



Home Staging Training Checklist

What to Look For in Your
Home Staging Certification

HomeStagingResource.com

welcome



I know the choices are overwhelming, so hopefully this checklist will help you...

It's hard to choose which home staging certification training will be the best fit for your business because the many options can be overwhelming...I get it!

My best advice is to do your research before you invest and use the resources below to help you compare and decide. While I would love to be your trainer of choice, I want you to know you will LOVE this industry and absolutely LOVE being a home stager and redeigner!

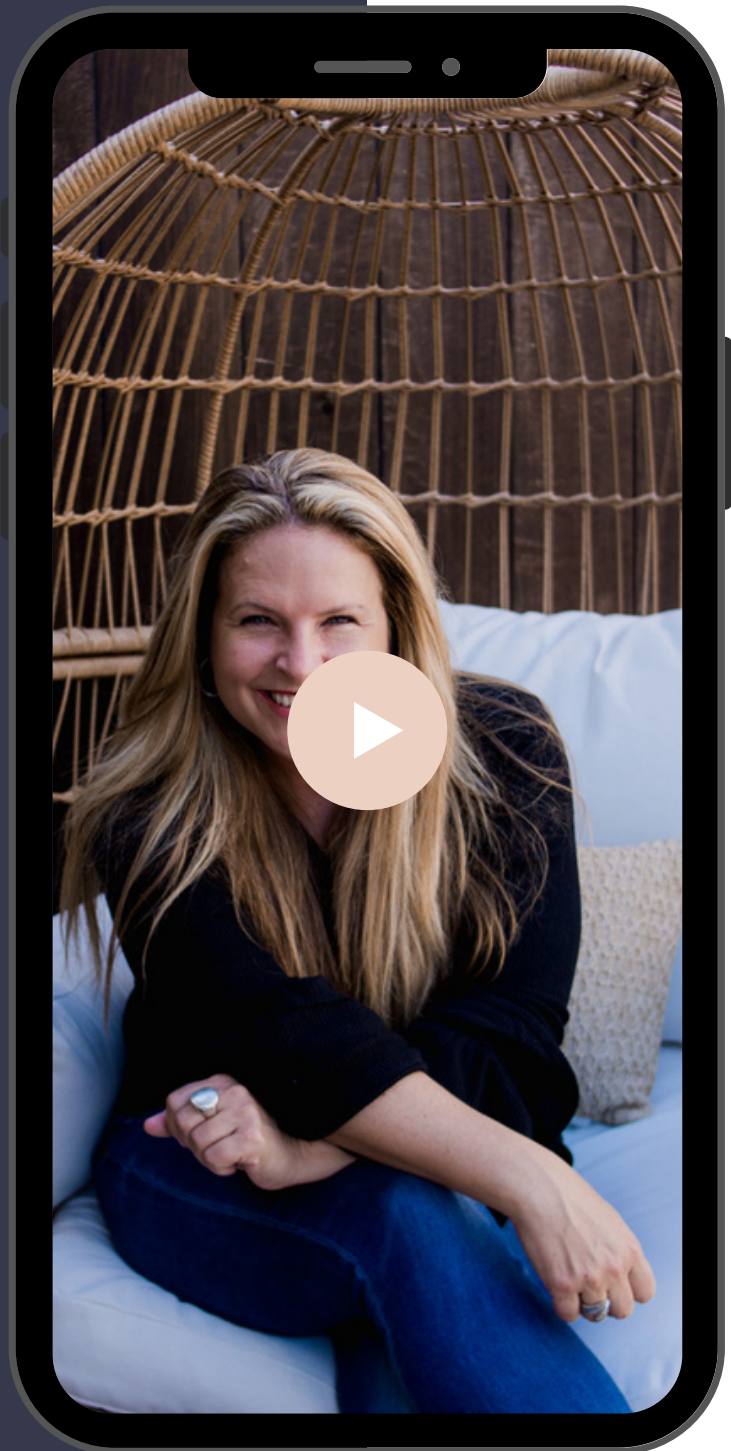
Audra Slinkey



watch our video

25 BIG Reasons We Are Your Best Choice

The home staging
certification training
you choose as a
partner to your
business will be critical
to your success!



QUICK TRAINING COMPARISON CHECKLIST

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Can Your Home Staging & Styling Training Company Do This?	HSR
Accredited by the Real Estate Staging Association (RESA) - We were the first back in 2009!	Yes
A+ Better Business Bureau Rating with Thousands of Testimonials and NO Unhappy Members!	Yes
Certification in BOTH Professional Home Staging & Redesign (Interior Styling)	Yes
Best Reputation in the Industry, Over 15 Years in Industry and Most Recognizable Certification	Yes
Self-Paced, At Your Fingertips, Hit the "Rewind" Button, Total Access from the Comfort of Home!	Yes
Toll Free Phone Number for Support - Audra is even available to chat! (Ask if other Owners are!)	Yes
Most Trafficked Staging Directory! <i>If your staging trainer does not help to market you...walk away!</i>	Yes
Private Facebook Group to Connect with other Stagers-Searchable Forum and Answers from Pros	Yes
Over 40 Hours of Videos of 30+ Homes Critiqued with Proposal Solutions- <i>You will LOVE these!</i>	Yes
A-Z Business Start-Up and Marketing Blueprint for Success - We have highest success rate!	Yes
Hard Copy 300+Page Business Training Manual (Priority Mailed) - Filled with All of Our A-Z Guides	Yes
300+Page, Photo-Filled, Guide to Design Modules (How-To on Color, Principles and Room by Room)	Yes
100+ Forms including Stats, Contracts, Staging Reports, Price Lists, Sales Sheets, Presentations, etc...	Yes
Free Membership to the American Society of Home Stagers and Redesigners	Yes
Easy Follow-Along Checklist and Site Map to Keep Your Organized	Yes
Price Guides and Videos for Staging and Redesign - All Forms Provided in Word	Yes
Guides and Videos for Conducting a Successful Consultation - Step-by-Step	Yes
Guides and Videos for Handling Vacant Homes- Including all forms	Yes
Videos on How to Do a Walk and Talk Consultation - Including 4 Different Style Action Plans to Use	Yes
How to Identify Your Client's Design Style, Lifestyle Questionnaires, Charging for Design, etc...	Yes
Over 100 Designer Discount Vendors to Connect with for Trade Discounts	Yes
How to Shop Wholesale, Go to the Market and Which are the BEST Vendors to Connect With Training	Yes
One-Click Marketing Materials to Order at a Discount with Text and Photos to Save You Time!	Yes
How to Brand Yourself Using Free Image Editing Tools - How to Create Your Own Logo	Yes
How to Build the Perfect Portfolio Including Sales Sheets, Statistics, How to Edit Photos, Take Great Pix	Yes
How to Use Facebook Ads for Instant Attention and Client Retargeting	Yes
How to Grow Your Client Database Easily and Affordably	Yes
How to Link Your Website to Over 25+ Online Directories for FREE	Yes
How to Select, Vet and Work with Vendors	Yes
Myriads of Professionally Curated Canva Marketing Templates for You to Add/Edit/Use	Yes
How to Identify Your Target Markets and Where to Connect with Them - A Full Linked List	Yes
Realtor Partnership Plan Including Example Forms, Video and Emails to Use	Yes
How to Offer and Market an Airbnb Design Service that ROCKS	Yes
How to Give Realtor Presentations (We even provide 4 PowerPoint Examples for your to use!)	Yes
How to Easily Market Your Redesign Business - All Forms	Yes
How to Stage Model Homes from Marketing to Builders, Pricing, PPoint Presentation, What to Buy, etc.	Yes
How to Holiday Design from Marketing, to Identifying Style, Pricing, etc...	Yes
How to Expand Into Window Coverings, Organization, Color Consultations, etc...	Yes
Regular Training Updates, Additions and Evolving so You're Always On Top of the Industry!	Yes
How to Create Vision Boards/Mood Boards for Clients-Best Program to Use, How to Price the Service	Yes
All Training Provided by the Most RESA Award Winning Innovator of the Year, Audra Slinkey	Yes
Gorgeous Electronic Certificate for Print, Email and PDF AND Certification Logos for Marketing Use	Yes
Trust Us, There is Nothing About this Industry We DON'T Cover in the Training!	YES!!

PRINT AND USE THE PAGE ABOVE TO QUICK, COMPARISON SHOP

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DOES ONE OF THESE DESCRIPTIONS FIT YOU...

- You've been helping friends and family design their homes for years and now you're wondering how to become a professional stager doing it for a living.
- You've just sold your home (staging it yourself) and your agent wants you to help her stage her other listings (yep, you've got the talent baby!)
- You've been rearranging spaces since you were a kid and can't help but be drawn to design and space...so much so, that your friends ALWAYS compliment your home style.
- You absolutely LOVE design and have just gone through a BIG life change (empty-nester, retirement, graduation, divorce, etc..) and finally want to do something for yourself.

You are absolutely NOT alone and many people (including myself) have been in your shoes and have taken "the leap" into becoming a professional stager.

It's scary. It's exciting. It's surreal to think that someone would pay you to do what you absolutely LOVE and help them in their home...secretly that's why you've been getting your "fix" doing it free for friends all these years:-)!

Here is a complimentary, quick road map to get you started in the right direction. I can't wait to see where it takes you...

XOXO

Andra Slinkey



free training

IS STAGING A CAREER FOR YOU?



7 KEY QUESTIONS TO ASK

- ◆ Learn the 3 Critical Factors to a Stager's Success
- ◆ How Much Stager's Typically Make and Charge?
- ◆ What are the Costs to Starting a Staging Business?

case study



HSR Member Pays Herself Over 6-Figures Within 6 Months of Signing-Up for Course!

While Megan's story is certainly not typical, it shows how she used the resources and materials in the HSR Certification training to create a successful design and staging business within months of signing up!

Click to See How!



www.HomeStagingResource.com

A woman with long brown hair, wearing a white long-sleeved shirt, blue jeans, and a wide-brimmed hat, is sitting on a brown leather sofa. She is smiling and looking towards the camera. The background shows a modern living room with a stone fireplace, a large framed picture of a polar bear, and a tall black shelving unit. The room is lit with warm, recessed ceiling lights.

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Audra, I want to thank you for giving me the confidence to chase my dreams this year...professionally it's been one of my best and I've never felt a stronger sense of purpose...I didn't want to feel like an imposter and your training allowed me to walk into a new profession with confidence.

Megan Bristol - Tahoe-Modern

A woman with long blonde hair, wearing a pink sweater, is leaning on a white kitchen counter. She is smiling warmly at the camera. The background shows a modern kitchen with white cabinets and a stainless steel range hood.

THANK YOU

If you have that passion for design then
you will LOVE this industry!

thank you