



School of Interior Redesign

Interior Redesign and Real Estate Staging Home Study Program

The best of both worlds. Redesign and staging go hand in hand. Once you have learned the placement techniques in the redesign program, you can apply those same techniques when staging homes. And the **Interior Redesign and Real Estate Staging Home Study** will teach you how.

This complete training package provides the all information you need, beginning with the philosophy of interior redesign, all the way through client relations – nothing is left out! Then you will learn real estate staging, considered to be a major factor in the successful sale of houses, allowing sellers to sell for more money and in a shorter period of time. Now you can learn the art of preparing houses for your clients as well as for sale so you can earn money in this fast-growing, creative field – and all in the comfort of your own home.

Included in this 8-module program are:

Module 1

- **Philosophy of Interior Redesign**
- **Basic Design Principles**
- **Working with Existing Elements**
- **The Redesign Consultation**

Begin your course by learning the basics. Why redesign a room? Learn why interior redesign is one of the most popular decorating techniques today and why.

The key to creating a functional and beautiful room begins with these basic design principles that can be applied again and again for every room in the house. Then learn how to blend existing elements together when you don't have the benefit of shopping for just the right thing. You'll learn how to work with existing colors, patterns, and textures, and how to blend styles with ease. Now you're ready to start the redesign experience. From the initial contact through the follow-up, you'll learn how to conduct a professional redesign consultation from beginning to end, designed to make sure you, and your client, are comfortable with the process.

Module 2

- **The Basics of Redesign**
- **Preparing for the Redesign**
- **Dismantling the Room**
- **Determining the Focal Point**

There is a method to our madness. You'll be introduced to the 9-step process that allows you to redesign a room as easy as fitting pieces to a puzzle.

For more information on any interior redesign training workshop:

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Then the process begins. In order to redesign a room effectively, step one tells you about a few things you need to learn first in order to re-work the room and make sure you have all of the key elements in place.

Now it's time to start breaking down the room. Learn how to stay organized as you evaluate the architecture and begin the redesign process.

Where do you focus your attention first? A room's focal point will determine just where the furniture is placed. We'll teach you how to identify the various focal points of a room and how to determine which one is most important.

Module 3

- **Evaluating the Architecture**
- **Place the Furniture**
- **Place the Lighting**

Once the room is emptied, there are important steps that must occur before a piece of furniture is placed back in the room, beginning with evaluating the architecture in order to determine which placement technique to use.

Now it's time to move furniture into place. You'll learn the steps to placing each piece while keeping function and aesthetics in mind.

A good lighting plan is an integral part of a functional space. You'll learn the 'rules' of lighting and its importance in the redesigned room.

Module 4

- **Hang the Artwork**
- **Place the Accessories**

Once everything is in place, it's time to bring in some personality into the room. You'll learn how to work with what the client has in order to create an attractive display of various forms of art in the room.

And now the finishing touches. From tabletop to mantels, learn how the details of a room really do make a difference.

Module 5

- **Finishing the Redesign**
- **Client Relations**

The ultimate goal is to finish the redesign so that the client is delighted with the results. But what do you do if that doesn't seem to be the case.

No matter how beautiful the redesign, if you don't also know the importance of client relations.....success will elude you.

Module 6

- **Home Staging Basics**
- **When and What to Stage**

Learn why real estate staging is an essential tool when selling a home and which factors impact your staging decisions.

Staging is more than de-cluttering, de-personalizing, and neutralizing a home. Learn just what those other (very important) factors are, including repairs, updates, and maintenance and where and how to spend money most effectively.

Module 7

- **Decorating Stage-Style**
- **Staging Room by Room**

Although different from decorating for clients who are living in the house, you'll come to understand the importance of design principles, and the discriminating use of color and pattern, window treatments, and natural elements that all impact the sale of a home.

Now it's time to put it all together. You'll learn where to incorporate all of the design and decorating principles and techniques into staging every room of the house, from the entry through basement (and even including the outdoor rooms).

Module 8

- **Staging Services**
- **Client Relations**
- **Additional Services**

Learn all of the staging services you can offer your clients, and receive sample forms to cover all of these services, including checklists, proposals, invoices, and estimates. And the training wouldn't be complete without understanding Client Relations, including just who your clients are and how to deal them.

And finally, learn about the additional services you can offer that go hand-in-hand with redesign and to give you additional help and inspiration as you begin the practice of interior redesign.

Resources

When you enroll in our Redesign and Staging program, you will receive the following:

- An information-filled manual (in pdf format) covering all of the material above and including photos, descriptions, and forms to ensure you have the information you need to successfully redesign and stage the homes of your clients.

- A companion workbook filled with exercises to test your knowledge at every step of the process, from the philosophy of interior redesign, through the step-by-step process all the way to the working with your client. Then starting with redesign techniques, you will learn how to use them to effectively stage homes for sale, where and when to spend money, and what additional services you can add to your redesign and business.
- Your own tutor (an interior redesign and staging professional) to answer your questions, review your exercises and provide detailed feedback (both written and verbal), and help in any way to ensure your successful completion of the program.
- Access to the Student Center and virtual classroom (from the time you begin the program until the time you no longer want access), which offers additional examples and information to supplement your learning.
- Supplies to help you as you begin your journey, including: 1) 1 set EZ Moves furniture movers for carpets. 2) 1 set EZ Moves furniture movers for hard floors. 3) Concepts in Color paint deck. 4) Measuring tape. Supplies are sent upon enrollment when the entire program is purchased or when the final module is sent for module-by-module purchases.

And if you don't currently have a business, or would like help marketing this new aspect of your business, you can add **Starting Your Design-Related Business** and/or **Marketing Your Design-Related Business** (or both) for a low cost.

Enroll in the Interior Redesign and Real Estate Staging Home Study Program

The Interior Redesign and Real Estate Staging Home Study program can be purchased all at once (the complete program and the accompanying workbook) or Module by Module. Price for the entire program purchased at one time is \$1195. Price to purchase module by module is \$149 per module (total \$1192 for all eight modules). **You can purchase the complete program plus Starting and Marketing Your Design-Related Business for the special price of \$1495.**

To enroll in the Interior Redesign Home Study program, please complete the complete the Application and submit it, along with your payment of \$1,195 (for the entire program), your payment of \$199 (for the first module), or your payment of \$1,495 for the entire program plus Business Complete.

Cancellation Policy: Because Home Study courses are completed in your own time at your own pace, cancellations are not accepted once the payment has made.