

Week Three - Putting It All Together with "Advanced Expertise"

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Day 18 - Holiday Design	36
<i>Forms Associated with the Holiday Design Section</i>	36
Holiday Design FAQ's	37
Holiday Design Residential Service Price List Example	38
<i>Holiday Design Pre-Appointment Interview</i>	39
<i>How would you define your current home style primarily? (relaxed, traditional, contemporary, glamorous, bohemian, country, industrial, romantic, neutral calm)</i>	39
<i>Looking at your current holiday décor, what colors have you gravitated towards most in the past?</i>	39
<i>What Christmas colors or styles do you love right now?</i>	39
<i>What colors or styles do you have a strong aversion to...if any?</i>	39
<i>Are you on FB & Pinterest?</i>	39
<i>What to expect from your consultation and research prior</i>	39
Day 18 - Staging Day Videos	40
Day 19 - HSR Certification Test	41

Day 15 - Week Three Overview



In Week Three, we focus on putting it all together and reinforcing what you've learned. You've almost made it! It's a lot of reading and web work, but I'm sure you feel a lot more confident now than you did when you first started this adventure! I have good news for you...Week Three is much smaller in the Training Manual but really packs a punch in the Members Area, so while there's not much to "read" there is quite a bit to "see".

Most training companies only give you the materials that are in our Week One, so adding more resources and advanced expertise over the years in the Week Three section is what's made us the number one staging certification program in the world. I know I'm bragging but I hope you're very proud of all you've studied and learned!

After completing your *Week One Quiz* and *Week Three Certification Test*, you will receive your *HSR Certification* via email from a certification company called "Accredible". Having your HSR Certificate electronically allows you to post it all over social media, have a copy always and print it if you desire.

The Certification Test is more like an "agreement" where you tell use you've completed the materials that matter to your business and you're ready to launch. Make sure your HSR profile and directory listing is the way you want it to look!

Objectives

After completing your Week Three training, you will be able to:

- Discuss your business plan and strategy for both redesign and staging.

- Describe your philosophy, proposals, services and pricing to a client for both redesign and staging.
- Locate, select and use the appropriate tool or action plan for a client's specific needs.
- Read through and incorporate the Realtor Partner Plan into your business
- Understand the many ways you can add *Alternative Income Streams* to your business
- Understand and be able to offer Model Home Staging Services
- Understand various vision board resources for communicating design ideas
- Understand and implement a *Holiday Design Service* to clients if you desire
- Complete and submit your *Website Builder Form for Premium Marketing Members*.
- *Download your HSR Logos and use them for all your marketing purposes*

Week Three Agenda

1. Watch the [All About Redesign Video](#)
2. Watch the [Marketing Redesign Video](#)
3. Incorporate the Realtor Partnership Plan into your business
4. Watch the [Alternative Income Streams Video](#)
5. Watch the [Shop Like a Pro Video](#)
6. Watch the [Model Home Staging Videos](#)
7. Watch the [Holiday Design Video](#)
8. Complete and submit the [Website Builder Form](#).
9. Watch the [Staging Day Videos for a better understanding of your process](#)
10. Participate in the Week Three Certification Test.
11. Download your logos
12. Contact HSR to schedule your Staging Mentor Day if you paid for live training

HSR Planning Checklist



Action Plan:

Complete item # 83 of your *HSR Planning Checklist*.

Day 15 - All About Redesign and Interior Styling



I always say that home staging and redesign are two sides of the same coin...the only difference is the "Who" we are designing for. For staging, we design for the buyer demographic and take a more impersonal approach. For redesign, we take a very personal approach and create functional, harmonious spaces that "work" with the home owner and are perfectly tailored to their needs, tastes and desires.



Tip: The term "redesign" can be interchanged with "interior styling", "design", "Interior Showcasing" or just "styling" so use the terms you are most comfortable with as they are all the same. Do not use the term "interior design" unless you have taken a full interior design course that fits with the ASID requirements..

Earlier in the HSR Guide to Success, I said you could easily use the same approach to redesign as you do for staging in terms of the 8-step, FEEL HOME process. If you're feeling a bit overwhelmed keep it simple, using the FEEL HOME Design approach and the Creative Service and Pricing Model geared toward interior styling. Here's a quick look of how that would work...

Tweak the pre-appointment form to get all the right information up front from your client...



Design Order Sheet

Date: Contact 1 Name: Physical Address: Cell/Phone: Email: Preferred Contact Method?	Contact 2 Name: Relationship: Address: Phone/Cell: Email:
Household Information	
What are you hoping to achieve in the design process? How many rooms ideally? ___ Which rooms specifically? Where do you think are the greatest needs in the home? Sq Footage: _____ Year Built: _____ How long in home? _____ Is this your forever house? _____ # Bedrooms: _____ # Bathrooms: _____ Living Room & Family Room? _____ Who lives in the home (names and ages of children)? How about pets (list breed, name and age): What color are your kitchen cabinets? _____ Countertop? _____ Appliances? _____ Baseboards/crown molding? _____ Windows? _____ Ceilings? _____ Flooring? _____	
Design Preferences	
How would you rate your color sensitivity on a scale of 1-8 and 8 being most bold? How would you define your home's style primarily? (Traditional, contemporary, coastal, craftsman, rustic, shabby-chic, industrial, Mediterranean, midcentury, transitional) Is that also your style? <hr/> What design styles have you gravitated towards most in the past? <hr/> What styles do you like right now? <hr/> What styles or design elements do you have an aversion to? <hr/> What kind of art do you love? _____ What is your favorite season? _____ Do you entertain a lot?	
The Consultation	
Are you on FB & Pinterest? _____ How about Houzz? _____ What to expect from your consultation and research prior... _____ All decision makers present at initial consultation and why... _____	
Additional Details:	
Directions/Gate Code: _____ Appointment Date/Time? _____ Appt. Reconfirmed? <input type="checkbox"/> Hold the Day Deposit/Prepaid? _____ Credit Card Info: _____	

Charge similarly to the staging process and use a zero-overhead, in and out approach to helping people redesign what they already own.

Simplified Redesign Pricing and Services

Our design approach is to use our 8-Steps in each room, so that you FEEL HOME in your own home. We use what you already have and love to create environments that seem fresh, new, updated and comfortable for you and your family.

Design Consultation and Report for the “DIY” with an EYE for Design - \$250

In this intensive in-home consultation, we will be using a detailed and customized Design Report to write down everything that needs to be done in the main areas of your home, so that they shine! This DIY service is designed to give you all the objective, expert advice you need to do the design work yourself in the form of a detailed, design report.

The consultation can take up to 2 hours and we will cover the following:

- Detailed phone interview in order to completely understand your project, style and preferences
- Recommended furniture arrangement and flow
- De-cluttering, rearranging and optimizing space in each room
- Highlighting architectural features and freshening up each room
- Lighting, window treatments and accessory arrangement
- Color advice and emotional connection points in each space, so you love the look of each space!

You will walk away with all the answers, a *Priority Shopping List* and an *Exclusive Vendor List* to help you complete the design process and set you well on your way to a gorgeous looking home!

Power Styling and Mini-Makeover -- \$450

This design service is all about rolling up our sleeves, following the detailed *Design Report* and working together to start rearranging the main areas of the home. You won't believe the difference a few hours makes just using what you already own!

This service can take up to 4 hours and includes:

- Kitchen design and organizational strategies
- Main living area design and emotional connection point set up
- Main bathroom design
- If time permits, we will tackle other key living areas
- We will even bring in design accessories to give you a “visual shopping list” of what to purchase for modernizing your home

Ideally we shop together at Home Goods right after this appointment, so that we can get fresh pillows, accessories and furnishings for each space while it's fresh in our minds.

One-Day-Home-Makeover -- \$750

Do you have a larger home with more than a few hours of work that needs to be done? No problem! This service simply extends our time together to include a day of rolling up our sleeves, following our detailed Design Report and tackling the main areas of the home.

Power Shopping -- \$75 per hour

We'll create a budget and shop for those accessories that add the WOW factor to each space in your home. **I'm an expert in sourcing the best items at the most reasonable prices!**

Remember the 8-Step, FEEL HOME process for design we spoke about in Week One? The benefits of having a process still applies...

The “FEEL HOME” Design Philosophy

HSR believes that successful design is the art of using organizational and interior styling techniques to create an environment that is comfortable, stress free, beautiful and personal to you. It allows home owners to say, “I love and feel at home in each room of my house!”

At HSR, we artfully use what *you already have in new and fresh ways*, while incorporating tried and true decorating rules throughout the home, so that when you step into your house you “feel home.” You’ll say, “This is it. This is the home I envisioned that is a perfect reflection of me.” What does feeling home look like? For HSR, it’s a combination of eight things we analyze in each room in order to create a home you will love!

First Impressions - We will walk through your home room by room, taking note of our first impressions, what grabs us, what glares at us, and what gives us a feeling of home.

Eliminating clutter - The packing starts now, as we pack away a good percentage of everything in the room in order to create a more clean, open and spacious feel.

Emphasizing the positive while downplaying the negative - Finding your beautiful focal points, we will emphasize what we love about the rooms and hide or distract the negative aspects of the rooms.

Lighten Up - Focusing on lighting and color, we will make each room into a bright, warm and inviting space buyers can respond to.

Home Owner’s Appeal - In order for you to “feel home,” you need a home that is a wonderful reflection of you, your family, your life and what you love. We’ll have you fill out our lifestyle questionnaire, so that we can create a tailored space for your family.

Obligation to yourself - **Cleaning/Repairs** - The dirty work speaks for itself but is many times overlooked because you’ve lived here for so long. These mental “to do’s” can be draining. So, let’s get rid of them by incorporating an organizational plan that is easy to perpetuate.

Modernizing - Updating your style and building simple accessories out of what you already have to create clean lines and form. In some cases, we’ll recommend simple purchases to complete the look.

Emotional Connection Points – We create luxurious, personal spaces throughout your home that reflect your family’s lifestyle. A glass bowl of your favorite soaps by the tub, a tray for your coffee pot and favorite mug on the kitchen counter, a cozy reading space, an entertaining friendly yard -- whatever fits your lifestyle and needs, we’ll go the extra mile.

Don't underestimate the power of simply working your magic in a client's home using what they already have and making shopping suggestions for them (or taking them to HomeGoods) for a fun shopping trip.

Bigger Design Projects and Another Way of Handling Them

In the Week Three Video training, I'm going to expand upon the simplified approach with some business tips and a systematic way of handling larger design jobs once you get fairly good at estimating your design time.



Website: Watch the on-demand *All About Redesign* video.

From the *Member Area*, click on **Week Three>>Day Fifteen>>All About Redesign** section in the menu or right hand bar and watch video



Tip: This is a more advanced design training where you have many of your vendors in place and are prepared to do more than just "rearranging" a client's home.

You will still use the *Design Order Sheet* in order to get a feel for what the client is looking for but if you sense they are needing much more than simple "rearranging" you can prepare a more "design focused" approach.

Here are the forms associated with this training section...

Design Intro Email

Dear Client,

It was wonderful chatting with you today! Taking the time to create beautiful, organized spaces in your home that are a perfect fit for you and your family is a privilege and a gift. My goal as your designer is to hone in on exactly what works for your family, lifestyle, personal style and passions, so that your environment supports you in every way.

Per our conversation, attached is my *Initial Lifestyle Questionnaire* for you to fill out and email back to me before our Consultation on DAY, DATE, TIME. Please go to www.pinterest.com and create an account, so we can share inspirational ideas and products together easily.

Finally, since I will be watching your pins and getting a feel for your style interests before our appointment, I recommend surfing the following the websites for inspiration for your project:
<http://www.houzz.com>, <http://www.hgtv.com>.

Enjoy!

Signature

Initial Design Life Style Questionnaire

This is designed to give me a head start on creating a comfortable, stress free and beautifully personalized home for you and your family. All information is confidential. Please don't be concerned if you are unfamiliar with terms used or unable to give an answer. This is intended as a starting point and guideline only; our conversations will provide all detail needed.

Please fill out and then email to YOUR COMPANY

Contact Information:

Name: _____

Address: _____ City, State Zip Code: _____

Home Phone: _____ Work Phone: _____ (Circle which is best)

Cell Phone: _____ Email: _____

Family Detail:

Adults: Names & Height _____

Children: Names, Gender, Age & Height _____

Pets: Names and Type _____

Do the children live with you? _____ If not, how often are they here? _____

Will they be involved in doing their own rooms? Do they have a style they prefer?

Lifestyle:

Do you entertain? _____ How often? _____ How many guests? _____

Entertaining Notes: _____

Casual or Formal

Special Hobbies/Activities/Family Time: _____

Where do you eat, at what meals, and how many? _____

Style: (Circle answer that most applies)

What kind of surroundings makes you happy? A simple and airy space that feels like the beach, or a cozy room filled with books and a comfortable chair?

Do you respond to neat and organized OR surrounded by lots of accessories?

Which is your favorite room in the house and why?

Which is your least favorite room in the house and why?

What do you consider your style? (Circle those that appeal, go to Houzz.com for photos)

Contemporary Traditional Rustic Lodge Old World Elegance

Country French Southwest Asian Eclectic/Collected Coastal

Tropical Mediterranean Modern Shabby Chic Industrial

If you could change one thing in the home today, what would it be?

What mood do you want to create overall? (Circle those that apply)

Elegant/Formal Modern/Classic Sophisticated Worldly

Casual/Relaxed Lively/Bright Cool/Understated Cozy

Contemporary Spacious Welcoming Romantic

How do you envision your dream home? Describe briefly:

Please list five (5) favorite colors: _____

Colors you dislike: _____

Comments and Interior Visions to Share:

Detailed Design Questionnaire

Research Notes:

Pinterest Notes: _____

Lifestyle Questionnaire Notes: _____

Lifestyle Detail:

Fly on the Wall: _____

Children: _____

Do you anticipate changes for any Household Members: (college, retirement, etc.) within the next 2-3 years? _____

Special Considerations (Check any that apply)

- Are there disabled, elderly or young children in the home?
- Are occupants daytime sleepers?

Do you have collections? _____ Are they on display?

Do you work from home? _____

What are the interests and passions of each family member? _____

How does each family member recharge? _____

What is your favorite room in the house? _____ Why?

What don't you like about your current home? _____

What part of your house do you use the most? _____

What part of your house do you use the least? _____

Project Information:

Who is the person responsible for project decisions? _____



What are the project priorities? _____

Please check the rooms to be included in the project. If the project will be done in stages, please indicate the order of the work by writing a number in the box to show the order. (1= first, 2= second, etc.)

- Entry Hall /Foyer Formal Living Room Formal Dining Room Family/Great Room
- Kitchen Nook Home Office/Study Laundry Room Master Bedroom
- Master Bathroom Guest Bathroom Powder Room 1st Bedroom 2nd Bedroom 3rd Bedroom 4th Bedroom Media Room/Home Theatre Outdoor Living Area Other

What kind of enhancements are you considering? (Please check all that apply)

- Furniture Flooring Re-upholstery Remodel Kitchen Window Treatments
- Remodel Bathroom Window replacements Artwork /Mirrors Appliances
- Interior paint Accents Plumbing Fixtures Exterior Paint Space Planning
- Room Addition Wallpaper Murals Lighting Wall finishes Color Scheme/Paint Other

Are there any pieces of furniture, window, wall or floor coverings that must stay, and be worked into the new plan? Yes No If yes, please explain: _____

Are there any items that MUST GO? Please explain: _____

How involved do you wish to be in this project?

- Very involved (Call you with details and updates daily or weekly.)
- Involved (Keep you updated with install dates, deliveries, work schedule etc.)
- Minimally involved (Don't call until everything is ready to install.)
- Other: _____

What is the "ideal" timeline for your project?

- Within 3 months
- 3 – 6 months
- Other _____

What is the budget for your project?

- \$5,000 – 10,000 \$10,000 - \$30,000 \$40,000 - \$90,000 \$100,000 – \$200,000
- Other _____

The project is to be done: All At One Time In Stages

Will occupants be home during project installation? Yes No If not, who is the authorized person to provide access? _____



Design Proposal

Home Owners: Address: _____	Email Addresses: Home Phone: _____ Cell Phone: _____ Work Phone: _____
Scope of Transformation:	
<u>Room & Goal</u> – Enhancements: _____ Furnishings: _____	
<u>Room & Goal</u> – Enhancements: _____ Furnishings: _____	
<u>Room & Goal</u> – Enhancements: _____ Furnishings: _____	
Services Include:	
<ul style="list-style-type: none"> • Room Design and Measurements – YOUR COMPANY will measure, brainstorm, plan and design a space that fits your family’s needs based upon your preferences • Color Choices and Recommendations – Color choices are key and we will follow best practice principles in order to make sure color choices fit your style and look • Room Rearranging – Before the plan is set, the room will be rearranged for best purposes during installation day • Packing and Organizing – Storage will be created and items put away • Vendor Sourcing and Referrals – Cosmetic room enhancements arranged with pre-qualified, expert vendors at To the Trade pricing many times • Window Treatments – Measurements and orders at To the Trade pricing can be placed • Fixture, Furnishing and Accessory Sourcing – To the Trade Discounts will be passed along as you get the “best price” for items sourced specifically for your home • Installation – When all items have shipped and cosmetic changes have been finished, we will rearrange those rooms and accessories for a final, gorgeous space 	
Monetary Details:	
Designers Project Fee (includes all services above): _____	
Accessory Shopping (cash only and receipts to be given): _____	

Design Agreement – Not Legally Binding!

Use this as a template for the kinds of things you will want in your agreement. Again, as with ALL our legal, agreement “examples” you will want to check with your attorney since each state differs

Next Steps and How I Work As Your Designer

- ❖ **Program Plan** – I will consult with you to ascertain your goals, interview the people who will use the space, visit the premises for measurements, hone in on style and lifestyle needs and prepare a plan for the space.
- ❖ **Room Inspiration** – You will assist me in the design process by searching the Internet for room inspiration and pinning those ideas into your Pinterest board
- ❖ **Sourcing** - In order to provide the deepest discount as possible to you, I am involved in the “sourcing” of fixtures and furnishings only. I will send you the items recommended for purchase electronically via Pinterest for your approval.
- ❖ **Direct Payment** - When items are approved by you, I will provide my “To the Trade” discount to you via the store manager or will purchase those items online using the credit card given by you through my Designer account.
- ❖ **Specialty Accessories** - In some cases, I may have to purchase specialty items quickly and will do so using the cash given up front for such smaller, rare purchases providing the detailed receipts.
- ❖ **Cosmetic Enhancements and Third Party Vendors** - Cosmetic finish vendors and enhancements will be arranged on a per vendor basis where sometimes I will meet you at the vendor shop or direct you after finish is chosen for approval. Cosmetic enhancements should be made prior to installation and schedule will be determined between you and third party vendor. Designer discount will be given if appropriate.
- ❖ **Installation** – Once cosmetic enhancements are made to the space and furnishings have been purchased, we will be bringing by the finishing accessories for final placement, redesign and room photos. You will love the look of your new space!

Design Service Agreement

This design service agreement is between _____ Name of Client____ the owners of _____ address of home_____ heretofore referred to as the “Customer” AND _____ Your Company_____ of _____ your address_____ heretofore referred as the “Service Provider”

BACKGROUND:

- A. Customer is engaging Service Provider to provide redesign services to the Customer, on the terms and conditions as set forth in this Agreement.
- B. Services agreed upon include those detailed in the Proposal (see attached)

IN CONSIDERATION OF the matters described above and of the mutual benefits and obligations set forth in the Agreement, the receipt of and sufficiency of which consideration is herby acknowledged, the parties to this Agreement agree as follows:

Engagement

1. The Customer herby agrees to engage the Service Provider to provide the Customer with services consisting of redesign, product sourcing, installation and those listed in Proposal.

2. The Customer acknowledges before and after photographs will be taken during the design process and gives permission to the Service Provider use of these photographs in advertising.
3. It is understood that there are some risks involved in moving furniture and accessories as part of Staging/redesigning services as contracted with the Service Provider. Albeit rare to experience any damage or injury, it is agreed by the Customer and Service Provider to hold harmless each other. There will be no future claim against the Service Provider or any partners, associates or helpers for any injury to persons within the Customer's property or damage or destruction of possessions or property belonging to the Customer.
4. It is warranted that the signers of this contract have all authority to authorize the movement of all furniture and accessories within the property.
5. Any work performed by third party companies recommended by the Service Provider is not in any way the responsibility of the Service Provider.
6. All pets should be removed from the property during services being rendered and are not the responsibility of the Service Provider to prevent escape.

Term and Termination of Agreement

7. The term of this Agreement will begin on the date of this Agreement and will remain in full force and effect until completion of the Services. In addition, this agreement may be terminated at any time for cause by either party notifying the other party in writing of that party's breach of the Agreement and giving ten (10) business days for a cure, after which the notifying party may terminate if there has been no cure of the breach. While reserving all other rights under this Agreement, in the event that the Project is terminated, Service Provider has the right to be paid through the date of termination for work rendered.

Compensation

8. For the services provided by the Service Provider under this Agreement, the Customer will pay to the Service Provider compensation in the following manner. A Service retainer deposit of ___% will be collected at the signing of this agreement to begin design service. Further billing will not be composed until completion of services provided at which time Compensation is payable. The agreed upon amount included in the proposal for design services is \$_____.

Governing Law

9. Is it the intention of the parties to this Agreement that all suits and special proceedings be construed in accordance with and governed by the laws of ___STATE___.

Date stamp on the email used to forward this document signifies acceptance of this agreement by both parties.

OR

Signed:

Customer
Date

Date

Service Provider

Day 16 - Realtor Partner Plan



Website: Review the Realtor Partnership Section in Week 3!

In this section, we give you all sorts of ideas, tools, videos and resources to make your business stand-out to real estate agents! There is a TON of helpful materials to sell your business and strategically help you make those important partnerships.

It all starts with a Staging Partnership Plan that you can go over with agents to help them see the benefits of staging and most importantly the benefits of choosing YOU as their preferred home stager.

Not all home stagers are equal and when you see this section, you will see how partnering with your business makes the agent look better to clients...a win win!



Note: Some of the materials in the Staging Partnership Plan will look familiar to you because they are sales sheets from the HSR Guide to Success. Make sure to update with your own statistics.

Day 16 - Staging Partnership Plan

Dear Real Estate Agent,

No doubt you've seen it, the home that languishes on the market while the neighbor's home sells quickly and easily. Successful agents like you already know that professional home staging works*, but the challenge lies in four things:

- **Challenge #1 - Convincing the home seller**
- **Challenge #2 - Easily incorporating the staging service into your business**
- **Challenge #3 - Finding a Professional Home Stager you can trust with your listing**
- **Challenge #4 - Cost**

This *Staging Partnership Plan* will address all of those challenges individually, so that we can all work together to sell homes faster and at the best price. There are 3 keys to selling a home:

- **Inside Marketing (Home Staging)** – Preparing each room of the home to emotionally appeal to buyers, so that they can imagine living there
- **Outside Marketing** – Getting the word out in the form of online photo presentations of staged rooms in order to attract buyer traffic
- **Pricing** – Pricing the home right

When all three keys are in place, the home sells. Your HSR Certified Professional Home Stager has a very easy process that fits well into your listing presentation, gives you all the tools and resources to educate your sellers, all at the right price.

Here is your partnership plan which is designed to make you look good, while educating sellers on transforming their home into a model home that stands out, attracts buyers and gets offers.

Are you ready?

Challenge #1 – Educating the Home Seller

Many home sellers have never used a professional home stager before. The idea of someone coming into their personal home and “critiquing” it is not something they are comfortable doing. Other sellers are excited about the idea of preparing their home to sell* but need the professional guidance to know where to invest for maximum return on investment (ROI). Wherever a seller may be on this continuum, there are simple and specific tools and steps the HSR professional and Realtor partner can take to educate the seller and incorporate them into the selling process.

The first goal of staging is NOT in the transformation of rooms but in the transformation of the seller, so that they “commit to the process and start to objectively view their product.” The home seller needs to cross over from viewing their home as their “beloved home” to their number-one “marketing commodity” or product to compete and sell for the best price. A transformed seller begins to objectively view their product and strategically works with the stager and agent to merchandise each room to appeal to their “buyer demographic.”

Are your clients committed to the sales process and viewing their home objectively? Here's how working with YOUR COMPANY, gets the seller to commit to the staging and selling process:

- **Step One** – A simple, non-invasive process that incorporates professional staging naturally into your listing presentation
- **Step Two** – Videos, website page and hand-outs that serve to educate sellers
- **Step Three** – A “Staging Consultation” that *involves* the seller in the critiquing process, *gives* them “buyer’s eyes” and *shows* them the power of a transformed room
- **Step Four** – A “Staging Process” developed around consistently considering the buyer, their needs, wants and what it will take for them to F-E-E-L H-O-M-E in their home.

At the end of the 4-step process, sellers are excited about the product they are putting on the market, strategically competing in their market space and perpetuating the model home look the stager has created for them. Together, we can transform homes, so that they bring in buyers and obtain offers. **The process is easy and leads us to Challenge #2**

Challenge #2 – Easily Incorporate Staging – Ten Steps to Partner Success

In today's real estate market it becomes even more critical for homes to stand out online and have a modern, model home look that buyers have grown to expect. Clearly the home that looks beautiful inside and online will obtain offers over the ones that fall short. As a listing agent, you want to have the reputation for always getting the best price for clients. Staging is the key but how specifically does it benefit you as an agent? Understanding all the benefits of staging, will help you communicate and incorporate staging better in your presentation.

Here are “Ten Steps to Partner Success” which details the actions and benefits to your business by incorporating an HSR professional stager into your listing package:

1. **Gives You More Control** – That's right. Here's a common scenario for you, the seller may desire a certain dollar amount for the home but you know that unless some changes are made, the seller won't get it. By incorporating the first step in the home staging process, a Staging Consultation, you are controlling more of the outcome of the sale. Our “Realtor Partner Programs” are stair stepped in cost, so it's very easy to incorporate a basic level of service on a budget.
2. **Gives You Credibility and Differentiation**- When you bring in “experts” who do this for a living it adds to your own credibility. Would you seem credible if you also appraised and inspected the homes that you sold? No, it waters down your expertise because people know you can't be an expert in everything! When you're focused on your own field of interest and outsource to professionals it gives you added credibility in what you're good at – selling homes!
3. **Protects Your Relationship and Listing** - You have to have a strong client relationship that gets you through the entire escrow process. Home staging is a form of constructive criticism that sometimes addresses hard, personal issues like smell and cleanliness. Your clients EXPECT a professional stager to instruct them on these issues but are not completely comfortable with you as their Realtor doing this.

Incorporating Professional Staging Into Your Listing Presentation Continued...

4. **Gives You Home Seller “Buy-In”** – In the NAR 2013 Profile of Sellers, over half of home sellers undertook a home improvement or remodeling project before selling the home. According to a Maritz Research Poll, 79% of home sellers are willing to spend up to \$5,000 to get their house ready to sell. During the staging process with an HSR Certified Stager they will understand the difference staging can make in their home, have a list of necessary purchases to make to complete each room, and have a list of important cosmetic improvements (paint, electrical, etc.) they will want to quickly do in order to maximize their return on investment if they so choose.
5. **Is A LOT Less Expensive Than You Think** – Your HSR Certified Stager has Realtor Partner Packages that start as low as a simple Staging Consultation which will usually result in a day of staging (paid by the now engaged seller), gorgeous photos of prepared rooms for your online marketing campaign, and an Action Plan for the seller to do more to make their home desirable. This means greater returns and a faster sale. Why? Because an HSR Certified home stager is trained to engage the home seller in the staging process, educating them on disassociating from their home and seeing through “buyer’s eyes” right in the beginning during the Staging Consultation. This is incredibly motivating to your sellers who now want their product to compete and sell!
6. **Greatly Improves Your Outside Marketing Campaign** - The money you spend on marketing the home on the outside will be twice as effective when you have photos of beautifully staged rooms (with updated accessories) vs. photos done on the fly. With over 90% (according to NAR) of home buyers searching the Internet FIRST, it’s critical that your home marketing photos be outstanding and have impact.
7. **Gives You Industry Status** - According the NAR, Realtors are more likely to take their clients to homes that have been professionally staged rather than not. When you have a reputation for listing move-in ready homes marketed specifically to buyers, agents will want to show them! In a cyclical industry it helps to have a quality listing reputation.
8. **Makes You Sell Listings Faster** – Buyers have MANY home choices in today’s market, so what home do you think they will make an offer on, a staged or un-staged home in the same price range? Home staging specifically markets each room in the home to a potential homebuyer’s emotion, which results in offers. Statistically, **professionally** staged homes sell 50% faster than homes that have not been professionally staged*. Buyers want a home that is turnkey ready; home staging gives them what they’re looking for.
9. **Give You More Money** - Home staging is not rocket science but pure economics. When you improve upon a product, you increase the demand thus raise the price. Several statistics consistently show that staging has an impact on price and demand. In a poll by Maritz Research, over 1/3 of buyers were willing to pay more money for a home that was move-in ready. In another 2006 Royal LePage House Staging Poll (conducted by Maritz Research) revealed that 36% of potential buyers said that they would be willing to **pay a premium** for a home with **updated décor**. Surprisingly, more men than women viewed décor as a necessity with 41% of men versus 30% of women claiming they were willing to pay a premium for this feature even though they understood they were not buying it! A better price for the home should result in better commissions for you, as well as...

10. Gives You Happy Clients - . In a NAR 2013 Profile of Sellers it was reported that over a quarter of seller's MOST IMPORTANT EXPECTATION is that their real estate agent will sell the home WITHIN a specific time frame. In today's market, that's not an easy task among the many homes available UNLESS your listings stand out with staging. A faster sale for the best price will have clients singing your praises! In a referral-based industry, happy clients mean more listings and the reward of a job well done. The cost of staging is MUCH less than the first price reduction; so don't disappoint your clients with that sad alternative.

11. Gives You MORE Listings – Okay, why stop at ten when there are so many benefits to incorporating professional staging the primary of which is more listings! Happy clients talk and when 41% of sellers FIND their agents through referrals* expect more listings! Incorporating an HSR stager in your listing package gives you a HUGE competitive difference to the average real estate agent! Imagine holding an open house in the home you've had professionally staged and letting potential buyers who walk through the home know you hire a staging professional as part of your listing package. Buyers recognize a home that has been beautifully prepared to sell and will want the same for their own home! Your website and marketing collateral for your listing presentation should also reflect this extra attention to your client's needs and your HSR Certified stager has videos, hand-outs and verbiage for you to use. In fact, the following pages are examples of hand-outs and tools available to you as a Realtor Partner when you partner with an HSR Certified Professional Stager.

Challenge #3 and #4 can easily be addressed directly from the HSR Certified Professional Stager who sent you this Staging Partnership Packet. Your HSR Certified Stager will have a Realtor Partner Program that fits into your business and is based on trust. Review the following pages as additional benefits to your business when you partner with an HSR Certified professional and contact them today!

Example Emails, Videos and Hand-Outs for Realtor Partners Use

As a valued HSR Realtor Partner, you will have access to various materials in order to educate your clients on the process and make your job much easier. Here are just a few example emails you can send to your new listings along with video links to informative presentations:

(I'm happy to send you the mp4 to use on your website and social campaigns)

Email Example for Realtors Who Pay For Staging Consultation

Dear SELLER,

Thank you for choosing me as your agent partner. My goal is help you get the best price possible for your home and the quickest sale. I want your home to "stand-out" in the market, so as part of my listing package, I pay to bring in a certified, professional home stager who will consult with you and provide a detailed "Staging Report" in order to show your home best. My stager is seasoned in preparing homes, so that buyers will fall in love with them.

STAGERS NAME, will work with you to develop a home plan and proposal based on your budget that will ensure a quicker sale which means a better price. Typically when sellers make

a staging investment between 1 and 3 percent of the home's asking price, it will generate a return of 8 to 10 percent!

Here is a YouTube link to a quick, two-minute staging video which shows the impact a professional stager can have on your home:

https://youtu.be/4iIL_VuQqmc

Remember, people do not live in “staged homes”, so enjoy the process and let’s get the best price for your house as quickly as possible!

Warm Regards,

Agent

Video Links of HSR’s Best Sales Videos

Here’s a handy reference for you that shows the best video links for you to share/use and place on your website that HSR offers:

Top 10 Reasons to Stage Your Home to guitar music (photo filled recent stats) -
<https://youtu.be/UMaw0EuziOo>

Top 10 Reasons to Stage Your Home to upbeat music (photo filled recent stats) -
<https://youtu.be/R0dDbvin57Q>

Top 10 Reasons to Use an HSR Certified Professional Home Stager Animoto Video (several) - <https://youtu.be/44iNOtwSAEw>

The Vacant Cost of Not Using an HSR Professional Stager -
https://youtu.be/4NiugQwce_I

Partnering for Success – Stager to Agent Video -
<https://youtu.be/hZZBH8ml1y4>

What Every Seller Should Know – Realtor to Seller Video
https://youtu.be/4iIL_VuQqmc

Realtor Partner Pricing

In the Week 3 Video, I discuss an ideal way to create partner pricing with agents and here is the example price form for you to use:

Discounted Realtor Partnerships

I work with real estate agent partners by offering *pre-paid, discounted home staging services* to their client listings which serve to gain more listings by giving them a competitive advantage while transforming the homes so that they sell faster and for top dollar.

<input type="checkbox"/>	“Getting to Know You” Partnership 3 Pre-Paid Staging Consultations & Reports at 5% Discount	\$712 (A \$750 Value)
--------------------------	---	-----------------------

Insert Description of Staging Consultation

<input type="checkbox"/>	Bronze Partnership 7 Pre-Paid Staging Consultations & Reports at 10% Discount	\$1575 (A \$1750 Value)
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<input type="checkbox"/>	Silver Partnership 15 Pre-Paid Staging Consultations/Reports at 20% Discount	\$3000 (A \$3750 Value)
--------------------------	--	-------------------------

<input type="checkbox"/>	Gold Partnership 10 “Realtor Revives” at a 10% Discount	\$4050 (A \$4500 Value)
--------------------------	---	-------------------------

Insert Description of ½ Day of Staging combined with basic Consult

<input type="checkbox"/>	Platinum Partnership 20 “Realtor Revives” at a 20% Discount	\$7200 (A \$9000 Value)
--------------------------	---	-------------------------

Insert Description of ½ Day of Staging combined with basic Consult

The “Realtor Revives” also includes our “Marketing Launch” service when professional photos are taken for maximum exposure to you and your listing!

****Note – Some of our Partner Realtors simply pay for the discounted home staging services up front and charge the expense to their fees in close of escrow.**

Day 16 - Alternative Income Streams for Your Business



There are so many directions you can take your staging business, so my hope is that this training opens your eyes to the elements of the business you like best, finding your niche and thinking like a business owner and making money!



Website: Watch the on-demand *Alternative Income Streams* video.

From the *Member Area*, click on **Week Three>>Day Sixteen>>Alternative Income Streams** section in the menu or right hand bar and watch video

20 “Out of the Box” Alternative Income Revenue Streams in 30 Minutes



Keys to Selling Success:

1. Finding the target market with need
2. Packaging the service
3. Pricing it right
4. Visually marketing the service, so it's completely understood to the target market

Staging Services - Cues from Your Location Demographic!

- ❁ **Vacation Rentals – Search - Vacation Rental Websites:** www.vrbo.com, www.vacationrentals.com, www.homeaway.com, www.vacationhomerentals.com **Create Deliverable:** Package of “Vacation Staging” including day of staging, photos, shopping recommendations/accessories brought in for free, listing creation and some syndication (www.postlets.com) **Sell:** Go to the sites above and email owners your package information, ideally referencing/linking to a home you’ve done, as well as to your website.
- ❁ **Multi-Unit Rentals/Property Managers – Search - Regular Rentals and Property Manager Websites:** www.rentals.com, www.forrent.com, local newspaper **Create Deliverable:** “Staged to Rent” Package – A one-time fee includes measurements taken, furniture chosen, brought in and placed, main rooms completely furnished and beautifully photographed to stand-out online. **Sell:** Target property managers as part of their service to clients OR a service they recommend to clients receiving a \$100 referral bonus.
- ❁ **Real Estate Investors – Search and Network Investor Associations:** www.nationalreia.com, www.reiclub.com, www.allinvestornetwork.com **Create:** “Investors package” ½ down and other ½ paid at closing, no more then 4 months rental cost, LR, DR, K, 1 Bedroom for \$1200/mo. **Sell:** This will be a HUGE success in 2012 where banks are expected to “dump” properties to clear inventory to investors...”standing out” will be key to investors success.
- ❁ **Movie or Location Sets –** Staging sets for HGTV or other shows was another niche brought up by a conference attendee.

Rental Services – Build Your Hard Inventory for Maximum Occupied Staging Profit!

- ❁ **Art Rentals for Occupied Homes – Search:** Buy art at “to the trade” discount at: Paragon.com, www.art.com, www.printscapes.com, www.fineprintcollection.com, www.imagekind.com or HomeGoods (each should typically cost \$60-\$140) **Create Deliverable:** “Custom Art Rental Package” – Photograph each painting and feature in photo book for client to view and choose during consultation. Charge \$20.00+/mo. rental for under 5 paintings and volume discount from there. Within 3-7 months of rental, art is pure profit! Bring paintings into home during “Staging Day” and hang during using “Monkey Hooks” you can find at Target.
- ❁ **Kids Room/Guest Room Rental Package for Occupied Homes–** Emphasize “buyer demographic” to sellers on these packages. Note if there is a downstairs bedroom/bath, make sure to stage as a guest room. **Create Deliverable:** Use two plastic bins to hold, air mattress, bedding, kids accessories, etc. to build out kids rooms easily. Use empty bins to prop up mattress and lay bedding over. Rent entire room for \$100/mo.
- ❁ **Accessory Rental Packages –** This works particularly well when you are trying to infuse a “style” into the home on a budget sellers can afford. **Search:** Create tablescapes, centerpieces and kitchen trays that easy to add/remove for showings. **Create Deliverable:** Similar to the Art Package, photograph your accessory creations and include in the same photo book that can be shown to clients at the time of the consultation.

Redesign Services that Sell!

- ❁ **True Move-In Design Solutions –** What do new home owners usually do when they first move in? They change flooring, some finishes/electrical and window coverings. **Search:** Connect to local “to the trade” wholesalers for these cosmetic changes (ProSource, Windows, Paint Companies). **Create Deliverable:** Use your “To the Trade” discounts to create a “benefit sheet” or brochure that explains why using you for “Move-In Design”



makes financial sense and actually saves them money because of your connections. Once you've assisted with cosmetic changes, help them create a "Priority Purchase" list for the items that work best in their new home.

- ✿ **Redesign Classes – Search:** Find appropriate venues (recreation centers, club houses, libraries, book stores, and furnishing stores) where you can hold 20+ person, 2-hour classes on various redesign subjects. **Create Deliverable:** Charge \$20/pp and create classes on: Rules of Arrangement, Top Ten Entertaining Tips, Color Rules, Finding Your Home Style and many other fun, redesign topics you think would appeal. You just made a healthy \$400 on a two-hour class that very likely will bring you many more clients and is re-usable. Spread the word about your class through patch.com, nextdoor.com app, flyers, the venue, Craigslist, online city calendar, etc
- ✿ **Become a Staging Mentor!** Are you a busy home stager? Join www.StagingMentors.com and get paid to allow a fellow stager to "shadow" you for a day (or two). Becoming a trainer and mentor is easy and we will bring business your way at www.homestagingresource.com

Partnering Services

- ✿ **Color Consults for Paint Companies and Painters – Search:** Approach local painters with mutual referral proposition: If I refer you a job that is over \$2000, then my "Color Consult" is included in that job (for the client) while you can pay me \$300 for the referral/consult. Ask for reciprocal referrals from them. **Create Deliverable:** Create "Benefits Sheet" describing your color process and the paint vendors you recommend (from your contacts above). (Do the same for General Contractors, creating a "Finish Consult" for light remodeling). [Become a Certified Color Expert!](#)
- ✿ **Redesign Partnerships with Home Furnishing Stores – Search:** This can almost go hand-in-hand with the "Redesign Training" venue you are using. Approach local home furnishing stores offering redesign consults for their clients assuring them that the referral will keep your shopping dollars in their store. This can even work with large, home furnishing stores you already get a "To the Trade" discount from when you approach the managers/clerks about passing out your card for folks who need a little redesign guidance.
- ✿ **Fellow Stagers and Designers –** Contact stagers at a distance and ask for reciprocal referral bonuses if you refer business their way that was too far. Contact stagers with inventory and ask to see if you can use their inventory to stage your homes or vice versa modeling after what Tammy does in Denver (Darby Systems).
- ✿ **Popcorn Removal –** Another attendee at the conference is in an area where popcorn is on the ceilings everywhere! She worked out an affiliate stream of income by referring her clients to a popcorn removal company who then pays her a referral bonus – win, win!
- ✿ **Doormat Sales –** Another attendee has custom doormats that she sells to clients for every staging. She makes money on the sale and the seller has a great first impression!
- ✿ **Duplicate Yourself on the Cheap!** Okay, so you've incorporated some of the above ideas in your business and you're going a million miles an hour...what do you do? Partner with your local university for design interns by posting job on Craigslist. You can also pay independent contractors (with experience) to work for you giving them creative freedom in the home and a process to follow.

Holiday Services

- ✿ **Holiday Entertaining and Decorating Classes –** In the same way you created quick classes for redesign, so too can you create various Holiday Decorating and Entertaining Classes during the slower staging months to hedge your business. **Create Deliverable:** Charge \$20/pp and create classes on: Creating Family Holiday Memories,



Top Ten Holiday Entertaining Tips, Finding Your Holiday Home Style and many other fun, redesign topics you think would appeal. You just made a healthy \$400 on a two-hour class that very likely will bring you many more clients and is re-usable every year. Spread the word about your class through flyers, the venue, Craigslist, online city calendar, etc.

- ❁ **Package Services that Fit Each Class You Give: “Christmas Decorating and Dreaming Day” “Holiday Event Staging” “Holiday Décor Shopping at a Discount”**
Sell to students in the classes you provide and expect to have clients pay you to help them sort through their current décor and assist them in creating a style that works for them! Couple a “holiday shopping” service where you are providing your “To the Trade” discounts at places they like to shop during the holidays: i.e. PierOne, Pottery Barn, Ballards, ZGallerie and other holiday décor stores you’ve created trade partnerships with.
- ❁ **Retailer Holiday Design and Merchandising Package: Search:** Small business retailers in your area (start with the retail complex centers) and offer holiday decorating and merchandising for their stores. Retailers rarely have the time and/or expertise to decorate their store for the holidays. **Create Deliverable:** Package your service much like your staging where you provide brief consult, assess their need and charge for your shopping time, products, as well as the time spent decorating the space. Create “Benefit and Pricing Sheet” and hand these out ideally with testimonials and referral story of the store next door. Expect to be busy every holiday season!

Re-Think Your Current Proposals and Process

- ❁ **Always Include Recommended Shopping Time and Budget in Your Proposals!**
- ❁ **Always Include/Offer to Handle Vendors and Cosmetic Repairs at Your Hourly in Proposals**
- ❁ **Always Ask Client to Hold “Open Houses”** – After you do any work at all make sure to ask the client to hold a drinks and appetizer “Open House” to brag/show their friends the fabulous job you did!

Day 16 - Shop Like a Pro



Shopping is an essential part of what we do that adds huge value to clients! At HSR, you have access to the largest Trade Discount area in our Member Black Book, so after you get your HSR Certificate it's time to develop those trade accounts and find your favorite items.



Note: Don't email me for your certificate! Go to Week 3>>HSR Certification Test and answer those questions to get your HSR Certificate emailed to your automatically later that week (it can take 7 days).

If you still haven't received it, email info@homestagingresource.com and give you full name to request the certificate.



Website: Watch the on-demand *Alternative Income Streams* video.

From the *Member Area*, click on **Week Three>>Day Sixteen>>Alternative Income Streams** section in the menu or right hand bar and watch video

Tips on Shopping and What to Look Buy

I know I've already talked at length about how to shop for clients, as well as what kind of accessories to look for in other sections but I wanted to add a couple more useful videos to expand your shopping. Here's some good rules of thumb for shopping:

- **Never pay with your own money!** Clients should give you cash, a check to cash (make sure it's gone through) or use a [Chase Liquid Gold](#) card they purchase from you that you can fill by taking a photo of their check.
- **Never go in with the idea that you are going to take the items back!** Stagers are getting a bad reputation for buying items for clients, then returning those same items once the home has sold. Your business holds to a higher standard, so please don't do this. Instead, shop for clients with their cash (see above) and give them the items with the receipts, so if they don't like something...THEY can return it.
- **Emphasize Your Shopping Expertise** - You are the design expert, so be confident and hold true to your shopping and design choices...DO NOT WAIVER. If they client, still does not like an item, they can return it.
- **Emphasize Your Shopping Efficiency** - Most people do not haunt furnishing stores like you and have no idea where to "source" things! You are saving them oodles of time by doing this for them.

What to Look For?

- Lightweight, neutral based, LARGE pieces
- Only light colors in small spaces (white, cream, gray)
- Trends are friends, so splash mid-century modern
- White towels/sheets at Target or HomeGoods
- At least 20x20 pillows (with 22x22 inserts)
- Large vases, trays, canvases, glass jars in neutrals (black, white, tan/cream)
- Books without jackets (“Friends of the Library”)
- [Fake TV, fruit, etc. \(PropsAmerica.com\)](#)
- Here’s some good examples...

Day 17 - Model Home Staging



Tackling model homes and working with home builders is no small matter! In fact, I don't recommend you take on this business until you've handles quite a bit vacant work beforehand. Having said that, I have a plan for you and this section is VERY extensive with over 7 videos on the process along with materials.



Website: Watch the on-demand *Model Home Staging* videos.

From the *Member Area*, click on **Week Three>>Day Seventeen>>Model Home Staging** section in the menu or right hand bar and watch video

Here's what each one of the videos covers, so buckle up:

Quick Navigation

Video 1 - Training Overview and the Builder Phone Order Sheet

Video 2 - Researching the Buyer Demographic

Video 3 - Rules for Luxury Home Design & Audra's 5 Rules of Design Success!

Video 4 - The Fun Part...Let's Look at Some Model Home Example Photos

Video 5 - How to Price a Model Home Project and Share Your Price Vision

Video 6 - Choosing Key Vendors for Model Home Staging - My Favorites

Video 6 - Using Vision or Concept Boards and Floor Planning - Best Resources

Vision Board Links & Discount Code

Forms Associated with the Model Home Section

Luxury Model Home Staging and Pricing

As a professional home staging in the CITY, STATE area I am well-versed in the various buyer demographics within this area. Each area is different and appeals to a specific buyer, so merchandising the model home space towards that demographic is critical! I also specialize in mixing off the rack with custom pieces in order to create a gorgeous aesthetic that's not as hard on the budget.

Classic Finishes + Trending Fixtures + Classic Large Furnishings + Custom/Trending Accessories + one WOW Factor piece per room = Timeless look that buyers fall in love with that doesn't break the bank and is easy to update

Depending on your demographic, size of home, luxury standard and length of display we have several service options that will fit your needs:

Conception to Creation Full-Service Design and Staging –

- This full service design, ranges from \$25 to \$75 per square foot depending on the luxury standard of the market and client.
- The fee includes presentation, specifications and design choices for flooring, paint colors, counter and cabinet finishes, lighting fixtures, wall treatments, window treatments and space planning.
- The fee includes the cost of all furniture, merchandising accessories, artwork, greenery, custom bedding, pillows and upholstery.
- The fee includes the cost of movers, merchandisers and custom upholsterers.
- Builder is responsible for purchasing specified fixtures, treatments and electronics (Flat screen TV's, flooring, cabinets, light fixtures, plumbing fixtures and custom window treatments).
- Builder is responsible for paying and managing subcontractors directly for all paint, window covering install and finish work (tile, wood, floors, cabinets, moldings, etc...)
- Builder will own all furnishings/fixtures and is encouraged to sell it in the final sale of the house at the cost they paid.

A 10% retainer and deposit is required up front to pay for Full Concept Board while the other 90% is due upon Full Concept Board presentation and signing of agreement.



Builder Pre-Appointment Order Sheet

Date: Which Client Referred? Physical Model Address:		Full Name: Builder Company: Address:	
Additional:		Phone/Cell:	Email:
Concept and Consultation Preparation:			
How many models? _____ How many homes in the community? _____ Phases? ____ Anticipated Display Time: _____ Sales Price of Homes: _____ Date to Show? ____ Sq. Footage Model 1: ____ Model 2: ____ Model 3: ____ Model 4: ____ Have you worked with a Stager/Designer Before: _____ Rental Preference? ____ How far along is the building project? _____ Blue Prints? ____ What is the scope of work needed? _____ _____ _____ Finishes: _____ Floors: _____ Light Fixtures: _____ Appliances: _____ Plumbing Fixtures: _____ Millwork: _____ Paint Choices: _____ Furnishings (whole house or partial): _____ Wall Coverings: _____ Window Coverings: _____ Rooms to be Furnished: Living Room & Family Room? _____ Formal Dining? _____ Nook: _____ Kitchen Island: _____ Entry: ____ # Bedrooms: _____ Office? ____ # Bathrooms: _____ Exterior Design? _____ What (if any) are the problem areas (buyer hesitations)? _____ On a scale of 1-10, how luxury would you like to style these models? _____ What is your budget for the design work described? _____ Is it a million dollars? ____ On a scale of 1-10, how involved do you want to be in the decision making of items? _____ Do you have any design, color, finish or theme preferences? _____			
General Overview of Your Company – Hopefully Done in Initial Phone Call			
What to expect from your company: _____ _____ Pricing and service options: _____ _____ Date of Meeting: _____ All decision makers present at meeting and why: Payment Schedule and Agreement: _____ _____			
Additional Details:			
Directions: _____ _____ Appt. Reconfirmed? <input type="checkbox"/> Consultation Paid? <input type="checkbox"/> Credit Card Info: _____			

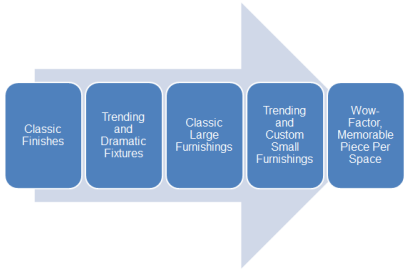
Builder Presentation

The Builder PowerPoint presentation we provide you is a great starting point to communicating value and “luxury level” to clients. Here’s a quick outline of what that looks like in Week 3:

Who Is Our Buyer Demographic?

- >Price point of the homes, as well as great school district dictate a typical third home buyer, married couple with two kids ages (10-15) and family dog
- >Telecommuting location dictates an office in the downstairs open space
- >Popular “interests” for families with kids in the 10-14 age in this neighborhood are baseball, soccer, beach/surfing, horses (due to close rural/riding area)
- >This is a family who vacations and entertains a lot

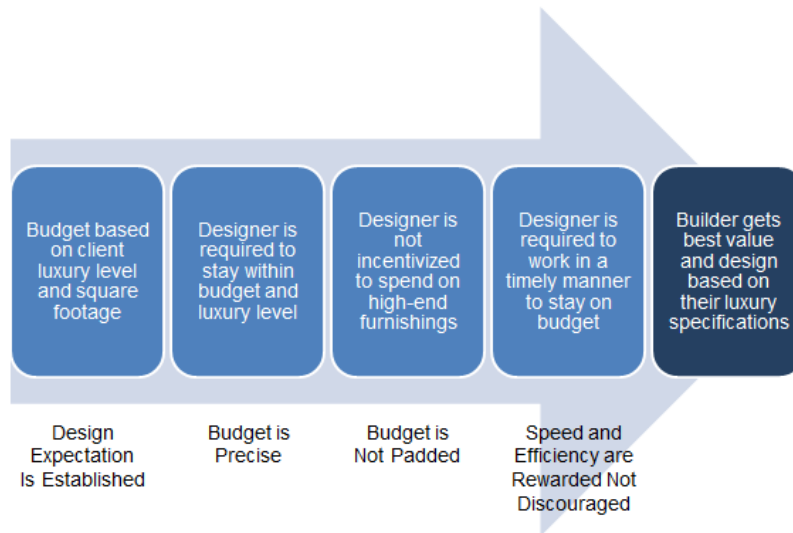
The Way We Work...



What is Your Luxury Level?

	IKEA	POTTERY BARN	TO-THE-TRADE	BESPOKE
<i>Bed</i>	\$250	\$1,300	\$10,000	\$20,000
<i>Dresser</i>	\$250	\$1,200	\$3,000	\$7,000
<i>Upholstered Chair</i>	\$200	\$1,200	\$3,500	\$7,000
<i>Sofa</i>	\$600	\$2,000	\$7,000	\$12,000
<i>Curtains & hardware</i>	\$100	\$500	\$2,000	\$8,000
<i>Art</i>	\$60	\$200	\$4,500	\$18,000
<i>Bookcase</i>	\$80	\$1,000	\$6,000	\$10,000
<i>Desk</i>	\$150	\$600	\$3,000	\$9,000
<i>Armoire</i>	\$250	\$2,000	\$5,000	\$10,000
<i>Dining Chair</i>	\$150	\$250	\$500	\$1,200
<i>Dining Table</i>	\$200	\$1,200	\$3,000	\$8,000
<i>Sconce</i>	\$10	\$200	\$200	\$300
<i>Chandelier</i>	\$60	\$500	\$1,200	\$6,000
<i>LR Rug</i>	\$200	\$900	\$6,000	\$30,000
<i>Coffee Table</i>	\$120	\$700	\$2,000	\$5,000
<i>Side Table</i>	\$50	\$400	\$600	\$1,000
<i>Floor Lamp</i>	\$100	\$300	\$500	\$1,200
<i>Table Lamp</i>	\$40	\$250	\$400	\$1,200
<i>Mirror</i>	\$99	\$500	\$1,600	\$3,500
<i>Credenza</i>	\$250	\$1,200	\$4,000	\$8,000
<i>Bedside Table</i>	\$75	\$500	\$800	\$2,000
<i>Sheet Set</i>	\$35	\$250	\$500	\$2,000
<i>Queen Mattress</i>	\$549	\$1,000	\$3,000	\$10,000
<i>1 yd Fabric</i>	\$6	\$30	\$75	\$200

Transparency in Pricing



Then the presentation continues to visually show the various “luxury levels” of staging based on their budget pricing.



Website: Download the *Model Home Staging* Presentation

From the *Member Area*, click on **Week Three>>Day Seventeen>>Model Home Staging** section in the menu or right hand bar and watch video

Day 18 - Holiday Design



Who does not all in love with Christmas and the holidays come every October?! This is an easy service to offer clients and then advertise via Facebook or email every October. In fact, I've seen some stager's have a 10% profit increase when they add this service!



Website: Watch the on-demand *Holiday Design* video

From the *Member Area*, click on **Week Three>>Day Eighteen>>Holiday Design** section in the menu or right hand bar and watch video

"Thanks Audra for the holiday design training! I've already book 10 clients through a Facebook campaign!" – Carol

Forms Associated with the Holiday Design Section

As with all our training sections, there are forms in Word to help you get rolling right away and NEVER reinvent.

Holiday Design FAQ's

Take the stress out of the holidays by having an expert holiday designer work with what you already have to create a gorgeous holiday home perfect for entertaining!

What is your holiday design process?

First we review your current holiday décor choices, as well as the style and décor of your home. We hone in on connecting the style of your decor with a holiday style that fits your personality, family and home: Rustic, Glamorous, Classic, Traditional, Coastal, Eclectic, Modern, Vintage or a combination of those. We find that through the years, you've developed and purchased for a few different styles and we work to harmonize the look you started with what is current.

We make holiday purchase recommendations, so you can complete the look on your own or have us shop for you and come back to install for a completely, new Christmas design transformation!

Do I have to be there when you are designing?

No, but we will need to have all of your current holiday décor laid out, so we can sort through what you already own and place it beautifully throughout the main areas of your home.

Do I take down the decorations myself after Christmas or can you do that?

Yes, you can pack your Christmas décor yourself. Prices for take-down are separate and can be provided upon request.

How do I book a spot?

Since we have a small "window of opportunity" for holiday design which is about 5 weeks, spots are only guaranteed by a 50% deposit.

Do you do holiday table design and centerpieces?

Yes, we can absolutely help you with that in the consultation if you desire.

Holiday Design Residential Service Price List Example

Take the stress out of the holidays by having an expert holiday designer work with what you already have to create a gorgeous holiday home perfect for entertaining!

Holiday Décor Solution Consultation \$250

In this intensive 2 hour consultation, we will be reviewing your current holiday décor and how it fits your needs and your home's style. We will work with what you already have, as well as make inexpensive recommendations to hone your Christmas style and tie it all together, so that your home really sparkles this holiday season. You won't believe the creative ways we repurpose your current décor into a holiday home!

(Up to 2 hours in the home, each additional hour reverts to \$100 hourly rate)

Power Holiday Decorating Mini-Makeover -- \$450

This holiday decorating service is all about rolling up our sleeves and working together to start decorating the main areas of the home right away with your current holiday decor. You won't believe the difference a few hours makes just using what you already own!

(Up to 4 hours in the home, each additional hour reverts to \$100 hourly rate. Home must be cleaned and ready with the holiday décor already set out for review.)

Ultimate Full-Service Holiday Decorating -- \$700

Take the stress completely out of the holiday season by having us do your holiday decorating for you!

(Up to 7 hours in the home, each additional hour reverts to \$100 hourly rate. Home must be cleaned and ready with the holiday décor already set out for review.)

Power Holiday Shopping -- \$100 per hour

We'll create a budget and shop for those gorgeous holiday accessories that work perfectly with your holiday vision and your home's current décor.

We know where to go and even get "Designer Discounts" on what we purchase for you.

Christmas Light Hanging --

Take the danger and risk out of hanging your own Christmas lights! Our insured and expert light hangers will do the heavy lifting for you!

Additional services available based upon the home owner's needs

Holiday Design Pre-Appointment Interview

<p>Date: Contact 1 Name: Physical Address:</p> <p>Cell/Phone: Email: Preferred Contact Method?</p>	<p>Contact 2 Name: Relationship: Address:</p> <p>Phone/Cell: Email:</p>	
Christmas Design Preferences		
<p>What is your holiday design/decorating needs and will you be entertaining a lot?</p>		
<p>How would you define your current home style primarily? (relaxed, traditional, contemporary, glamorous, bohemian, country, industrial, romantic, neutral calm)</p>		
<p>Looking at your current holiday décor, what colors have you gravitated towards most in the past?</p>		
<p>What Christmas colors or styles do you love right now?</p>		
<p>What colors or styles do you have a strong aversion to...if any?</p>		
<p>What stores have you purchased most of your Christmas décor at?</p>		
<p>Will you need shopping ideas for additional items to complete what you've already purchased? (Sometimes people have too much to work with while others don't have enough. Sometimes people want to completely change their look)</p>		
<p>Will you need us to assist with a tree? YES NO</p> <p>If Yes, do you already have an artificial tree?</p>		
The Consultation		
<p>Are you on FB & Pinterest?</p> <p>What to expect from your consultation and research prior...</p>		
<p>Deposit details and laying out your décor...</p>		
Additional Details:		
<p>Directions/Gate Code:</p>	<p>Appointment Date/Time?</p>	
<p>Appt. Reconfirmed <input type="checkbox"/></p>	<p>Hold the Day Deposit/Prepaid?</p>	<p>Credit Card Info:</p>

Day 18 - Staging Day Videos



In Week Three and in the HSR Library I placed the Staging Day Video section. Why? Because this section and the Forms section are too important to not also be in the HSR Library. In order to refine your talent and skill set, use these videos as a way for you to practice tackling different homes.



Website: Watch the on-demand *Staging Day* videos as you wish...this is an optional area to help refine your talent.

From the *Member Area*, click on **Week Three>>Day Eighteen>>Staging Day Videos** section in the menu or right hand bar and watch video

Day 19 - HSR Certification Test



Hurray, you made it! Once you have participated in the *Week Three Certification Test*, you have successfully completed your 21-day *HSR Certification Training*. We will be emailing a gorgeous, HSR Certification in Home Staging and Redesign for your Portfolio!



Website: Take the HSR Certification Test

From the *Member Area*, click on **Week Three>>Day Nineteen>>HSR Certification Test** section in the menu or right hand bar and watch video

Don't worry, it's not hard...the whole point to it is for you to let us know you absorbed the material and are planning on meeting your business goals.

You have come a long way since you watched your *On-Demand Training Overview* video in Week One! You are now ready to apply the new skills you have learned and launch a successful home staging and redesign business.

Keep in mind that while your training is completed, your HSR membership offers support and ongoing education. You will receive regular *Member FYIs*. The HSR website is constantly being updated. You can participate in Stagers Connect to share experiences and get tips from other members across the country. **Congratulations on your HSR certification!**



****Make sure your email is current in your profile by logging into the Members Area and click on "Edit Profile" in your directory listing!**