

# Interior Redesign and Real Estate Staging for Professionals

## #1 Key Elements of Redesign

- Philosophy & Psychology of Redesign
- Client Benefits
- Understanding the Process
- Before & After Photo Techniques
- The Step-by-Step Formula
- Picture Hanging & Placement Techniques
- Post Redesign Process
- Practicing Your Skills
- Problem Solving Questions & Redesign Checklist

## #2 Real Estate Staging

- Definition & Objectives
- Redesign vs. Staging
- Sellers Attachment & Anxiety Issues
- Basic Guidelines for Preparing a House For Sale
- The 'Model Home' Effect
- Identifying the Zones of Influence
- Staging Statistics, Challenges & Solutions
- Realtor Relations/Agent Profile Forms/Protocol
- Real Estate Terms

## #3 Decorating Principles

- Scale, Balance & Traffic Patterns
- Color & Texture: How to Choose a Color Palette
- Lighting Styles & Selection Guidelines
- Window Coverings
- Decorating Terminology & Home Decorating Styles
- Recommended Reading & Websites

## #4 Working With Clients

- What to Wear & What to Take to Appointments
- Pre-Qualifying Clients: Questions to Ask
- Client Speak: Words That Work
- Forms of the Business
- Redesign & Staging Consultations
- Exterior & Interior Staging Checklists
- Property Previews
- Assessing Client Needs
- The Room Reveal & Client Reactions

## #5 Inventory, Props & Tools

- Top Props & Inventory Items
- Table Setting Examples
- Handling Vacant Property Requests
- Vacant Home Furnishing Template
- Furniture & Accessory Rental
- Budget Minded Staging Ideas
- 'Per Room' Rental Estimate Guide
- Itemized Inventory List & Pricing List

## #5 Continued

- Tool Box Contents & Project Supply List
- Inventory Lease Agreement & Bid Worksheet & Proposal Form
- Vendor Discounts

## #6 Pricing, Services, Bids & Contracts

- Other Revenue Generating Services
- Services Pricing Checklist
- Pricing & Fees: Choosing the Best Way to Charge
- Commissions & Referral Fees
- Bid Proposals
- Project Time Calculator
- Project Proposal & Bid Form
- Guarantees
- Credit Card Processing
- Recommended Resources Form
- Invoicing & Sample Invoice Form

## #7 Business Start Up

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

## #8 Marketing & Promotion

- Branding & Advertising
- Marketing Budget & Planning Chart
- Brochures & Business Cards
- Database & Direct Mail
- One Page Bio Template
- Staging Scripts
- Networking & Joining Organizations
- Websites & Press Releases
- Email Advertising
- Your Professional Portfolio
- 30 Second Introductions: Explaining What You Do
- 'Leave Behind' Gifts & Thank You Ideas
- Low or No Cost Marketing Tips
- Sample Ads, Flyers & Promotional Materials
- Presentations & Donating Services