

HOW TO START YOUR REAL ESTATE STAGING BUSINESS WORKSHOP

Want to know the secret for selling a home faster? Look no further than Real Estate Staging. Our seminar introduces students like you to the process and business behind Real Estate Staging. Professional Real Estate Stagers defines staging as, the act of preparing and showcasing a property for sale. It is a coordinated methodology in which knowledge of real estate, home renovations and creative design principles are applied to attract a buyer.

WORKSHOP OVERVIEW

THE BUSINESS SECTION	• What exactly is Staging? • How can staging help you for selling a property? • Why staging is important in today's market (recession or inflation) • Common misconceptions about staging • Staging the relationship with Realtors and Homeowners • How to Start Your Business from ground up following a complete Business Plan (Guide Included with step by step) • Marketing Strategies and Tactics with forms, checklists, plan worksheets, etc. • Contracts for Vacant Home Staging and Furnished Home Staging • Pricing options
THE STAGING/RE- DESIGN SECTION	• Foundation of Interior Design Principles and Elements • Recognize different property Styles • Space planning and how to fix challenging layouts • Quick remodeling suggestions • Psychology of Lighting and Color use • Psychology of Environmental design – Awake the 5 Senses • Analyze each area starting from Curb Appeal if any, then all Public Areas (foyer, living, dining, etc) and all Private Areas (bedrooms and bathrooms) • Latest Trends and Vendors
THE PRACTICE SECTION	• Exercises with Space Planning to fix problematic areas • Go over some sheets from the Master Guide • Stage some areas of your home.
CLASS DATES & TIMES	TBD: Private Class Day 1: 9 am -1 pm – 1:30 pm – 5:30 pm Business Section & Staging/Redesign Day 2: 9 am -1 pm - Staging/Redesign Finish and practice
COST	\$975 (25% off \$1,300) Same as a group price!

HOW TO START YOUR REAL ESTATE STAGING BUSINESS WORKSHOP by "I.C.D.A."

When you decide to list your home for sale, you must think about how to merchandize that home, so it is appealing to buyers. The property becomes a product! By course end, students will have the foundation to begin building their real estate staging business in all aspects: the business and the staging practice side.

**You will receive all the material via online the day you start the class. No print material will be delivered.
It will include: The business + staging/redesign + master guide.**

I.C. Designs by Aimee, LLC also known as "I.C.D.A." has developed a full program following all the material expected for an Accredited Training Provider with a special template and emphasis on the main areas that are necessary for the practice. Word of mouth and referrals within any industry are the most precious value and advertising any business should be proud to achieve. Please look at the Testimonials at www.icdesignsbyaimee.com.

You can expect that most of the objectives expected for a RESA Accreditation Training Program will be covered in this I.C.D.A. How To Start Your Staging Business workshop. RESA staging training and redesign training programs requires to cover the following subjects: Courses for Stagers- Subjects taught must include but not limited to: • Class objectives • Definition of Staging and differences between staging, redesign and decorating • Communication o Listening Skills - Understanding the needs of client to determine if staging needs to accommodate special needs - Understanding client budget o Setting clear client expectations • Furniture placement • Photography • Paint, how to choose it, when to change it, how to deal with it if you can't change it • Wallpaper- when to change it, how to deal with it if you can't change it • Color use • Odd spaces • Marketing to Realtors, homeowners • Presentations • Overcoming objections to Realtors and homeowners - Terminology - Benefits - Role playing • Pricing options o Hourly o Flat rates o Packages • General business practices o Policies and procedures - Refunds • Consults - What they are - How to do them - Examples of how they look • Bids - What they are o How to do them - Examples of how they look • How to handle vacant staging from beginning to end • How to handle a occupied staging from beginning to end • How to work with Furniture Rental Companies - Understanding their contracts - Pros and cons of putting contract in stagers name or clients name • How to choose furniture for projects, correct furniture for correct styles of homes • Scale and floor plans • Use of greenery - Having a plan for live greenery, etc - Where to buy greenery • Understanding Realtors - How they work and how to work with them - Basic real estate terminology - How to be of benefit to the Realtor and not a detriment • How to buy inventory • Business structure 101 o Business licensing - Insurance - Checking website domain availability before choosing your name • Choosing a name • Developing relationships - Anyone and everyone you need to in order to conduct business - Painters, carpet cleaners, handymen etc. • Working with other stagers - How to handle issues, ethics etc • Additional services you can offer • Must give sample contracts and forms • Must have "alumni services" (after care, or access to information after the class via a web portal) Courses for Re-designers- Subjects taught must include, but not limited to: • Class objectives • Definition of Redesign Philosophy & Psychology • Difference between redesign, conventional decorating and staging • Assessing the needs of the client (including special needs) - Listening - Observing the client and their belongings - Understanding likes and dislikes (color, scale, style) - Understanding the clients wants, needs and desires - Dealing with differences of opinion with the client (i.e., husband likes green, wife hates green) - Understanding the clients budget • Working with the client - Initial contact (inclusive of how to interact with the client) - Setting expectations • Importance of before photos – how and why • Shop the house (repurposing) & thinking outside the box (creativity) • Basic decorating principles - Scale and balance - Rhythm and harmony - Color cohesion - Redesign with a theme - Using texture • Decorating terminology - Style terms - Architectural terms (crown molding, niche, dado, etc.) - Lighting terms - Furniture terms - Window treatment styles and terms – Fabrics • How to deal with odd spaces • Steps to redesign: o Remove all items not being used in the redesign - Determine focal point (architectural/natural vs. created; primary focal points; secondary focal points) - Evaluate shape of the room; draw and/or list the 5 basic room shapes; draw and/or list the 5 basic wall/ceiling shapes o Place furniture, large trees (review fundamentals of size and style), area rugs (review fundamentals of placement guidelines as well as rug sizes appropriate for the space), traffic patterns, primary and secondary seating/activity areas - Add lighting (create the triad). May also address different types of lighting; lamp shades, etc. o Place wall art, mirrors (may address how to install) o Add the accessories (may address the rules of the use of "odd numbers") - • Post-redesign. Understanding the process - Finishing touches, inclusive of tidying the redesign space, dealing with leftovers, creating the ambiance - After photos - Client reveal (how to handle the client's reaction good and bad) • Redesign Forms - Client profile worksheet and how to prepare o Room evaluation form and purpose - Consultation checklist and how to prepare - Client contract • Service/Pricing Fundamentals - Establishing fees o Billing options: Hourly rate, package price - Service Descriptions/options - Upselling - Deposits - Invoicing the client • Tools and supplies • Safety Guidelines o Loading/unloading cabinets - Lifting properly, lamp cords stowed, carrying items - Properly handling of clients' items • Business structure, licensing, etc... • Marketing: presentations, website • How to work with vendors (furniture, painters, etc.) to secure the best service for your clients • Working with other re-designers, how to handle issues, ethics, etc. • Must have an alumni service (after care, or access to information after the class via a web portal) • Hiring/training assistants o Determining what you need in an individual o Pay