



# School of Interior Redesign

## Real Estate Staging

The Real Estate Staging program takes you through the **entire process of preparing homes for sale**, from the staging consultation, all the way to working with sellers as they make major (or minor) changes to their properties to increase their value and decrease the amount of time it takes to sell. You will learn **what to do, how to do it, as well as when to stop**.

Real estate staging is 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 sale so you can earn money in this fast-growing, creative field – and all in the comfort of your own home.

This **comprehensive training program** provides all of the information you need to learn how to successfully stage homes, from the "basics" of home staging all the way through design principles necessary to successfully decorate houses on the market. After practicing your new skills in a variety of fun and inspirational exercises, you will be provided with information on the services you can offer your clients, from staging consultations through vacant home staging – **everything the real estate staging professionals know!**

Included in this 4-module program are:

### Module 1

- The Philosophy of Real Estate Staging
- 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.

### Module 2

- The Staging Process

From taking photographs, working with focal points and evaluating the architecture, you'll learn how to make the best staging decisions from beginning to end, and how to properly place all the furnishings (furniture, artwork, lighting, and accessories).

### Module 3

- Decorating Stage-Style

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.

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For more information on any interior redesign training workshop:

[info@schoolofinteriorredesign.com](mailto:info@schoolofinteriorredesign.com)

(203) 783-1556

Toll Free: (877) 814-0518

[www.schoolofinteriorredesign.com](http://www.schoolofinteriorredesign.com)

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## Module 4

- Staging Room by Room

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 5

- Staging Services
- Client Relations

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.

## Resources

**When you enroll in our Real Estate Staging Home Study 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 work successfully redesign 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 real estate staging, through the step-by-step process all the way to the working with your clients and adding additional services to your staging business.
- Your own tutor (a real estate 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. 5) 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 Real Estate Staging Home Study Program

The 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

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is \$795. Price to purchase module by module is \$199 per module (total \$995 for all five modules). **You can purchase the complete program plus Starting and Marketing Your Design-Related Business for the special price of \$1095.**

To enroll in the Real Estate Staging Home Study program, please complete the [Application](#) and submit it, along with your [payment of \\$795](#) (for the entire program), [your payment of \\$199](#) (for the first module) or your [payment of \\$1,095](#) 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 been made.