

Staged to \$ell

#1 Real Estate Staging

- Definition & Objectives
- Redesign vs. Staging
- Sellers Attachment & Anxiety Issues
- Basic Staging Guidelines
- Identifying the Zones of Influence
- Staging Checklist: Exterior & Interior
- Staging Statistics
- Pre Staging: Understand the Process
- Five Steps to Staging
- Post Staging
- Safety
- Realtor Relations/Agent Profiles/Protocol

#2 Working With Clients/Forms

- Pre-Qualifying Clients
- What to Wear & When
- Client Speak: Words That Work
- Business Forms
- Consultations & Property Previews
- Assessing Clients Needs
- Redesign & Staging Scripts
- Room Reveals & Client Reactions

#3 Inventory, Props & Tools

- Top Props
- Handling Requests for Vacants
- Furniture & Accessory Rental
- Per Room Rental Estimates
- Itemized Inventory List & Pricing
- Tool Box Contents & Project Supply List
- Forms & Inventory Lease Agreement; Bid Worksheet & Proposal
- Vendor Discounts

#4 Business Start Up

- Goal Setting & Break Even Analysis
- Business Plan Format
- Start Up Budget Form
- Income Potential Calculator
- Name Selection & Tag Lines
- Logo & Business Colors
- Domain Names
- Legal Structure & Registration Procedures
- Licenses and Insurance
- Resources for Starting a Business
- Forming An Advisory Committee
- Setting Up An Office / Home Office Shopping List
- Bookkeeping & Questions to Ask an Accountant
- Business Set Up Checklist
- Hiring Assistants & Assistant Responsibility Checklist

#4 (Cont) Pricing, Services, Bids, Contract, Product Inventory

- Revenue Generating Services
- Services Pricing Checklist
- Pricing & Fees: Choosing the Best Way to Charge
- Commissions & Referral Fees
- Bid Proposals
- Contracts & Agreements (Forms/Examples)
- Guarantees
- Time per Room Calculator
- Recommended Resources Form
- Invoicing & Sample Invoice Form

#5 Marketing & Promotion

- Branding, Follow-Up & Advertising
- Marketing Budget Tips & Planning Chart
- Brochures & Business Cards
- Database & Direct Mail
- Networking & Joining Organizations
- Websites, Press Releases & Portfolios
- Professional Portfolios & Photography
- 30 Second Introductions
- ‘Leave Behind’ Gifts
- Sample Ads, Flyers & Promotional Materials
- Presentations & Donating Services