



Forms Index List

Week-Day	Form Name	Form Usage
Week 1		
1-1	Week One of the HSR Training Manual	Training Manual Tab One
1-1	HSR Planning Checklist	Training Manual Tab Four
1-1	HSR Site Map	Quick Reference
1-1	21-Day HSR Training Calendar	Training Tool
1-1	Example HSR Training Calendar for Student	Training Tool
1-1	Blank Calendar to Print and Set Goals	Training Tool
1-1	Getting Started Guide	Inside Training Manual
1-1	Staging Inventory Sheet	Training Tool
1-1	Recommended Vendor List	Client Tool
1-2	Successful Consultations Guide-In Week One of Manual	Inside Training Manual
Consultation Guide Research		
1-2	Intro Phone Script	Training Tool
1-2	Seller Pre-Appointment Order Sheet	Phone Order Sheet
1-2	Realtor Pre-Appointment Order Sheet	Phone Order Sheet
1-2	Additional Agent Questions	Phone Order Sheet
1-2	Consultation Research Sheet	Consultation Structure
1-2	Quick Consultation Checklist	Consultation Structure
HSR Guide to Success Process Sheets		
1-3	F-E-E-L H-O-M-E Staging Philosophy	Sales Handout
1-3	Your Process and Plan	Consultation Structure
1-3	Buyer First Impression Card	Consultation Structure
1-3	Staging Report (Shortened) - Word doc	Action Plan
1-3	Staging Report Cover Images - Zip file	Sales Images
1-3	Home Preparation Plan	Client Tool
1-3	Service Agreement	Contract
1-3	Accessory Rental Agreement	Contract
1-3	F-E-E-L Home Design Philosophy	Sales Handout
HSR Guide to Success Sales Sheets and Hand-Outs		
1-3	Merchandising Your Space for Buyers	Sales Handout
1-3	Top Dollar Guide (Includes 3 Sales Sheets Inside)	Sales Handout
1-3	Understanding Buyers	Sales Handout
1-3	Top Ten Reasons to Stage (1-Page Doc)	Sales Handout
1-3	Top Ten Reasons to Stage Imagery - Images in a zip file	Sales Handout



1-3	Top Ten Reasons to Stage - Canva template link	Sales Handout
1-3	The Consumer's Guide to Real Estate Staging	Sales Handout
1-3	Open House Checklist	Sales Handout
1-3	Open House Checklist and Showing Instructions	Sales Handout
1-3	Closet Organization Checklist	Sales Handout
	Price and Proposal Sheets and Information	
1-3	2021 RESA State of the Industry Report - Pdf	Survey Research
1-3	RESA Price Survey	Survey Research
1-3	Creative Services and Pricing	Price Sheet
1-3	Packaged Services and Pricing	Price Sheet
1-3	Simplified Services and Pricing	Price Sheet
	Client Action Plans	
1-3	Staging Report (Shortened) - Word doc	Action Plan
1-3	Staging Report (Shortened) - Canva template link	Action Plan
1-3	Staging Report FULL	Action Plan
1-3	HSR Feel Home Action Plan	Action Plan
1-3	General Action Plan	Action Plan
1-5	Vendor Research Sheet	Training Tool
	Week 2	
2-1	Week Two of the HSR Training Manual	Training Manual Tab Two
	A-Z Vacant Staging	
2-1	A-Z Vacant Home Staging Guide	Inside Training Manual
2-1	Why Stage a Vacant Home	Sales Handout
2-1	Vacant Planning Checklist	Vacant Structure
2-1	Audra's Easy Proposal in PowerPoint Format	Vacant Proposal
2-1	Top Tips for Choosing a Stager in Word	Sales Handout
2-1	Vacant Project Checklist	Vacant Structure
2-1	Vacant Staging Agreement (Contract)	Contract
2-1	Vacant Home Worksheet	Vacant Structure
2-1	Vacant Basic Proposal - Stager Provides All	Price Sheet
2-1	Vacant Proposal Packages - Stager Provides All	Price Sheet
2-1	Vacant Price Sheet - Client Pays Rental Company	Price Sheet
2-1	Vacant Proposal - Client Pays Rental Company	Price Sheet
2-1	Vacant Timeline - Client Pays Rental Company	Vacant Structure
2-1	4 Reasons Why Staging a Vacant Home is Critical PDF	Sales Handout
2-1	How to Stage a Bedroom	Shopping Links
2-1	Graph Paper	Training Tool
2-1	Furniture Cutouts	Training Tool
2-1	Office Furniture Cutouts	Training Tool



HSR 5-Step Marketing Plan

2-1	First 50 Marketing Things "To Do" Guide	Inside Training Manual
2-3	Bling Worksheet	Training Tool
2-3	Website Checklist	Training Tool
2-4	Realtor Cheat Sheet (Image and Many Canva Templates)	Client Tool
2-4	Red Flag Checklist	Client Tool
2-4	FB Downloads (images for campaigns)	Marketing
2-4	Blog Worksheet	Training Tool
2-5	Wave Marketing Spreadsheet	Marketing
2-5	General Intro Email to Agents	Marketing
2-5	Benefit Focused Intro Email to Agents	Marketing
2-5	Specific Listing Intro Email to Agents	Marketing
2-5	Quick Pitches	Marketing
2-5	Vacant Listing Intro Email to Agents	Marketing
2-5	Realtor Top 10 Reasons to Use a Stager Presentation	Realtor Presentation
2-5	Top 10 Reasons to Stage Your Home Presentation	Realtor Presentation
2-5	Humorous Vacant Staging Presentation	Realtor Presentation
2-5	Home Staging 101 Presentation - By Sherry Smith	Realtor Presentation
2-5	Realtor Top 10 Reasons to Use a Stager Provided by Member	Realtor Presentation
2-5	Letter to Seller	Marketing
2-5	Letter to Neighbor	Marketing
2-5	Letter to Realtor	Marketing
2-5	Example Layout of Press Release	Marketing
2-5	Example Home Stager Press Release	Marketing
2-5	Example Home Success Press Release	Marketing
2-5	Client Satisfaction Survey	Sales Handout

Week 3

3-1	Week Three of the HSR Training Manual	Training Manual Tab Three
	All About Redesign and Marketing Design	
3-1	Color Meaning for Your Space	Sales Handout
3-1	Design Order Sheet	Phone Order Sheet
3-1	Simplified Redesign Pricing and Services	Price Sheet
3-1	Feel Home Design Philosophy	Design Structure
3-1	Design Intro Email	Design Structure
3-1	Initial Design Life Style Questionnaire	Design Structure
3-1	Detailed Design Questionnaire	Design Structure
3-1	Design Proposal	Price Sheet
3-1	Design Agreement	Contract
3-1	Design Shopping Advice Email	Design Structure



3-1	Congratulations on the Sale of Your Home Email	Design Structure
3-1	Design Quick Pitches	Design Structure
3-1	Staging Thank You Email promoting design	Design Structure
	Realtor Partnerships	
3-2	Partnering for Success - Stager to Agent Video	Realtor Videos
3-2	Photo Top Ten Reason to Stage with Stats Video	Realtor Handout
3-2	Staging Partnership Plan	Realtor Handout
3-2	Realtor Partner Pre-Paid Pricing	Realtor Handout
3-2	Top 10 Reasons to Stage Hand Out	Realtor Handout
3-2	TONS of Canva Templates in this Section	Realtor Handout
3-2	Example of Member Top Ten Handout	Realtor Handout
3-2	What Every Seller Should Know - Agent to seller Video	Realtor Videos
3-2	Alternative Income Stream Presentation Notes and Links	Training Tool
	Short Term Rental (STR) Vacation Home/Airbnb Design	
3-3	City Performance Reports	Training Tool
3-3	Airbnb Critical Inventory Checklist	Sales Handout/Tool
3-3	“House Rules Checklist” in Canva	Sales Handout/Tool
	Model Home Design (New Construction)	
3-3	Builder Order Sheet	Phone Order Sheet
3-3	Model Home Pricing PowerPoint Presentation	Model Home Structure
3-3	Model Home Pricing Sheet	Price Sheet
3-3	Model Home Room Planning Worksheet	Model Home Structure
	Holiday Design	
3-4	Holiday Design FAQ	Sales Handout
3-4	Holiday Design Services and Pricing Example	Price Sheet
3-4	Holiday Design Pre-Appointment Sheet	Phone Order Sheet
3-4	Holiday Design Intro Email	Holiday Design Structure
3-4	Must-Have Christmas Decor Items for Easy Design	Holiday Sales Funnel/Blog
3-4	7 Quick Ways to Festify Your Holiday Decor on a Budget	Holiday Sales Funnel/Blog
3-4	3 Easy Holiday Vignette Projects on a Budget	Holiday Sales Funnel/Blog
3-4	Quick Christmas Decor Tips	Holiday Sales Funnel/Blog
3-4	Easy Holiday Centerpiece Ideas	Holiday Sales Funnel/Blog
3-4	Eye-Catching Holiday Updates on a Budget	Holiday Sales Funnel/Blog
3-4	Holiday Design Idea Websites	Training Tool
3-4	Holiday Facebook Ad Pack (Canva Templates)	Marketing
3-4	Curated Holiday Stock Photos Zip File (over 35 images)	Marketing Imagery
	Design Modules	
4-2	The Elements of Great Design	Learning Ebook
4-3	Listening to the Home's Style	Learning Ebook



4-4	The Secrets to "Guiding the Eye" (Emphasis)	Learning Ebook
4-5	The Art of Arrangement	Learning Ebook
4-8	Curb Appeal	Learning Ebook
4-8	Extra Spaces - Entries, Halls, Stairways & Laundry	Learning Ebook
4-9	Living, Family, Great Rooms	Learning Ebook
4-10	The Heart of the Home - Kitchens & Dining Areas	Learning Ebook
4-11	Sanctuary Spaces - Master Bedroom & Baths	Learning Ebook
4-12	Designing Bedrooms & Offices	Learning Ebook
4-15	Comprehensive Color	Learning Ebook
4-16	Window Covering Resales	Learning Ebook
4-17	Feng Shui for Staging and Design	Learning Ebook