST a house at a BETTER PRICE when it is Staged!**

- Staging is the ONLY service done in preparation of the house that brings MEASURABLE Value!
- 1-17% MORE!! – NAR® - Profile of Home Staging

# The Economics of Home Staging



**Two things sell a house.....  
One is Price, the Other is Staging.**



# The Economics of Home Staging

## DEDUCT STAGING AS AN ADVERTISING EXPENSE

According to CPA Rob Unger of Judelson, Giordano & Siegel, P.C., “Home sellers can benefit from Home Staging, as the fees for Staging services can be considered as advertising costs, according to the IRS guidelines. Since a home Stager prepares your house for potential homebuyers, the IRS considers the service as an advertising expense as long as the home Stager has been hired for the sole purpose of selling your home. The costs of Staging are subtracted from the proceeds of the sale of the home and decrease the total realized profit. In summary, the IRS’ position is that Staging costs are a legitimate selling expense for both primary and secondary homes and are therefore tax deductible.

However, it is important to note that if a house is Staged and then taken off the market, the Staging expenses are not tax deductible.”

\*\* Always check with your own CPA concerning all tax write offs, tax information and the above information as well.

### **IRS Publication 523**

**KEY: When you reduce a price or just list the house at a lower starting point, that is just a loss. There are no tax benefits for lower pricing or price reductions.**

# The Real Estate Market

***SOLD!***

***USED***

***EXPIRED***

**1/3**

**1/3**

**1/3**

**Staged  
and  
SOLD!**

**USED to Sell  
the 1/3 that  
are Staged!**

**Buyers look at this  
one and BUY the  
Staged one.**

**Never Sells**

**Poor Condition,  
Location,  
Over-priced.**

## Don't Be in the Used Category!

# HomeStagingStats.com



## Home Staging Effect on Buyer's View of Home

- Fifty-eight percent of buyers' agents cited that home staging had an effect on most buyers' view of the home most of the time, while 31 percent said that home staging has an effect on some buyers, but not always.
- Only nine percent of respondents said that home staging had no effect on the buyer's view of the home.

### Effect on Buyer's View of Home

Has an effect on some buyers, but not always

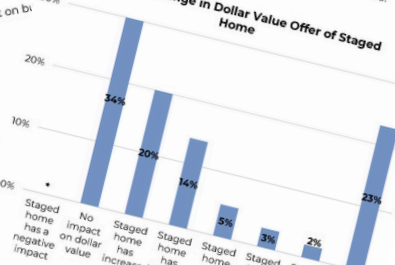
Has an effect on most buyers

Has no impact on buyer's view of home

## Percentage Change in Dollar Value When Home Was Staged

- Twenty percent of buyers' agents said that staging a home increased the dollar value offered between one and five percent, compared to other similar homes on the market that were not staged.
- Thirty-four percent of buyers' agents indicated that staging a home had no impact on the dollar value that was offered.

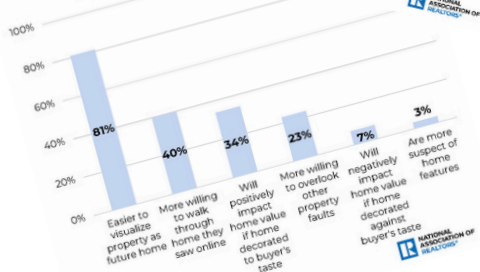
### Percent Change in Dollar Value Offer of Staged Home



## Impact of Buyer's View of a Staged Home

- Eighty-one percent of buyers' agents said that staging a home made it easier for a buyer to visualize the property as a future home.
- Buyers were more likely to make an offer on a staged home (40 percent) than on a home that was not staged (34 percent).

### Impact of Buyer's View of a Staged Home



2023 Profile of Home Staging

## PRICING Staging Consultations



## Hands-On Owner Occupied Staging PRICING



## PRICING Hands-On Owner Occupied Mixed-Media Staging



## 2022 HOME STAGING INDUSTRY STATS



## 2022 HOME STAGING INDUSTRY STATS





# Effective Communication and Overcoming Objections



**QUANTIFY** the expected benefit using the stats provided by NAR® and your ASP® Home Stager and use the Staging Calculator

# Effective Communication and Overcoming Objections

## ALWAYS!

A. Determine the MOTIVATION of the Sellers.

Qualify the Sellers. Where are they moving? Why do they want to move?

B. Educate Your Sellers!

EDUCATION = PROFESSIONAL CONTROL (Leadership)

C. Invest more TIME up front educating the Seller about Staging and the process will be so much easier throughout the entire listing, Staging and marketing of the property.

D. Handle objections (address concerns) BEFORE they come up by EDUCATING your Sellers about the BENEFITS of Staging.

## TOP BENEFITS:

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## ASP® Real Estate Agent: Educate The Client "LET ME TELL YOU HOW I WORK"

### The Steps of Quality Service as an ASP Real Estate Agent

#### Step I

*Meet the Sellers and establish rapport.*

- SEE THE HOUSE
- MEET THE SELLERS
- TAKE NOTES
- LOOK INSIDE AND OUTSIDE
- MAKE APPT FOR STEP TWO

- 
- MENTALLY BEGIN TO STAGE EACH ROOM
  - VERBALIZE COMPLIMENTS IN EVERY ROOM
  - MAKE A BIG DEAL OF OWNER'S COLLECTIONS
  - PLAY "THAT'S INCREDIBLE"
- PART 1
- USE THE WORD TEAM AS YOU TALK WITH THE SELLER

#### Step II

*Exclusive Detailed Report*

#### PART 1: MARKETING

A. Introduce: HOME STAGING

B. Use Examples to show:

LR, DR, FR, KIT, MBR, EXTERIOR, PICTURES OF NON-STAGED AREAS

C. Introduce ASP® Home STAGER

D. Get the Seller's COMMITMENT to allow you to Stage® their house with them as soon as you go to work together!

#### Part 2: PRICING

A. When you discuss price use the words, "STAGED LIST PRICE"

B. "AS SOON AS WE ARE READY TO GO TO WORK TOGETHER AS A TEAM"

C. "PROFESSIONAL POLICIES"



## ASP® Real Estate Agent: Educate The Client

# "LET ME TELL YOU HOW I WORK"

I wanted to take a minute to tell you a little about me and how I work so that you understand what I do as a Real Estate Agent and how I can help you get top dollar for your home in the shortest amount of time possible.

First of all, I work entirely different than any Real Estate Agent you've probably met. I work in steps because I know that is the way I can provide you with the best service possible.

The first thing I want to do is come and meet you and see your home. That way we'll get to know each other better and I'll be able to find out all about your home. I will take additional notes and, with your permission, will take photos of your home as well.

I will also be bringing along my credentials so you will know I am qualified to list and sell your house. After our appointment, I'll go back to my office and prepare an exclusive detailed report for you. When we get together again, I'll be going through that report with you. My detailed report is in two parts. The first part is about all the marketing I will do to sell your house (and I do have some real secrets to share!) and the second part will be pricing - how your house fits into today's market in price and terms. Some Agents will tell you only what you want to hear but you can count on me to be honest with you.

The final step is to fill out the paperwork to bring your house on the market. Then I have an extra special service I provide that not all Agents know about or understand. It is Home Staging where I will help share with you the steps to prepare your house for sale. You see, Staged homes sell faster and/or for more money and it usually doesn't cost much money. Mainly it just takes time and energy on your part to create a visually appealing experience for Buyers so they can mentally move their own things in. When you sell you're going to have to move and when you move you have to pack - so we are just going to pack up a few things early! I can show you simple things to do, and/or refer you to my ASP® Stager on my team who will show you all the ins and outs of Staging your house. It's fun, it's easy and it is the biggest secret of my success as an Agent. Once we get the Staging done, we'll be ready to get your house on the market and get it SOLD for top dollar!!



## Phase 3: Selling the House



# ASP® Real Estate Agent: Educate The Client "LET ME TELL YOU HOW I WORK"

## The Steps of Quality Service as an ASP Real Estate Agent

### Step I

*Meet the Sellers and establish rapport.*

- SEE THE HOUSE
- MEET THE SELLERS
- TAKE NOTES
- LOOK INSIDE AND OUTSIDE
- MAKE APPT FOR STEP TWO

- 
- MENTALLY BEGIN TO STAGE EACH ROOM
  - VERBALIZE COMPLIMENTS IN EVERY ROOM
  - MAKE A BIG DEAL OF OWNER'S COLLECTIONS
  - PLAY "THAT'S INCREDIBLE" PART 1
  - USE THE WORD TEAM AS YOU TALK WITH THE SELLER

### Step II

*Exclusive Detailed Report*

#### PART 1: MARKETING

- A. Introduce: HOME STAGING
- B. Use Examples to show:  
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PICTURES OF NON-STAGED AREAS
- C. Introduce ASP® Home STAGER
- D. Get the Seller's COMMITMENT to allow you to Stage® their house with them as soon as you go to work together!

#### Part 2: PRICING

- A. When you discuss price use the words, "STAGED LIST PRICE"
- B. "AS SOON AS WE ARE READY TO GO TO WORK TOGETHER AS A TEAM"
- C. "PROFESSIONAL POLICIES"

### Step III

*Listing the Property and preparing the house for sale*

- A. COMPLETE PAPERWORK
- B. USE ASP STAGING SAYING AND ANALOGIES: DETAIL YOUR HOUSE LIKE YOU DETAIL YOUR CAR
- PLAY THAT'S INCREDIBLE PART 2
  - 1. SET DEADLINE
    - a. SELLER    B. STAGER
- C. CHECK TO MAKE SURE ALL THE WORK GETS DONE
- D. Begin MARKETING only when the STAGING is complete
- E. SHOWING INSTRUCTIONS
- F. PLACE ASP STAGED HOUSE ON SITE TO GET MORE EXPOSURE AND LEADS



## MARKETING YOUR STAGED HOME

**KEY:** You can market the property more aggressively when it is Staged. "Staged List Price."

- *Staged homes look better in photos and online*
- *Staged homes look better in virtual tours*
- *Staged homes appraise better than non-Staged homes*
- *Staged homes appeal to Home Inspectors too*

## SHOWING A STAGED HOMES . . . Special Open House Event

- **KEY:** *Turn the fact that you are selling a Staged home into a way to get more visibility for your listing*
- **KEY:** *Present a "Theme" buffet*
- **KEY:** *You can share with other Realtors that they can bring their **most particular buyers** to a Staged home because it will be Show Ready - and you can be proud to present the home to them.*

# STEPS TO PREPARE A CONSULTATION

Use this as a guide to help you understand what steps to take with a client when they need to prepare for sale.

1. Tour the Property Room by Room
2. In each room, pick the Staging Point (purpose of the room)
3. How is the Condition of the Room/Property? ***Paint? Remove wall paper? Flooring? Fixtures? Furniture?***
4. Think about what items are not needed for Staging
5. What items can stay in the room?
6. What items from other rooms would you move around?
7. Is there furniture that need to be moved or removed?
8. Are there items that need to be brought in? (get Staging quote)
9. What is the best way to arrange the room?
10. Share recommendations with your Sellers

If your sellers need the addition of furniture, artwork and/or decor, get a pricing proposal from an ASP Stager. The time it takes for you to do this part with your Seller is not necessarily the best use of your time. Realtors get paid to LIST and SELL properties - and much more in commissions than a Stager does staging a property.

# THE 7 C's of STAGING

1

**CLEAN**

2

**CLUTTER FREE**

3

**COLOR**

4

**CREATIVITY**

5

**COMPROMISE**

6

**COMMUNICATION**

7

**COMMITMENT**





## Phase 4: Post-Sale Marketing



## TELLING YOUR SUCCESS STORY

# success stories

### KEY: Know Your Statistics

- *How much FASTER did it sell over the competition?*
- *How much per square foot did you get?*
- *How did that compare with the other homes sold in the same neighborhood?*

### KEY: Know Your Statistics

- *Quantify your success! And then get it out on social media, in a mailer, newsletter, or handout!*
- *Get a SELLER TESTIMONIAL you can share*



## How Much Can YOU Earn When You Stage® Your Listings?

**\$56,304 or more!!**



National Statistics\* show that in a hot market Staged homes sell for more than the marketed unstaged competition. In a slower market Staged homes stay on the market less time and therefore are less likely to experience a price reduction versus the un-staged competition.

***Sellers only have control over two factors – how their house looks and their price.***

NAR® shared a Staged house can sell for 1-17% MORE\*\* and the median priced home nationally is \$240,000\*\*\*, what does this mean for REALTORS®?

This equates to an average of \$2,400 – \$40,800...or an average of **\$21,600 MORE** that a seller would make over the un-staged marketed competition or reducing their price as a way to respond to the market or use as a marketing strategy.

**At 3% Commission (for sake of example): \$648.00 more for you**

**When You Sell 2-4 homes per month . . .**

**At 3% Commission: \$1,296 - \$2,592- more for you per month**

**At 3% Commission: \$15,552 - \$31,104 more for you per year!**

**And all you have done is added Home Staging as part of your listing and selling process** to your current volume of listings. When you are offering your Sellers a way for them to get the most for their house, a tool to present their home to buyers on the internet and in person that will outshine the competition, ***don't you think they will be willing to pay you your full commission?***

***You are bringing them more VALUE and they will keep a LOT more \$\$ when they work with you.***

**Other Benefits: Keep Your Reputation Intact! Be the Agent that SELLS not SITS!**

When your listings sell faster, you won't have to market them for as long – and that is a cost savings benefit to you as well. Less advertising, less marketing costs, less brokers opens, less time in Open Houses, fewer brochures printed, etc.

Is it safe to estimate it saves a minimum of \$700 per transaction?

**\$700 x 3 transactions = \$2100 per month x 12 = \$25,200 per year!**

**By Staging your listings for sale, you may keep or earn another:**

**\$56,304 or more!!**

**AND...what about the NEW Business you will get because you use this as a way to gain listings? How much more can you earn???**

**THOUSANDS \$\$ MORE!!**

***. . and the best part is your Sellers are benefiting greatly too!!***

\*Based on statistical study of Staged properties nationwide compiled by Stagedhomes.com.

\*\*Based on the National Association of Realtors Profile of Home Staging

\*\*\*Based on national statistics for median price home as reported by CNN Money

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## How Much Can YOU Earn When You Stage® Your Listings?

**\$90,000 or more!!**



National Statistics\* show that in a hot market Staged homes sell for more than the marketed unstaged competition. In a slower market Staged homes stay on the market less time and therefore are less likely to experience a price reduction versus the un-staged competition.

***Sellers only have control over two factors – how their house looks and their price.***

NAR® shared a Staged house can sell for 1-17% MORE\*\* when the price of the house is \$500,000, what does this mean for REALTORS®?

This equates to an average of \$5,000-\$85,000 an average of **\$45,000 MORE** that a seller would make over the un-staged marketed competition or reducing their price as a way to respond to the market or use as a marketing strategy.

**At 3% Commission (for sake of example): \$1,350.00 more for you**

**When You Sell 2-4 homes per month . . .**

**At 3% Commission: \$2,700-\$5,400- more for you per month**

**At 3% Commission: \$32,000-\$64,800 more for you per year!**

And all you have done is added Home Staging as part of your listing and selling process to your current volume of listings. When you are offering your Sellers a way for them to get the most for their house, a tool to present their home to buyers on the internet and in person that will outshine the competition, ***don't you think they will be willing to pay you your full commission?***

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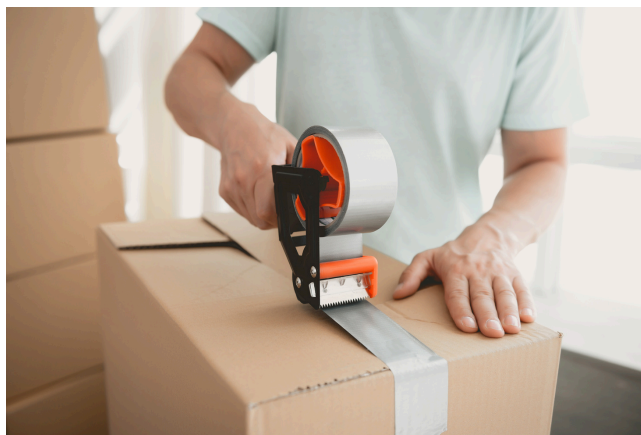


## **Main Staging Concepts**

- Less is More
- Use Odd numbered items
- 3 is the Magic Staging Number
- Use high-medium-low levels together for décor and/or landscaping
- Give all items “breathing space”
- Keep the “Titanic Principle” from happening in rooms
- Let the light in – teach your sellers how to “Stage®” their windows
- Use Nature as we Stage® - Bring in the outside
- Add green/greenery to each room
- Use your Creativity in every situation to solve anything
- Repurpose things and invent new uses for items
- Always use the 3 Cs of Staging – Clean, Clutter Free, Color
- Take out the clutter
- Keep walls and floors neutral
- For interest use color for accent pieces and accessories
- Moveable Color vs Permanent Color
- Paint all areas where needed
- Paint backs of inset wall niches, porticos, or built in bookcases
- Hang pictures at the average woman’s eye level (5’3”)
- If picture is hung too high, lower it or add an item underneath to make it a unit together
- Reduce too much furniture
- Rearrange remaining furniture and items to make the room feel bigger. Be mindful of natural pathways through rooms.
- Have a combination of hard and soft furniture – wood, metal, upholstered, cushions, etc.
- Use Steps to Stage® A Room
- Stage® with the “Smoke Theory” (act it out – if you can remember the hand motions you will remember the Steps to Stage® A Room)

## **Materials to Use**

1. Fabrics - linen napkins, tablecloths, throws, scarves, ribbon, string, and more
2. Nature - greenery, flowers, sticks, rocks, water, wood, seashells, sand, metal, all nature
3. Sports Equipment - golf, fishing, baseball, basketball, hockey, tennis, gymnastics, etc.



## Packing Guidelines for Staging

1. Make sure the homeowner knows that you WILL be moving large items from room to room and/or into a garage or other designated storage area.
2. Make sure you know from the homeowner where all excess furniture and boxes are to be stored...the designated storage area.
3. When packing: Mark boxes with a dark felt tip pen with the room it came from and the general contents.
4. Mark boxes on top and two sides.
5. Pack books and other heavy objects in small boxes.
6. Use newsprint packing paper and/or bubble wrap to protect fragile items.
7. Fill every box full...no half filled boxes.
8. Pay close attention to how boxes, discarded furniture and accessories are stacked and organized in the designated storage area so the owner knows where things are and it all takes up less space.
9. Make sure boxes placed in the designated storage area are consolidated by the room they came from...i.e. All LR boxes together in one place and all DR boxes together, etc.
10. Always use the Golden rule: ***“How would you want it packed if it was your house?”***

## Staging Guidelines

**“The Way You Live In Your Home and the Way We Sell Your House are Two Different Things!”**

When you get ready to place a home on the market for sale it becomes a product, and just like any product on the shelves at your local store it has features and benefits, plusses and minuses, and there are other products competing with it. To gain an edge in your marketplace, you must be priced right and look better than the competition. Sometimes it's difficult to think of a home as a mere product; but it helps to think that way in order to get top dollar for the house and sell it in a reasonable amount of time.

When you sell your house you are going to have to move. When you move you're going to have to pack. Most of the principles of Staging just mean that you're going to pack up some of your things early. It's a little bit of work, but you're going to have to do it anyway, so let's do it now so you can get top dollar for your home in your marketplace.

### **General Comments:**

In every ROOM stand in the doorway and look at the room through the eyes of a buyer. What do you see? Ask, “What can you live without while your house is on the market?”

Most CARPETS need to be cleaned. Have them professionally cleaned before coming on the market.

“Buyers only know what they SEE, not the way it's going TO BE!” Unless the home is a “fixer,” badly worn or very out-of-date carpets should be replaced before coming on the market. Offering a buyer a credit to pick their own new carpet or discounting the price is far less effective and will always end up costing the seller more money and slow the selling process. Pick a light colored short plush or Berber carpet. A FLECK DUAL or TRI COLOR or NEUTRAL SOLID is the safest color.

Check all LIGHTS. Are they working properly? Replace all burned out light bulbs. Look for dark hallways and corners and increase the wattage of bulbs in those areas.

Make sure there are LAMPS in dark corners that are turned on for all showings.

Repair and repaint CRACKS and HOLES on all walls and ceilings.

Repair or replace broken light switches and switch plates. Clean any dirty areas around them.

Keep all CURTAINS and BLINDS open during the day to let in light and views. The extra cost of additional heating or air conditioning is a necessary cost of selling. Ask about minimizing unattractive views.

Reduce the number of PILLOWS on couches to zero or two. Remove all BLANKETS. Use tasteful throws as an accent.

Pack up all VALUABLE ITEMS to protect them. If necessary, take them to a safe deposit box.

## Staging Guidelines

Take a hard look at those beloved HOUSE PLANTS. In most cases they need to be pruned and/or the number reduced to create more space. If they don't look healthy or are just barely clinging to life then give them away.

FIREPLACES need to be cleaned out. Glass doors should be cleaned. Mantels and hearths need to be cleared off except for a very few necessary items.

To create more space you may want to REMOVE a chair, loveseat or other pieces of furniture. (Remember the model house!)

Pack up all COLLECTIONS. (You're going to need to pack them up sooner or later anyway). They become a distraction for buyers from the desired focal point... your home.

Reduce the number of BOOKS on bookshelves. Pack up extra books early!

Remove any FAMILY PICTURES on shelves, pianos, and tables. Your family is not for sale and photos are distracting to buyers, not to mention unsafe to leave out photos of your house go on the internet and anyone can see them.

Reduce the number of WALL HUNG photos and paintings in every room to one large piece on a wall or a small group of three. Make sure they are hung at eye level.

Keep soft MUSIC playing during showings. Easy listening, light rock or light jazz are great.... not hard rock or funeral music.

Be sensitive to AROMAS, because buyers are! Excessive cooking or smoking odors, dog or cat odors, baby, laundry and mildew odors will turn off buyers. If there is a challenge in your home, use room deodorants or disinfectant sprays and keep windows cracked open even in very hot or cold weather for ventilation. There are great products in pet stores for pet odors, and many professional carpet cleaners have special ozone machines that can really help with difficult odors. You can't sell it when you can SMELL IT!

Wash all WINDOWS inside out and make sure they OPERATE freely. If the SEAL is broken on a double pane window replace it now.

REPAIR items that are broken. This will show that your home is well taken care of. In many cases buyers will ask for them to be repaired anyway, so do it now.

Don't be afraid to MOVE FURNITURE from room to room. That extra chair from the living room or dining room may just look great in the master bedroom.

In general, PACK UP THE LITTLE THINGS. Little things create clutter and they will need to be packed up anyway, so pack them up now.



## Staging Guidelines

### LIVING ROOM

If you go into model homes that are newly constructed you will see that they are usually SPARSELY DECORATED. In a resale home you need to create space for buyers to mentally move in to the room by reducing clutter and the overall number of items.

Family Room, Den, Bonus Room or Rec Room (Same as Living Room)

### DINING ROOM

CLEAR OFF the Dining Room TABLE except for a tasteful centerpiece.

Remove TABLECLOTH from table.

Remove EXTRA LEAVES from the table to make the room LOOK BIGGER.

REMOVE EXTRA DINING ROOM CHAIRS if they crowd the table or fill up the corners of the room. Four or six chairs are plenty. It will make the room look bigger and you can put the extra chairs in the garage or a storage unit.

See the Living Room section above concerning removing or reducing the number of items, valuable items, and collections. It all applies here too, especially in a buffet.

### KITCHEN

The main question in the kitchen is WHAT CAN YOU LIVE WITHOUT?

Clear off counters leaving only a very few items that you have to use on a daily basis.

Remove KITCHEN KNIVES from the counter. These are weapons.

EVERYTHING else should be kept OFF the COUNTERS to create space. Most homes have far too many appliances and other items out that should be stored out of sight. Leave a few large items on the counters like a bowl of fruit or a basket with bread in it.

REPAIR any tile or Formica countertops and edges that have been damaged or have come unglued.

CLEAN TILE GROUT with bleach if it is stained.

REMOVE all magnets, photos, children's drawings, etc. from the REFRIGERATOR FRONT AND SIDES.

If there are a couple of truly necessary items, put them on the side of the refrigerator.

## Staging Guidelines

### KITCHEN

**CLEAN the STOVETOP AND OVEN.** Replace old burner pans if they are badly stained.

Clean all exhaust fans, filters, and hoods.

**CLEAN the KITCHEN FLOOR** and keep it clean for showings.

Make sure kitchen faucet is working smoothly without drips and is clean.

Remember to **PACK** up the **COLLECTIONS** in the kitchen, too. Pack up their whatever will distract buyers and take up space.

Keep all soaps, towels, scouring pads and cleaning supplies out of sight **UNDERNEATH** the sink.

Some kitchens have too many **SCATTER RUGS** on the floor. Too many rugs make a room look smaller. If space allows, one large rug in middle of kitchen looks great.

**EMPTY GARBAGE** regularly to prevent kitchen odors. Stash garbage can for photos and showings.

**MOVE PET DISHES** so they don't interfere with buyers walking around the room. Hide evidence of pets for photos and showings.

### MASTER BEDROOM

Make the bed every day.

**INVEST** in **NEW BEDDING** if necessary.

**CLEAR OFF BEDSIDE TABLES** and **CHEST OF DRAWERS** except for a very few necessary items.

**STORE EXTRA BOOKS** and **MAGAZINES** in the bedside tables.

Keep closet doors **CLOSED**. If you have a walk-in closet keep the floor clean and free of laundry and clutter.

If you have a clock radio keep it playing soft music during showings.

Remove family photos on tables and chest of drawers.

### HALLWAYS

Remove plastic runners on carpet or hardwood floors.

## Staging Guidelines

### Inside of Home (continued)

#### ADDITIONAL BEDROOMS

See Master Bedroom guidelines.

In children's rooms TAKE DOWN all the POSTERS except for one favorite over the bed; repair nail holes and paint walls.

#### LAUNDRY ROOM

Put all SOAPS AND CLEANERS in a cupboard or reduce the number and organize neatly on one shelf.

Just like the kitchen, keep counters and sinks CLEAN AND EMPTY.

GET RID OF EXCESS HANGERS and hanging laundry. If you have a drying area replace all those miscellaneous hangers with one style of white plastic hangers.

Make sure LIGHT BULBS ARE WORKING and have adequate wattage. Many laundry rooms are too dark and need to be brighter.

#### BATHROOMS

CLEAR OFF COUNTERS. REDUCE toiletries down to a decorative few (3-6) and consolidate them on a tray or decorative basket. Put everything else in drawers or cabinets.

REPLACE that ugly dirty HAND SOAP with a NEAT bottle of LIQUID SOAP.

Coordinate all towels with ONE OR TWO COLORS. Fold in thirds and hang neatly every day.

New towels can be purchased very inexpensively if the ones you have don't match.

CLEAR EVERYTHING OUT of shower and tub during showings.

CLEAN OR REPLACE the SHOWER CURTAIN. Keep shower curtains drawn halfway at all times.

One common problem in a lot of bathrooms is cracking or peeling just above the top of the shower tile or tub enclosure where it meets the dry wall or ceiling. REPAIR using caulking and paint or install wood trim coated in POLYURETHANE.

GET RID of MOLD and stains throughout bathroom, especially in the shower and bathtub area.

Most TUBS AND SHOWERS need a fresh NEW bead of SILICONE CAULKING around the edges to make them look neat and clean.

Take all cloth toilet lid covers and water closet covers off. Keep TOILET LIDS DOWN every day.

SCATTER RUGS in front of sink and toilet and shower make the room look small.

USE ONE larger rug in the middle of the room or NONE AT ALL.

HIDE all CLEANING SUPPLIES and GARBAGE under sink or out of the line of sight.

#### CLOSETS

Make sure you can open the door freely and closet is orderly.

## Staging Guidelines

### Inside of Home (continued)

#### ADDITIONAL BEDROOMS

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#### CLOSETS

Make sure you can open the door freely and closet is orderly.



## Staging Guidelines

### Inside of Home (continued)

#### **BASEMENTS**

**BE AWARE OF SMELLS (AROMAS)** musty odors, and dampness. Do your best to alleviate problems by repairing and cleaning problem areas. Use room deodorants and disinfectant sprays to help with any odors.

If you use the basement for storage, condense the piles to **ONE CORNER** of one area of the basement.

**REPAIR** cracks in ceilings and walls.

Clear **DRAINS**.

#### **GARAGE CARPORT**

Carports have to be completely **CLEANED OUT**. Everything!

Garages should be **SWEPT OUT** and organized. If you have to use part or the entire garage for storage that's fine, just keep it neat.

Always keep **GARAGE DOORS DOWN** while your home is on the market.

If you're not using the garage for storage keep **ALL CARS** in the garage and **NOT IN THE DRIVEWAY**.

**MOVE BOATS AND RV's** to a storage facility or a neighbor's home several homes away until your home sells.

Where do they store all the stuff they took out?

1. Rent a storage unit
2. Have a garage sale
3. Give it to charity
4. Put it in the attic
5. Store it in the crawl space
6. Use a portion or corner of the basement
7. Use part or all of the garage
8. As a last resort, sacrifice a 3rd or 4th bedroom

#### **EXTERIOR OF HOUSE**

The first impression when a buyer drives up to a home is critical. Take your sellers **ACROSS THE STREET** from the property. Ask them to **THINK** like a **BUYER**. What do they see?

#### **TRIM AND HOUSE PAINT**

Take a hard look at the **FRONT DOOR AND TRIM**. Give special attention to this because this is where buyers will get their first opportunity to make a close inspection of your home. Does it need repainting or staining? Repainting doors and trim to help make the house look crisp and in good condition is one of the least expensive things you can do to dress up a home.

## Staging Guidelines

### Exterior of House (continued)

#### DECKS, PORCHES, PATIOS

**SWEEP** all decks, walks, porches and patios and keep them swept.

**REMOVE** any MOSS or MOLD from all decks, walks and patios.

Decks should be **PRESSURE WASHED & STAINED OR PAINTED** if they are in need of it.

**REDUCE CLUTTER** on decks, porches and patios so that they look bigger. Get rid of old flowerpots, barbeques, charcoal, planters, toys, construction materials and excess furniture.

If you have **OUTDOOR FURNITURE** create one simple “room setting” of clean furniture that will remind buyers of the usefulness of the space.

#### ROOF

Clean all **DEBRIS AND MOSS** from roof and gutters.

#### FENCES

Repair broken fences and paint if necessary.

#### RVs, BOATS, TRAILERS, NEIGHORS

**PLANTS ARE LIKE CHILDREN**— they grow up so fast! First they are **LITTLE** and cute, then they seem just right, and all of a sudden they’re so **BIG** we hardly know how to take care of them!

You can’t trim the kids, but you can trim your plants. If they need it, do it now.

**RAKE AND WEED FLOWER BEDS.** If possible spread new mulch such as beauty bark, pine needles, gravel, or lava rock to put a finishing touch on the landscaping.

**REMOVE** and, if needed, **REPLACE** all **DEAD PLANTS**.

Mow lawn and keep it mowed on a weekly basis during the growing season.

**TRIM BRANCHES** around **ROOFLINE** to prevent animals, insects & foliage from getting on roof.

#### FRONT YARD

**CURB APPEAL** is important. Has your landscaping overgrown the house?

Remember “You can’t sell it if you can’t see it!” Cut back all shrubs to window height that block light or view from windows. (If your sellers are afraid they won’t bloom next year remind them that they won’t be here, so don’t worry!)

Move all **CHILDREN'S TOYS** to the **BACK YARD** and keep orderly.

Clean and sweep paved driveways. Rake, weed or re-gravel gravel driveways.

#### BACK YARD

**REMOVE** any extra items from the yard, such as **TOOLS, PILES OF LUMBER, OR AUTO PARTS**.

All **CHILDREN'S TOYS** should go in one area of the back yard.

Staging Guidelines

**Additional Notes:**

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**Special Needs and People:**

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**Get the Seller's commitment on completing the "To Do" list!**

**Set a DEADLINE COMMITMENT and follow through by CHECKING IN WITH the Seller to see if the list is done!**

**Agents: Start your marketing only when your Sellers COMPLETELY FINISH THEIR LIST OF THINGS TO DO AND THE HOME IS COMPLETELY STAGED!**



**VACANT**  
*property*

**BEFORE &**  
*staged*



**Section 1: Page 46**





**REMODELED**

*The Power  
of Paint*

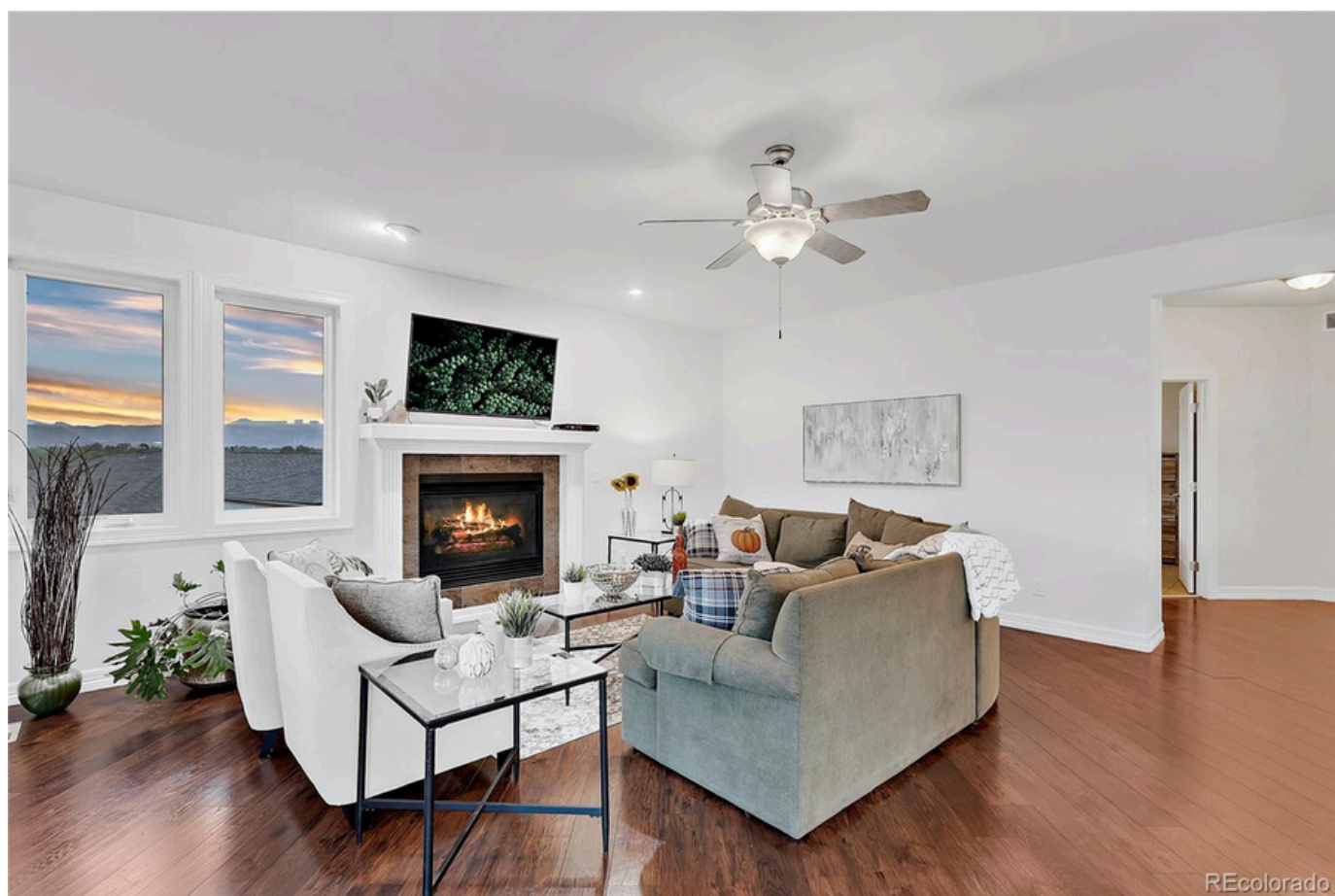
**BEFORE &  
*staged***





**MIXED MEDIA**  
*Mixing Stager's  
Items with  
Seller's*

**BEFORE &**  
*staged*



**Section 1: Page 48**



## High End - Contemporary



*Staging  
Company  
provides all  
Items*

**VACANT AFTER**  
*staging*

## Boho Style





## *High-End / Luxury*



*Staging  
Company  
provides all  
Items*

**VACANT AFTER**  
*staging*

## *High-End Remodel*





## *High-End Investor Flip*



*Staging  
Company  
provides all  
Items*

**VACANT AFTER**  
*staging*

## *Average Priced Home*





# HOMEWORK

# QUESTIONS

## Frequently Asked Questions...

**Q: Do you have any statistics on Staged Homes and how fast they sell?**

A: We sure do. Go to [www.HomeStagingStats.com](http://www.HomeStagingStats.com). There is a Statistical Report that shares all the pertinent info you need to know and has graphics you can share with others.

**Q: How do I renew my membership?**

A: We send out an email notification reminder prior to your expiration date. You can log onto the Staging University® and click on the ASP® Renewal button and renew online.

**Q: How do I join IAHP® and/or my Local Chapter?**

A: You have a year of membership with your initial course tuition. After that you do have to renew. You can go online to [www.IAHSP.com](http://www.IAHSP.com) and click on How to Join and get the form there. You can see our local chapters online on [www.iahsp.com](http://www.iahsp.com)

**Q: How do I give a presentation on Staging to a Real Estate Office?**

A: Start out by explaining the benefits of Staging. Then give some examples of things you may do to Stage® each room, inside and outside. Just give a few tips to help them out then tell them how you can help on bigger projects. You may want to give away a complimentary one room Staging or a Consultation. There is a presentation done for you already on the Staging U: ***What Every Real Estate Needs to Know About Home Staging®***

**Q: My photo is black. How do I fix this?**

A: Your photo is black because you accidentally hit the update button near the photo. Just hit browse and find your photo on your computer and re-upload it. You can change your photo as well, any time you like.

**Q: How do I create my ASP® Feature Page?**

A: Log onto the Staging University®, click on the ASP® Edit page from the menu, find the button that says create and edit my feature page. Then you fill in the blanks with information about yourself and your services. Look at some other feature pages to get an idea of how it works. You will also find instructions in your Stager Manual and there are tutorials online as well on the Staging U.

**Q: How do I add Staged properties?**

A: Log onto the Staging University® and click on the ASP® Edit page from the menu. Find the button that says Add and Edit my Staged Properties.

**Q: My website link doesn't work. How do I fix that?**

A: Log onto the Staging University® and click on the ASP® Edit page. Where you see the box that says Website, you enter your website address; be sure to look under the box as it reminds you that you need to put <http://> before the website address.

**Q: How come I don't come up in a city in the search directory?**

A: If you don't come up in a search this means that city or zip code is not in your search criteria. You may add cities and zip codes to your criteria in your ASP® Edit page. You need to put in ALL your zip codes/postal codes for the areas you serve. Our site is "search specific," so if you do not match the exact information the public puts in you will not show up.

## Guidelines for Newspaper and Magazine Interviews for ASPs

As our ASP® Designation grows in prominence and importance in every market, many of you will have the opportunity to be interviewed by publications and media in your markets. Here are some simple guidelines to keep in mind when interacting with reporters.

1. **You need to make sure the reporter uses your designation** – ASP®-RE, ASA®, ASP® or ASPM®. That designation is what sets you apart from others – and it is the key ingredient of why the reporter is calling you. We need to educate them as to what it means as many are not yet familiar with the definition and how it is the premier internationally recognized designation for Home Staging.
2. **Mention Stagedhomes.com®** – you received your Training and designation from this company, so make sure the reporter understands the relationship you have with Stagedhomes.com®. Your individual company may be the one featured, but it's great when in the body of the article or in the television feature, the public is made aware of Stagedhomes.com®.
3. **Include IAHSP®** – many of you will be found from the IAHSP® site, and it's good for the public to understand there is an International Association for our industry.
4. **Use the Staging Sayings** – It's OK to give a one-liner to the reporter, but make sure he/she knows you learned it from your training. If they want to interview someone from Stagedhomes or IAHSP® send them to Jennie Norris, President & CEO. Think big picture – and know that including us is a good thing, and something that gives huge credibility to us all. No matter how big or small the publication or newsroom is that is contacting you, we will take the time to talk with them.
5. **Give the history of Home Staging** – started in 1972 in Bellevue, Washington – The industry is over 50 years old. The service was born as a real estate service (not decorating or design) That is a key distinction that sets us all apart from design facets that state they also Stage®.

## Guidelines for Newspaper and Magazine Interviews for ASPs (cont)

**6. Make sure the reporters know about our sites** – in addition to your own personal site – tell them about Stagedhomes.com®, IAHP.com and the Staged Properties for Sale search feature. This gives huge credibility to what we are doing as ASP®s as it reveals a very BIG picture to a reporter who may have thought what you are doing is a regional thing.

**7. Talk about our ASP® Courses** – you were trained as an ASP®, and what often happens from articles and television exposure is that people want to do what you do – and be a “Stager.” It’s best when they have the right information on where to be trained. Otherwise you could end up with people without the same benchmark of excellence that you have as an ASP®, and that hurts the market. Remember, we cannot prevent competition from entering any market, but we CAN educate and ensure they have the same training so the industry as a whole is quality through and through.

**8. Share the opportunity with others!** Be willing to include other ASP®s in the exposure when appropriate – this again helps the whole market. If you have a media outlet wanting to do a feature, such as filming the transformation of an occupied house in a matter of hours, bring in colleagues as this is very hard to pull off by yourself.

Your IAHP® Chapters are a key resource for fellow Stagers – and when you are asked to transform a house for a segment on TV, do you really want to do it alone or could you use the help of some of your fellow friends and Stagers? It’s so much more rewarding and fun! Know that the exposure is about branding Home Staging more than giving the spotlight to one person. Most of the viewing public will not even remember your name – but they WILL remember Home Staging, and hopefully our Designation as well.

**9. Take time to do it right.** If you are part of a group, make sure to take a breath and take the time needed to get the key players in place so that your exposure does get the biggest impact. Some reporters can pressure you for a time-frame, so it’s up to you to be responsive, but also responsible. Make sure that whatever exposure is out there, you make it best represent not only you, but your fellow ASP®s as well.

**10. Use the Statistics that are on our Site.** Use the stats from the [www.HomeStagingStats.com](http://www.HomeStagingStats.com) site – they are current and an accurate reflection of what is happening in the market as a result of Staging. Make sure to send in your stats, too, when we do a survey. That helps strengthen our numbers.



## Guidelines for Newspaper and Magazine Interviews for ASPs (cont)

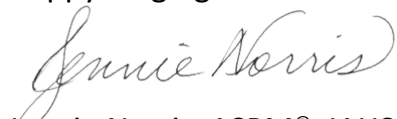
**11. Send in your Feature to Stagedhomes.com®.** Last but not least, do send ALL articles and television segments to Stagedhomes.com to be posted online! We feature our ASP®s and this gives all of us credibility in all markets!

Any exposure that one of us gets reflects on us all – even if we were not included in the article or television report. Home Staging is in the news, and on occasion we may have the privilege of being the person that gets featured. Also, know that you can be misquoted, key phrases get left out, as the reporter edits the content to what he or she thinks is important. That is why it's crucial that you educate your reporter on our designation and our industry so they can best select what to include. Do not be upset if your words are misquoted, or if the reporter chooses to leave out some key bit of information.

Know that in all interviews, exposure is great – and we are making headway in every media realm from top notch national magazines to hometown papers – education is the key and it begins with us.

If you are not selected for an article in your area, do not be upset or feel jealous of a fellow ASP®. That is going into the fear-box – and there is no creativity in the fear box. Instead, be happy for your colleague, and be even happier that your region had some good exposure. Remember, it's about the industry and the designation – as 5 minutes after a segment airs or the day after an article comes out, the audience is hard-pressed to remember exactly who was featured, but they will remember the importance of the topic – get your House ASP® Staged for Sale!

Happy Staging!!



Jennie Norris, ASPM®, IAHSPPremier®  
President & CEO, Stagedhomes.com  
Chairwoman, IAHSPP®

## STAGEDHOMES.COM® Trademark Usage Guidelines

These trademark usage guidelines govern the use and reproduction of all Stagedhomes.com® trademarks. All trademarks and logos under which Stagedhomes.com markets and promotes its products and services are the exclusive property of Stagedhomes.com®. ASP®s and others with permission may use Stagedhomes.com®'s trademarks and logos strictly in accordance with these guidelines. Use of Stagedhomes.com®'s trademarks and logos other than in accordance with these guidelines is strictly prohibited and may violate Stagedhomes.com®'s rights and will result in a revocation of your license to use the marks.

### IMPORTANCE OF THE TRADEMARKS

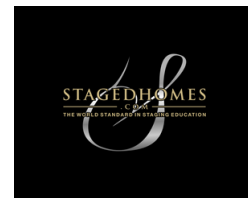
These trademarks are among Stagedhomes.com®'s most valuable assets and to ensure their strength and longevity, they must be used properly. In addition to identifying Stagedhomes.com®'s services and distinguishing them from other providers of similar services, the trademarks serve as a promise to consumers of the quality and superiority of our services and strengthen the protection and promotion of our services. If there is any doubt as to whether your particular usage of a Stagedhomes.com trademark is proper, please contact us for clarification prior to any use.

### BUSINESS NAMES

When naming your Staging Business, please honor the trademarks. You cannot name your company anything with "Stagedhomes®" or Stagedhomes.com®" in the name or domain name as that is a violation of the Federally Registered Trademarks owned by Stagedhomes.com®.

### STAGEDHOMES.COM WORDMARKS AND LOGOS

ASP®  
ASP-RE®  
ASPM®  
ASP MASTER®  
ASA®  
STAGE®  
IAHSP®  
STAGED HOMES®  
STAGEDHOMES.COM®  
STAGING UNIVERSITY®  
THE CREATOR OF HOME STAGING®  
ACCREDITED STAGING PROFESSIONAL®  
ACCREDITED STAGING PARTNER®  
ACCREDITED STAGING PROFESSIONAL MASTER®  
ACCREDITED STAGING ASSISTANT®  
INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS®  
STAGING SHOPPING CENTER®  
THE WORLD STANDARD IN STAGING EDUCATION®  
WORLD WIDE STAGING SERVICE WEEK®  
WWSSW®



## PROPER USE OF THE STAGEDHOMES.COM® TRADEMARKS AND LOGOS

1. Use the trademarks as adjectives to modify the generic name/noun, never as a noun or verb.

For example:

Correct: “We will send an ASP® Stager out to your house...”

Incorrect: “We will ASP® your house...”

2. Do not use the trademarks in the plural or possessive form and never hyphenate or abbreviate.

Correct: “The superior Staging professionals belonging to the IAHP®...”

Incorrect: “IAHP’s® superior Staging professionals...”

3. Always set the trademark apart from the rest of the text by using bold, underlining, “Quotes”, ALLCAPS or a different font.

4. Always use appropriate trademark marking for all Federally Registered Trademarks as shown above.

The ® symbol should be used with the WORLD WIDE STAGING SERVICE WEEK® and WWSSW® trademarks.

5. Never use Stagedhomes.com® trademark as part of your company name, product or service name, or as part of your domain name.

6. Do not incorporate a Stagedhomes.com® trademark or logo into your company’s logo or design.

7. Do not use trademarks that do not appear on the list of Stagedhomes.com®’s trademarks above. Even a seemingly small change can create a new or different trademark. Do not shorten, abbreviate, alter the spelling of, or create acronyms out of the Stagedhomes.com® trademarks other than those already listed above (ASP®, IAHP®, etc.).

8. Use the following footnote to designate ownership of any Stagedhomes.com® trademark your company uses: [Mark] is a [registered] trademark of Stagedhomes.com® in the United States and other countries.

### MISUSE BY OTHERS

If you learn of any uses of Stagedhomes.com®’s trademarks that appear to violate these guidelines or you learn of uses of other trademarks that are confusingly similar to Stagedhomes.com®’s marks, please notify us immediately.



## **The Stage® Trademark and History:**

Stagedhomes federally registered the Stage® trademark in 1990 in the US and in 2004 in Canada. We developed the Accredited Staging Professional® (ASP®) Course and the ASP® designation for Stagers and real estate agents. Accredited Staging Professionals® have the training and the skills to effectively Stage® homes for their clients and give them the Staged Home advantage.

The StagedHomes.com® website was developed to provide information and support for Sellers on the benefits of Staging. It has many valuable ideas, suggestions, and before and after photos to help Sellers understand what needs to be done to effectively Stage® their homes.

The Staging University® portion of the website was developed to provide information and support for all active Accredited Staging Professionals®. In addition to the many ideas and instructions to help educate ASP®s, the site has an extensive download center with professionally designed materials that our students can access, download, print and use with clients.

IAHSP®, The International Association of Home Staging Professionals® was founded in 1999 to further the professionalism of our professional home stagers and real estate professionals utilizing Staging as key part of their business. It is a trade association intent on setting standards for home staging industry members, provides a code of ethics and resources. It remains the only professional Staging association with educational requirements for membership.

Since the root word, "Stage®" is trademarked, no one will ever be able to trademark the words "staging," "stager," or "staged." Anyone can use the word, "Stage®" in their business, and they must assign the proper trademark information to any marketing pieces, websites, or other media where they use the word.



## Congratulations on Becoming an ASP®!

*Your ASP® designation is highly respected in the Staging and Real Estate communities and the staff at Stagedhomes.com® is committed to helping you grow your business by offering a variety of ongoing support options for you.*

### THE STAGING UNIVERSITY®

First, **The Staging University®** is a valuable resource full of the latest Staging ideas, forms, tools, vendors and techniques. You will want to refer to this website on a regular basis as it is constantly hanging and being updated with new ideas and information designed to help ASP®-RE, ASA®, ASP® & ASPM® Stagers grow their businesses. Make sure to get your Profile and Feature Page information on the site as soon as possible so prospective clients can locate you. Stagedhomes.com® has worked very hard to provide an excellent website that is both informative and interactive. You have the unique ability to control the content for your Profile and Feature Page, and can upload information on your Staged properties making this a powerful marketing tool for your business.



### IAHSP® ... The International Association of Home Staging Professionals®

Second, **IAHSP®** - the International Association of Home Staging Professionals® is an organization founded to support and grow the business of Staging throughout the world.

The support found in the IAHSP® family is unique and is why so many of our Stagers thrive in business because we place **camaraderie over competition**. Look for and join a local chapter in your area on the IAHSP® website at [www.iahsp.com](http://www.iahsp.com), or consider joining one of our virtual remote chapters. As a graduate of this course, you automatically become an IAHSP® member and will be seen on the [www.iahsp.com](http://www.iahsp.com) website once you complete your profile on the [iahsp.com](http://iahsp.com) site.



### REGIONAL IAHSP® CHAPTERS

Third, you have the opportunity to join a **Regional IAHSP® Chapter** in many areas. There are chapters in existence or in formation throughout the United States and Canada. For a current listing of the chapters and cities they serve, please log on to [www.iahsp.com](http://www.iahsp.com) or email our Director of Chapters for IAHSP® at [info@iahsp.com](mailto:info@iahsp.com). If you live in an area that is not currently served by a Chapter, and would like to serve as a Founder for an IAHSP® Chapter, please let us know. We will assist you in getting a chapter successfully growing in your area. We also have remote IAHSP® Chapters that will welcome you no matter where you live. We also have **remote chapters** that members can tap into when there is not a live chapter meeting in their area.

### THE IAHSP® FOUNDATION

Fourth, The IAHSP® Foundation, Inc. is a fully qualified 501(c3) charitable foundation that you can support in your local community and provide community service through Staging for those in need. Visit the foundation website at [www.iahspfoundation.com](http://www.iahspfoundation.com). Our World Wide Staging Service Week® (WWSSW®) is known for making a huge difference in the lives of the many organizations we serve yearly such as children's homes, women's shelters, and other charitable groups each year during WWSSW®.

***Once again, welcome to the Stagedhomes.com® family!***

## What's In a Name?

**Why do we have an “Accreditation” and not a “Certification?”** Some of our students may be concerned that a certification is somehow seen as better or more “official” than just an Accreditation. It is a good question and one you want to be able to answer and address up front because when you fully understand the information, you will have an epiphany of sorts and appreciate even more fully the foresight Barb had for us and StagedHomes.com®.

In our branding of our ASP® designation, it's important for us as ASP®s and StagedHomes.com® as the training entity to ensure we know and understand WHY we are called what we are called. A lot of research went into the right phrasing and wording for our training. This training will help you better understand how you are already AHEAD of the game as an ASP®.

When you look at the definitions of the words “Accredited Staging Partner®” and “Accredited Staging Professional®” Designations and what they really mean, you see that StagedHomes.com® is right on track with how we define our training. Designation refers to a name — a noun that describes a person. We have used it in Staging to distinguish ourselves from those that are not trained as an ASP®.

### Designation

Identifying word or words by which someone or something is called and classified  
or distinguished from others  
designation—the act of designating or identifying something

### Certification

Refers to Training...we are trained as an ASP® by StagedHomes.com®  
a. The act of certifying.  
b. The state of being certified.  
c. A certified statement.

### Accreditation

The act of accrediting or the state of being accredited, especially the granting of approval to an institution of learning by an official review board after the school has met specific requirements.”  
Noun: the act of granting credit or recognition (especially with respect to educational institution that maintains suitable standards). An ASP® Graduate is accredited by Stagedhomes.com®.

The key is that as an ASP® Stager, when we talk with a REALTOR® about our training and education, there is a parallel because REALTOR® is a designation owned by NAR® - The National Association of Realtors. RELATORS® have to join NAR® at the national, state, and local level and have higher education standards and code of ethics they adhere to versus a real estate agent. An ASP® and IAHSPP® member has the same requirements.

ASP® Stagers are different than a person that just sets up shop as a Stager after watching a bunch of HGTV. With professional standards, guidelines and a education as our foundation, we have the highest form of training in the industry. Stagedhomes.com® is the only training organization that Accredits the STUDENT.

***You are all 3: DESIGNATED, CERTIFIED, and ACCREDITED!***

## What's In a Name?

That last part is important—an “educational institution” - Stagedhomes.com® is an educational institution for the Home Staging Industry - and as such we grant the Accreditation of the ASP® Designation, and are the **only ones offering an Accreditation to the student** - in this field. We are the only ones with the Staging University® and the ASP® Designation is a certification by Stagedhomes.com®, a Home Staging school where we educate, lead, and teach our ASP® Course.

**Students earn their ASP® Designation and they are Certified as ASP® Stagers and Real Estate Agents with the certification from Stagedhomes.com® and are Accredited in Home Staging.**

We are the leaders, and that is why no one else states they are offering an Accreditation. Once ASP®s fully grasp this important distinction, they will then know the power and importance we have as ASP®s. We are the industry leaders and we have the ONLY Accreditation recognized in the industry.

**We are certified with the Accredited Staging Partner or Accredited Staging Professional® Designations.**

## What does this mean?

**Certification vs. Accreditation** – look at the definitions of each word, Accreditation is actually higher in importance—in academia and in professional circles—than a Certification. A certification refers to an act of training—which we are as ASP®s. But it does not stop there for us—as we are Accredited by a specific institution (SHC) after meeting specific requirements. It takes a certification a notch higher—so others can be "certified" as a Stager, but only we are Accredited—so it is more prestigious. The Designation—at the end of our title gives us even more credibility—it sets us apart from the other shadow certifications, as it distinguishes us even more from other groups that may offer training.

**Think about what is going on in the world of media with the ASP® Designation.** It shows we are leading the way for other sister professions. Expect that other similar groups will do the same - and this is good for us all. If our quality training and designation means that we are forcing others to be more professional in order to stay in business, that's good.

The fact that we are not just certified, we are Accredited - puts us in a league of our own - and this is a positive marketing aspect you can use in your own business to continue to set you apart from your competition.

***Now you know WHAT'S IN OUR ASP® DESIGNATION! Share the news!***





**ACCREDITED  
STAGING  
PARTNER®**

*Real Estate Agent Course*

## **SECTION 2**

**International Association  
of Home Staging  
Professionals®  
(IAHSP®)**



**STAGEDHOMES**  
.COM  
THE WORLD STANDARD IN STAGING EDUCATION





# Benefits of IAHSPP® Membership

## FEATURED BIO on IAHSPP.com

This is your personal advertisement, telling viewers who you are, what you do and why you're the best! It will bring customers from our website(s) to your website as well as allowing you a separate, promotion on our site to use. The content is totally yours to develop. It could include.

- your picture
- company logo
- biographical information
- credentials
- Social media links

## BUSINESS CENTER:

STAGER BUSINESS CENTER - Documents to help you succeed and thrive

ADVANCED STAGER BUSINESS CENTER AND WORKSHOP:

When you hit 6+ figures you are eligible to access the ADVANCED STAGER BUSINESS CENTER online. It is password protected, so let us know when you qualify. We also have an Advanced Stager Training workshop that is a collaboration among 6 industry Leaders and is offered after our Annual Conference. You must be 6+ figures or above to attend. Set a goal to get there!

## REGIONAL CHAPTERS

This brings the Stager and Real Estate Agent in your area together for positive networking and association. Money collected from local dues is used to promote the use IAHSPP® Members. We are all screened as business owners to ensure that we adhere to a high standard of ethics and performance.

- networking
- training on various issues or services
- sharing information that is working locally
- asking questions about challenges and get great solutions
- being featured on the Chapter local website page
- participating in World Wide Staging Service Week® (WWSSW®) through the IAHSPP Foundation®

## IAHSPP® EDUCATIONAL CONFERENCE

This educational event brings together IAHSPP® Members from all over the world for high level education on timely topics of interest from business practices, marketing, and industry trends. An experience that will catapult your business forward!

- ongoing quality education and business training
- introduction of newest Home Staging products, services and tools
- networking with fellow industry colleagues
- inspiration and motivation
- vendor Expo—businesses with products and services that support the Staging industry
- recognition and Awards for top industry achievers

## Benefits of IAHSPP® Membership

### MENTOR PROGRAM

Many regional chapters are developing active Mentor Programs to help new Stagers get started quickly. See our 3-2-1 Blast Mentoring information on the Page 7. 3.

### HYVE-PRO EDUCATIONL PLATFORM

We offer Course Creators the ability to upload their Audio, On Damand, or Live Courses to the Hyve and earn money from them. We Partner in Marketing your Course and take a nominal fee for this service that gives you much more exposure than you could obtain on your own.

### EDUCATIONAL COURSES TO ADVANCE YOUR SUCCESS

You can register for any number of Audio, On-Demand or Live Courses on a variety of topics intended to help increase your success.

### GROUPS

On our IAHSPP.com site for members, we offer GROUPS where you can engage with other members who are part of courses you have taken, chapters you belong to, services you offer, and much more.

### MARKETING

There are HUGE tangible benefits!

- media looks at IAHSPP® as an independent source for Home Staging.
- an IAHSPP® membership differentiates you from those who are not a member.
- designations & association memberships are held in high esteem because it says you are committed to your work.
- you are viewed as being trained, involved and an 'expert' in the Home Staging field.
- associations are respected because of their objectivity; they are about professionalism. they are not committed or obligated to a commercial entity.
- potential clients will have confidence that members found the IAHSPP site are trained professionals who follow an established set of guidelines and ethics.
- IAHSPP® membership will give you more confidence and credibility. It sounds impressive when you say, "I am an Accredited Staging Professional® and a member of the International Association of Home Staging Professionals®."

**The annual investment of belonging to IAHSPP® is low!**

**One Consultation can easily pay for the investment**

## IAHSP® Mentoring Program

### Be a Mentor - Find a Mentor

We are continually seeking out active IAHSP® members, who would like the opportunity to be a mentor to a fellow Home Stager.

#### **The Mentor will:**

- \*3-Take the less experienced member on 3 Staging related projects to assist
- \*2-Prepare 2 bids together (yours and/or theirs)
- \*1-Attend 1 meeting with a prospective client to present a bid or shared services (yours or theirs).

#### **Also:**

- \*Retain IAHSP® membership, stay current, and be active in their local IAHSP® Chapter
- \*Be commitment to the mentoring process
- \*Prepare to become a role model and all that it implies
- \*Encourage and motivate the member they are mentoring
- \*Agree to share knowledge and skills

#### **The member who is being mentored will:**

- \*Assist in the Staging jobs as a learning experience and not expect payment
- \*Be available to meet and work with the Mentor
- \*Join and attend their local IAHSP® Chapter

#### **Also:**

- \* Expect their Staging skills to increase and be sharpened
- \*Be able to contact the Mentor for questions and direct assistance
- \*Develop and nurture relationships with their mentor and Chapter members
- \*Study the tools StagedHomes.com® has provided and implement them daily to receive the maximum benefit of their mentoring experience.

#### **Participants on both sides may:**

- \*Notice increased respect and recognition
- \*Receive recognition on the IAHSP® websites
- \*Contribute to the growth and strength of their regional IAHSP® Chapter
- \*Experience professional and personal growth and renewal

We strongly encourage each qualified member in your chapter to be a mentor so that when a newer chapter member requests to be mentored, they won't have to wait or be turned down. By serving you will lead and by leading you will grow.



**ACCREDITED  
STAGING  
PARTNER®**

*Real Estate Agent Course*

## **SECTION 3**

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# **How to Work with Pro-Home Stagers**



**STAGEDHOMES**  
.COM  
THE WORLD STANDARD IN STAGING EDUCATION





# Real Estate Agent's GUIDE to the HOME *Staging* industry

PROTECT YOUR COMMISSION  
UNDERSTAND THE PROCESS  
WHO TO HIRE AND WHY  
EXPECTED PRICING  
STATISTICS  
and more

**DOWNLOAD YOUR 18 PAGE GUIDE NOW!**

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your DIGITAL COPY



An Industry Publication by:  
The International Association of  
Home Staging Professionals®  
[WWW.IAHSP.COM](http://WWW.IAHSP.COM)





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