

#2057 BUSINESS PROFILE

Staging Company - Owner Retiring

Santa Clara County

2024 Revenue: \$ 124,665

2024 SDE: \$ 19,058

This boutique home staging company, established by the owner ten years ago, specializes in homes under 3,000 sq. ft. Its staging fees range from \$3,500 to \$7,000 depending on the size of the home with direct costs for furniture rental and delivery and pick-up averaging about 40 -45% of the staging fees. Sales were down in 2022 -2023 due to health and personal issues, but 2024 was up 200% over 2023. The owner will introduce the buyer to the real estate agents who use her exclusively and assist the buyer with the first four stagings. This is a great opportunity for someone with an interest in design to own a reputable, well-organized operation.

Operation

Staff: Owner operated. No employees
Delivery - independent contractors

Facility

Home based with three storage units
Rent: \$1,850 per month

Asking Price

\$79,000

For a Confidentiality Agreement and more information contact:

Bay Area Business Brokers

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DRE# 02104578

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San Francisco Bay Area

"Judy is a talented designer and highly organized professional! She worked seamlessly with us and our Saratoga realtor to stage our home for sale on an accelerated timeline, finishing on-time with beautiful results. Our home was listed and sold within ~ 1.5 weeks, a testimony to Judy and her team's taste and abilities." -Alexa Fletcher

"I have had the pleasure of working with Different By Design for home staging numerous times this past year. Judy and her team have done an amazing job on each and every property we've worked on. They are true professionals in every way... from the minute they walk in the door to address each client's needs to the installation of furnishings and then the finishing touch with accessories! They have turned drab houses into extraordinary homes! Staging with Different By Design can not only make a difference in the listing to sale time but also in the price the seller receives in the end, a fabulous investment for each and every seller!" -Brenda Duchesne-Miller

Presented by:

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Overview

DifferentByDesign Home Staging is a small boutique home staging company started by Judy Piper in 2016. For the previous twenty-five years she had worked in the insurance industry; she had no formal interior design education, just an interest in design. She completed a home staging business course and joined the Real Estate Staging Association (RESA) which has an abundance of learning opportunities for new stagers.

DifferentByDesign serves the South Bay including Morgan Hill and Gilroy. Its typical staging projects are homes under 3,000 sq. ft. Its fees for staging range from \$3,500 to \$7,000 depending on the size of the home. The direct costs for furniture rental, delivery/pick up charges and independent contractors are about 40 – 45% of the staging fee. Since its inception the company has staged nearly 250 homes. The business has the capacity to handle up to five stagings per week and ten to fifteen projects at any one time, but Judy tries to limit it to no more than two new projects per week.

Due to economic, health and personal reasons, business decreased slightly in 2022 and significantly in 2023, but 2024 was up 200% from the previous year.

For marketing Judy has found the most effective method for her was to attend open houses to introduce herself to real estate agents. She has developed relationships with top producing agents, seven of whom stayed with her through the two challenging years. From 2021 through 2024 they referred ninety-two projects to her. She also gets business from her website www.dbdhomestaging.com.

Judy rents her staging furniture from a Santa Clara staging company who delivers and then picks up the furniture for a set price of \$400 - \$450. There is a fixed rental fee for every type of furniture which makes it much easier to quote jobs.

She uses another staging company to pick up her packed accessories, art and rugs from her Morgan Hill storage units and deliver them to the staging job and then come back to pick everything up once the home is sold. They also hang all the art. The company charges \$600 for every job in San Jose, Saratoga and Los Gatos; they may charge more for jobs north of San Jose.

The business rents three storage units at Butterfield Self Storage in Morgan Hill. Two are 12' x 40' and one is 10' x 40'. The current monthly rent is \$1,825. The units are organized by type of accessory; all the art and accent pillows are in one unit, the small furniture, area rugs and bedding are in a second unit and the third has accessories and lamps. All the units are carpeted and have storage racks that help with organization.

Over the years Judy has developed various tools to help manage the business and workflow. These include an intake form template, a staging fee calculator, a proposal template, an accessory pull sheet template, a current and upcoming stagings tracker and a packed container identification system. She runs her Invoices and Staging Agreements through www.17hats.com.

Even though business has rebounded from her two down years, Judy is ready for retirement. She will introduce a new owner to all her clients, provide two weeks' training and assist with four staging projects. Everything is in place for an aggressive new owner to continue and grow this successful operation.

Asking Price
\$79,000

Training

Two weeks of training (or 80 hours) includes:

How to utilize the intake sheet on your first call from potential client, conducting staging previews and consultations, calculating the staging fee using the pricing calculator, preparing the proposal, preparing the staging agreement and invoice using the template, how to use 17Hats (program used to process agreements and invoices), how to choose appropriate furniture for a job, how to effectively work with furniture supplier, how to plan a job using the accessory pull sheet, how to pack efficiently and how to organize the installation day efficiently.

First Four Stagings:

This assistance will start with accompanying the buyer at the initial preview/consultation for the home - all the way to packing up the home after it is sold.

Storage Unit Lease

Address	955 Jarvis Dr, Morgan Hill, CA 95037
Size	1,360 sq. ft. combined
Term	Month to month
Rent	\$ 1,860 /month

Equipment List

List of Fixtures and Equipment Included in Purchase Price

Financial Summary

	2024		2023		2022		2021	
	P & L		P & L		P & L		P & L	
Gross Sales	124,665	100.00%	41,218	100.00%	140,147	100.00%	234,190	100.00%
Cost of Goods Sold								
Furniture rental	21,865	17.54%	8,975	21.77%	32,555	23.23%	52,956	22.61%
Delivery expense	9,475	7.60%	2,860	6.94%	13,750	9.81%	20,225	8.64%
Independent Contractors	14,650	11.75%	4,750	11.52%	0	0.00%	0	0.00%
Casual help	0	0.00%	1,338	3.24%	250	0.18%	0	0.00%
Credit card processing fees	2,606	2.09%	868	2.11%	3,525	2.52%	5,465	2.33%
Mileage reimbursement	0	0.00%	184	0.45%	2,296	1.64%	959	0.41%
Payroll	0	0.00%	0	0.00%	13,434	9.59%	20,236	8.64%
Payroll taxes paid	0	0.00%	21	0.05%	3,223	2.30%	0	0.00%
Paycheck service fee	0	0.00%	0	0.00%	1,497	1.07%	1,427	0.61%
Worker's comp	0	0.00%	0	0.00%	0	0.00%	1,572	0.67%
Total Cost of Goods Sold	48,596	38.98%	18,995	46.08%	70,531	50.33%	102,840	43.91%
Gross Profit	75,709	60.73%	2,223	5.39%	70,216	50.10%	131,350	56.09%
Expenses								
Storage unit rental	22,020	17.66%	19,799	48.04%	22,413	15.99%	17,402	7.43%
Staging accessories	11,098	8.90%	3,877	9.41%	6,005	4.29%	28,560	12.20%
Auto lease	7,099	5.69%	5,808	14.09%	7,745	5.53%	6,681	2.85%
Health insurance	7,317	5.87%	7,998	19.40%	6,508	4.64%	6,018	2.57%
Staging furniture	4,591	3.68%	0	0.00%	0	0.00%	0	0.00%
Marketing	3,633	2.91%	1,098	2.66%	584	0.42%	1,648	0.70%
Website	0	0.00%	0	0.00%	1,026	0.73%	863	0.37%
Auto - gas	2,347	1.88%	1,916	4.65%	3,668	2.62%	3,610	1.54%
Telephone	1,942	1.56%	2,077	5.04%	2,208	1.58%	1,583	0.68%
Office supplies & computer	1,683	1.35%	2,698	6.55%	433	0.31%	1,721	0.73%
Interior design products		0.00%	588	1.43%	0	0.00%	0	0.00%
Interior design tools & supplies	682	0.55%	1,133	2.75%	1,730	1.23%	0	0.00%
Auto insurance & DMV	779	0.62%	2,063	5.01%	2,799	2.00%	2,241	0.96%
Warehouse supplies	769	0.62%	1,539	3.73%	303	0.22%	780	0.33%
Professional development	590	0.47%	9,310	22.59%	774	0.55%	99	0.04%
Insurance	464	0.37%	892	2.16%	805	0.57%	751	0.32%
Design tools	0	0.00%	0	0.00%	0	0.00%	325	0.14%
Dues & licenses	229	0.18%	228	0.55%	547	0.39%	300	0.13%
Donations	170	0.14%	170	0.41%	0	0.00%	36	0.02%
Books & periodicals	115	0.09%	277	0.67%	81	0.06%	240	0.10%
Staging supplies & tools	85	0.07%	38	0.09%	129	0.09%	639	0.27%
Meals & Entertainment	40	0.03%	38	0.09%	103	0.07%	152	0.06%
Bank charges	33	0.03%	20	0.05%	43	0.03%	82	0.04%
Total Expenses	65,686	52.69%	61,567	149.37%	57,905	41.32%	73,730	31.48%
Net Profit	10,184	8.17%	(39,343)	-95.45%	12,311	8.78%	57,619	24.60%

Adjustments to Income

Auto lease (1)	7,099	5.69%	5,808	14.09%	7,745	5.53%	6,681	2.85%
Health insurance (2)	7,317	5.87%	7,998	19.40%	6,508	4.64%	6,018	2.57%
Interior design tools & supplies (3)	682	0.55%	1,133	2.75%	1,730	1.23%	0	0.00%
Professional development (4)	590	0.47%	9,310	22.59%	774	0.55%	99	0.04%
Donations (4)	170	0.14%	170	0.41%	0	0.00%	36	0.02%
Books & periodicals (3)	115	0.09%	277	0.67%	81	0.06%	240	0.10%
Total Adjustments	8,874	7.12%	24,696	59.92%	16,837	12.01%	13,074	5.58%
Adjusted Profit	19,058	15.29%	(14,647)	-35.54%	29,148	20.80%	70,693	30.19%

Explanations for Adjustments

- (1) Owner's personal car payments
- (2) Owner's health insurance
- (3) Design, not staging expenses
- (4) Non-operating expense

Seller Disclosure Statement

Photos

