



FRSR Certified 5-Day Interior Redesign and Home Staging Training Program Class Agenda

Consultation Services

- Psychology of the client.
- Impact of change on a client.
- Conducting and closing the sale.

Redesign and Staging Services

- How to create and run a successful full-service Redesign and Staging business.
- Foolproof Steps in Design and Staging process.
- The 5 "F's" of designing.
- Time Management Concepts.
- Tools and supplies of the trade.
- Safety rules.

- Understanding how to analyze room shapes and focal points.
- Decorating principles: scale, balance, theme, texture, and color.
- Color consultations.
- Hands-on experience in the classroom and client's homes.
- Staging using designing techniques.
- Working with Realtors, Homeowners, and FSBO.
- Hands-on design experience in three client homes.

Business Formation, Marketing, and Promotion

- Business Startup Guide
- Naming your company and generating interest
- Ideal clients and target markets
- Writing contracts and pricing jobs
- Protecting your company
- Marketing your company
- Branding yourself
- Your Company's Niche
- Augment your income – add on businesses and revenue streams

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