

THE LEE ARNOLD SYSTEM OF REAL ESTATE INVESTING

# STAGING SMALL TO PROFIT BIG

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## WHO IS MICHELLE MENDEZ?

Michelle Mendez works as the Design Director at Cogo Capital. She brings her sense of style and transforms neglected and abandoned houses into beautiful homes that improve neighborhoods. Michelle regularly teaches real estate staging workshops as a part of Cogo Capital's Senior Master Rehab Certification Program, and mentors students across the country on interior styling techniques.

With over twenty years of marketing experience in the home and life style arena, Michelle utilizes her skills to successfully promote Cogo Capital's fix and flip homes in Spokane, WA.

Michelle lives in North Idaho with her husband and four children. When she's not busy styling rehabbed homes, she is driving her family crazy by redecorating her own home!





## STAGING SMALL TO PROFIT BIG

My motto is, "If I can't carry it by myself, I won't stage it."

Over the years, we have found that our homes sell just as quickly with small staging modifications as they would with well placed, but bulky furniture. This has allowed us to gather enough materials that we can now stage 7 homes at a time!

As you can see in the picture on the right, you can, in fact, stage an entire home with just a few items.

Because many people have a hard time conceptualizing how that is possible, we created this training complete with videos to show you how I gather items and then place them throughout a property to appeal to potential buyers. You'll see throughout the book asterisks and a note letting you know which video corresponds with the book.

The rest of this course will focus on a case study of an actual house that we bought, trashed out, rehabbed, and then staged. You'll see me visit the warehouse, go shopping for more items (only spending \$163.00), and then stage the property. You'll also see how I present the deal online, get the photos that sell, and write the copy that gets buyers into the door!



# LET'S GET FAMILIAR WITH THE SUBJECT HOUSE

Property Address:

10211 E 8th Ave, Spokane Valley, WA 99206

Property Details:

- Built 1979
- Ranch style
- 5 bed/ 3 bath (was 4bed/2 bath prior to rehab)
- Fireplace upstairs and downstairs
- Back deck is large and needs to be staged
- Large basement family room
- 1354 upstairs / 1354 basement square feet

Before:



# WHY SHOULD YOU STAGE?

## What is Staging?

Simply put, staging is marketing. It is a necessary tool that is designed to show your property in its best possible light and sell it as quickly as possible.

According to the Real Estate Staging Association, professionally listed staged properties look better; spend 73 percent less time on the market; typically sell for more money; end up on buyers' "must see" lists; are viewed as "well-maintained;" and have fewer concessions requested of the seller. This is exactly what we have experienced in our own market. Since we started staging every single house we sell (even the wholesales), our properties have sold faster and often for more than asking price.

## You Only Get One Time to Make a First Impression

It's important to understand that everything depends on the first impression and it's never too soon to make that impression. The moment your property goes on the market, the clock starts ticking.

Seasoned investors and agents know that when a property goes "live" it receives a lot of interest from real estate agents and the buying public. It's at the top of the list and on the first page of many sites. That's the to put the best foot forward. Once that first wave of interest passes, time quickly becomes an enemy for a seller. And we all know, as real estate investors and/or agents, that time is money. The longer a property sits on the market, the less money you will make so EVERY SINGLE MINUTE COUNTS!

Of course my opinion is stacked toward staging, it is my job after all, but what is the general consensus? Below are 8 very compelling reasons why you should stage all of your properties.

### 1. You'll Make More Money

In a recent survey of over 3,500 homes staged, over 50% sold for 10% MORE than the unstaged home.

### 2. Staging Pays For Itself

When the seller spent an average 1% of the value of the home on staging, they saw on average a 1000% return on investment!

### 3. Your House Will Sell Faster

In a Real Estate Staging Association Survey, staged homes spent 72% less time on the market.

### 4. Buyers Visualize it as Their Home

According to real estate agents surveyed for the National Association of Realtors (NAR) 2015 Profile of Home Staging, 96 percent of respondents said staging has an effect on a buyer's view of the home.

### 5. Staged Homes Present Better

According to NAR, over 95% of buyers are online FIRST looking at photos before they call the agent.

### 6. Flaws Can Be Glossed Over

According to the NAR, almost a third of buyers will "overlook property faults (small yard, busy street, small kitchen) when a home is staged."

### 7. You Can Move On to the Next Deal

Staging allows you to focus on your next home. You'll know it's showing well, so you can focus on your next profit venture.

### 8. It's NECESSARY (You Have to Do It)

According to a Zillow Survey of real estate experts, home staging was listed as a TOP necessary item for selling.

\*\*\*REFER TO DISC #1\*\*\*

## WHO SHOULD STAGE?

Since it's obviously a no brainer to stage, the next question is should you hire a professional to do it, or should you do it yourself? Although some professional stagers may come with experience and a truck load of staging items and furniture, they can also come with a hefty price tag.

Just doing a quick Google search I found that the rule of thumb is: The pricier the home, the more it costs to stage. Most stagers charge \$300 to \$600 for an initial design consultation, and \$500 to \$600 per month per room. Therefore, a 2,000-square-foot home would cost around \$2,000 to \$2,400 a month. That's a lot of money you could be saving if you did it yourself.

The great news is, I'm going to show you how to stage without having to invest in, and store, a lot of bulky furniture. My motto is: Stage Small to Profit Big and if I can't carry it, I'm not going to stage it!

Not only am I going to show you how to save money by doing this yourself for your own properties (whether you're a real estate investor or agent), I will also show you how to do this professionally to make an extra income stream. That's right! I'm going to show you how to stage for other investors and agents too! Which means that hefty price tag I talked about before is something you could charge others!

So, let's get started, shall we?



# AFTER THE REHAB TIMELINE

## Three Weeks from Construction Completion

- **Brush off the Dust:** Hire someone who has experience with the challenges of cleaning post construction, and the tools necessary to make your rehab property ready for your buyer. During the construction phase a lot of dust and dirt has been stirred up in the rehab property, now is the time to remove the dirt and dust that has settled into the cracks and crevices of floors and doors.



- **Curb Appeal:** remember the first thing a buyer sees is the front of the house. How does the grass look? Is it in need of watering? Do the trees or bushes need to be trimmed? If you answered yes to any of those questions, then you have some work to do.
- **Stage the House** (we'll talk all about that in this training!)



## AFTER THE REHAB TIMELINE

### Two Weeks from Construction Completion



- **Signage:** Have you ordered the real estate sign for the front of the house? If so, what is it that you are advertising? You should have the sign delivered the day that you go live on the M.L.S. (Multiple Listing Service). There is nothing worse than having someone interested in buying your property, but not knowing how to contact you.

- **Sharpen Your Pencil:** This is not the time to put off writing your copy for the M.L.S. Start now! When writing copy, tell the story of this house and tell, in a convincing manner, why the buyer should buy your house.
- **Professional Photos:** make sure to schedule professional photos for three days prior to the date that the rehab property is to go “live” on the M.L.S. Again, make sure that you use a professional photographer that specializes in real estate photography. It is that important! It would be better if you invested the money to hire a professional photographer than to do it yourself to save some money. Or worse yet try to take pictures of the house with your own camera. There is so much value to the pictures that are a result of what a professional photographer can do for your rehab property.

**“I’VE LEARNED THAT  
PEOPLE WILL FORGET WHAT  
YOU SAID, PEOPLE WILL  
FORGET WHAT YOU DID,  
BUT PEOPLE WILL NEVER  
FORGET HOW YOU MADE  
THEM FEEL.”**

**-MAYA ANGELOU**

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## WHAT HAPPENS AFTER THE REHAB ENDS: THE FINAL WALK THROUGH AND PUNCH LIST

Before you start the staging process, you need to make sure every item on the scope of work is completed. A Scope of Work (SOW) is a detailed outline of all the rehab work planned for the property. The SOW is often used to determine the accuracy of the ARV and facilitate the inspection and draw process for rehab funds.

The Scope of Work also serves as a road map for all of your contractors and subcontractors. In fact, we hang our Scope of Work in every house we rehab to make sure there is never a question of what needs to be done and when.

Although a Scope of Work is a detailed guide, certain things still fall through the cracks, which is why a Punch List is so important. At the end of the project you will do a final review or walk through with your contractor, checking all the items on your punch list. The Punch List is your last ditch fail-safe. It's the final checklist of your contractor's work and will help you make sure everything you wanted was done—and done correctly.

What should you include on your punch list? That all depends on the Scope of Work, but in a nutshell, it should address the tasks that were supposed to be done and the quality of workmanship you expect.

When we do the final walk through, we often just use the Scope of Work, but I've included a general punch list on the next few pages for you to use. It is by no means an exhaustive list, but it can give you a good start! When using this kind of Yes / No Punch List, make sure all necessary fixes are noted next to the item and where they are located in the house.

During the final walk through, I put on my fashionable 'blue tape bracelet', grab my note pad and pen, and walk through the house with our General Contractor. When we find an item that needs a little extra elbow grease, some more work, or needs to be done over, we simply place the blue tape over that area and I note it on my paper (so I can recheck it later). Your general contractor should also have a pad of paper and pen handy to take notes too, since he/she will need to let their crew know exactly where to look for the blue tape items and what exactly needs to be fixed. When the contractor completes the repair or item, he/she simply removes the tape.

Most often, what you'll find is chipped paint, gaps in seams where there should be extra caulk and paint, or forgotten items, like closet doors hung incorrectly on their tracks or

## WHAT HAPPENS AFTER THE REHAB ENDS: THE FINAL WALK THROUGH AND PUNCH LIST

finishes that were overlooked. You'll see in the subject house, that we found a shower fixture in the main bathroom that was missing altogether.

It's important to not let these overlooked items annoy you. Rehabbing a house has a lot of moving parts and it's normal to have items missing or sections that need a little extra TLC. Of course, if it's chronic and there are a lot of issues each and every time you have a home rehabbed, you may need to shop around for a new contractor.

The Punch List is a must and is a necessary addition to your post-rehab process. It allows your contractor the ability to take care of problems before cleaning and staging takes place. You don't want your staging deadline hindered because you find issues while your placing items and you certainly don't want more construction to take place after the cleaner has come in.

After the punch list is taken care of, I have our "construction" cleaner come in and make the house feel brand new. She washes windows and cleans up all the sawdust from inside all of the cabinets and out of all of the nooks & crannies throughout the house.

The home needs to look bright and shiny before I can get it staged!

Once that is complete, I bring in all my staging materials and begin the process of making the house look and feel like a home!

\*\*\*REFER TO DISC ONE\*\*\*

# PUNCH LIST EXAMPLE

## Kitchen

### Cabinets / Countertops

- | Yes                      | No                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinet doors open and close freely               |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinet knobs secure / in place                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Painting / trim / moldings in place               |
| <input type="checkbox"/> | <input type="checkbox"/> | Counters / countertops caulked                    |
| <input type="checkbox"/> | <input type="checkbox"/> | Backsplash installed and caulked                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets shelving in place / shelf liner in place |
| <input type="checkbox"/> | <input type="checkbox"/> | GFI outlets installed/tested                      |

Other: \_\_\_\_\_

### Appliances

- | Yes                      | No                       |                                 |
|--------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Refrigerator hooked up          |
| <input type="checkbox"/> | <input type="checkbox"/> | Dishwasher hooked up            |
| <input type="checkbox"/> | <input type="checkbox"/> | Stove hooked up and tested      |
| <input type="checkbox"/> | <input type="checkbox"/> | Range hood tested               |
| <input type="checkbox"/> | <input type="checkbox"/> | All booklets left in appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Timers set                      |

Other: \_\_\_\_\_

### Bathrooms

- | Yes                      | No                       |                                   |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Bathroom vanities secure          |
| <input type="checkbox"/> | <input type="checkbox"/> | Mirrors/accessories secure        |
| <input type="checkbox"/> | <input type="checkbox"/> | Tile caulked and sealed           |
| <input type="checkbox"/> | <input type="checkbox"/> | Toilet securely seated            |
| <input type="checkbox"/> | <input type="checkbox"/> | Exhaust fans installed / operable |
| <input type="checkbox"/> | <input type="checkbox"/> | GFI Outlets installed / tested    |

Other: \_\_\_\_\_

## Interior Finishes

### Flooring

- | Yes                      | No                       |                                 |
|--------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | No loose carpet threads / seams |
| <input type="checkbox"/> | <input type="checkbox"/> | Transition strips in place      |
| <input type="checkbox"/> | <input type="checkbox"/> | Floor protection in place       |
| <input type="checkbox"/> | <input type="checkbox"/> | Laminate / wood secure in place |
| <input type="checkbox"/> | <input type="checkbox"/> | No major imperfections          |

Other: \_\_\_\_\_

### Painting

- | Yes                      | No                       |                                      |
|--------------------------|--------------------------|--------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Wall / ceiling paint / touch up done |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors / trim / touch up done         |
| <input type="checkbox"/> | <input type="checkbox"/> | Trim holes filled / painted          |
| <input type="checkbox"/> | <input type="checkbox"/> | No scuffs / blemishes / bare spots   |

Other: \_\_\_\_\_

### Doors/Trim

- | Yes                      | No                       |                                       |
|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Doors open and close freely           |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors swing correctly                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Door knobs / handles / stops in place |
| <input type="checkbox"/> | <input type="checkbox"/> | Handrails secure / in place           |

Other: \_\_\_\_\_

### Other

- | Yes                      | No                       |                                      |
|--------------------------|--------------------------|--------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Fireplace tested                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Door bell operable                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors installed / operable |

Other: \_\_\_\_\_

# PUNCH LIST EXAMPLE

## MEP Systems

### Electrical

- | Yes                      | No                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | All outlet switches / covers new / clean |
| <input type="checkbox"/> | <input type="checkbox"/> | All outlets tested                       |
| <input type="checkbox"/> | <input type="checkbox"/> | All fans / lights secured and tested     |
| <input type="checkbox"/> | <input type="checkbox"/> | No exposed wiring / junctions            |
| <input type="checkbox"/> | <input type="checkbox"/> | All light bulbs working                  |

Other: \_\_\_\_\_

### Plumbing

- | Yes                      | No                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | No faucet leaks / clogged drains       |
| <input type="checkbox"/> | <input type="checkbox"/> | Hot / cold faucets correct             |
| <input type="checkbox"/> | <input type="checkbox"/> | Shower / tub /toilets functional       |
| <input type="checkbox"/> | <input type="checkbox"/> | Caulking of plumbing fixtures          |
| <input type="checkbox"/> | <input type="checkbox"/> | HW heater discharge pipe / flue piping |
| <input type="checkbox"/> | <input type="checkbox"/> | Garbage disposal operable              |

Other: \_\_\_\_\_

### HVAC

- | Yes                      | No                       |                                       |
|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC maintenance / repairs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Furnace filter changed                |
| <input type="checkbox"/> | <input type="checkbox"/> | Thermostat operable                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Duct grills / register new or cleaned |
| <input type="checkbox"/> | <input type="checkbox"/> | Ductwork cleaned / operable           |

Other: \_\_\_\_\_

## Exterior Improvements

### Roofing

- | Yes                      | No                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Roof maintenance / repair (chimney incl.) |
| <input type="checkbox"/> | <input type="checkbox"/> | Gutters / downspouts in place             |

Other: \_\_\_\_\_

### Siding

- | Yes                      | No                       |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Cleaned / painted / touched up      |
| <input type="checkbox"/> | <input type="checkbox"/> | Any siding / trim / fascia wood rot |

Other: \_\_\_\_\_

### External Doors / Windows

- | Yes                      | No                       |                                |
|--------------------------|--------------------------|--------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Hardware in place / secure     |
| <input type="checkbox"/> | <input type="checkbox"/> | Keys working / in lock box     |
| <input type="checkbox"/> | <input type="checkbox"/> | Windows operable               |
| <input type="checkbox"/> | <input type="checkbox"/> | Caulking around doors /windows |

Other: \_\_\_\_\_

### Decking, Misc.

- | Yes                      | No                       |                           |
|--------------------------|--------------------------|---------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Decking / railing secured |

Other: \_\_\_\_\_

### Landscaping

- | Yes                      | No                       |                                 |
|--------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Mulch / sodding / seed in place |
| <input type="checkbox"/> | <input type="checkbox"/> | Trees and bushes trimmed        |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence / shed in good condition  |
| <input type="checkbox"/> | <input type="checkbox"/> | Address numbers in place        |

Other: \_\_\_\_\_

**“COLOR IS THE LEAST  
EXPENSIVE THING TO PUT  
IN A HOUSE... IT’S A LIFE  
INJECTION.”**

**-RUTHIE SOMMERS, INTERIOR DESIGNER**

---

## WHY COLOR IS IMPORTANT

Before I talk about specific items you should have in stock to stage a house, I want to briefly talk about color and why I choose items with a richer and more vibrant palette.

Because we are minimalist in our approach to staging and we don't work with a lot of furniture, I use color to convey the intended mood and impart a lasting impression. Although white and more neutral colors are clean, I find that they leave an indifferent feeling and the last emotion you want a buyer to feel is indifferent or detached from the experience! Don't settle for mundane over memorable!

**RED:** This powerful pop of color can grab a person's attention. We all want buyers' eyes drawn instantly to the home's selling features, right? Maybe a red accessory on the fireplace mantel or a vase of red flowers on granite countertops can help you get buyers' eyes right where you want them.

**BLUE:** Known as a soothing color, blue can be mentally calming. A soft blue color in the bathroom or bedroom may create a calming retreat-like atmosphere in a home you have for sale.

**YELLOW:** This color is known as having the strongest impact psychologically. It lifts spirits and is known as the color of "confidence and optimism." Golden yellows can liven up family rooms or hallways. Also shades of yellow in a basement may help brighten an area of a home that often can be viewed as dark and dreary.

**GREEN:** Shades of more neutral greens can give a restful, harmony in bedrooms. Also, scattering green plants throughout a home may help buyers be "reassured" that this is the right home for them.





## STAGING MUST HAVES

### Pillows and Blankets:

Pillows and blankets add warmth, color, and comfort to a room. It's good to keep everything looking coordinated but not too boring, choose throw pillows in the same color palette, but feel free to mix prints.

### Art and Mirrors:

Properly displayed, a piece of art or a mirror can enhance a focal point, an architectural detail, or serve as a focal point itself. Artwork can harmonize and mirrors can make a room feel and look bigger.

### Rugs:

One of my favorite accessories is rugs (all shapes and sizes). Rugs are great for staging because they dress up any space. Use a rug that contains colors to define, emphasize, and make a space warm and inviting.

### Plants:

Greenery (real or fake) adds life and a feeling of hominess to a living space. Trees that have tall skinny trunks and small foliage add height and warmth to a room. Tall flowers and sticks in a simple glass vase can be very modern and give a room an updated look.


### Knick -Knacks:

Our favorite things to use are vases, sculptures, and small knick-knacks, like books and candles. We find that keeping it simple is the best way to go. **DON'T OVER CLUTTER!**



# STAGING MATERIALS CHECKLIST

Before I stage a property, I always go to the property and take down notes about the rooms and what areas I need to add focal points to. This is the exact form I fill out:



**STAGING MATERIALS CHECKLIST**

**Address:**

**Bedrooms:**

**Bathrooms:**

**Deck/Porch:**

**Fireplace:**

**Eat at counter:**

**Den:**

**Family Room:**

**Laundry:**

**Pillows**

**Large Photos**

**Rugs**


**Shower Curtains/Rods**

**Special Instructions:**

# STAGING MATERIALS CHECKLIST

This is how I filled it out for the case study property:



**STAGING MATERIALS CHECKLIST**

*Address: 8<sup>th</sup> Ave, Spokane Valley, WA*

*Bedrooms: 5*

*Bathrooms: 3*

*Deck/Porch: large back deck*

*Fireplace: 1 upstair 1 down*

*Eat at counter: very low 2 stools*

*Den: yes*

*Family Room: yes*

*Laundry: yes*

*Pillows 35 (Need More!)*

*Large Photos 6-8*

*Rugs 1 dining large 3 bath 2 mats 1 kitchen*

*Shower Curtains/Rods ~~3~~ rods 2 2 curtains*

*Special Instructions: Heavy Patten under stairs  
books by fireplace*

## SHOPPING FOR STAGING ITEMS

On this particular property, I realized that my stockpile of staging items at the warehouse was a bit depleted. I had recently staged two large homes, which took a sizable chunk out of my storehouse. After going over the Staging Materials Checklist and visiting the warehouse, I realized I needed more pillows, bathroom knick knacks, books, and art.

### Thrift Store Finds!

There is no need to break your budget on staging items. Most of what you need can be bought at second-hand stores, like Goodwill or the Salvation Army.

Keep in mind that you can use the same items over and over in all your houses. In fact, often we have two sets of the same item in the same house!

In this section I'll talk a little bit about the different items you can find at a discount store as well as give you a list of other items you can purchase brand new on Amazon.

**BOOKS:** Thrift stores are great places to find old books. For the case study house, I have a "Harry Potter" under the stairs space that I wanted to stage. I decided to make it a little reading nook for kids and wanted to pick up some books for that space. Instead of paying for expensive

## SHOPPING FOR STAGING ITEMS

new books, the thrift store offers a wide variety at a great price. I found several books in a series and picked those up for just 99 cents each!

**ART:** Thrift stores are also great places to pick up art. A large, framed picture can be very expensive, but at a discount store, you can find great pieces for great prices! When looking at art, make sure to always look at the back and ask yourself, “Will it be easy to hang up and will it require heavy duty hardware? Will it scratch up the wall when trying to hang it up?” Always think easy when purchasing any item for staging. Remember, you’re not decorating a long-term project. Eventually all of this stuff will have to be taken down.



**PLANTS:** I always like to bring the outdoors into the house with plants. Plants can take up larger spaces and provide a more aesthetic impact than virtually any other low-cost addition. Plants can also be expertly used to cover up flaws or marks on a floor or wall surface. More than anything, the display of house plants demonstrates the availability of natural light in the home. Natural light is often considered a serious selling feature of any home.

Plants can add both vertical and horizontal depth to a home. I personally like to buy silk and plastic plants because I don’t have the time or ability to manage live plants. Thrift stores offer a wide variety and quality of artificial plants and it costs much less than buying silk plants brand new.

**SHOWER CURTAINS:** Nice shower curtains can be expensive when you buy them new, but you can find luxurious, colorful, and good quality shower curtains at a local thrift store. For this house, in particular, I found two rich and vibrant shower curtains for only \$5.99. I tend to gravitate toward the brighter colors or bolder patterns because I want the house to be memorable.

Although you may think white is a more neutral and cleaner approach, and many online spa-like pictures use white, I find that the photos don’t come out as well with white and the



## SHOPPING FOR STAGING ITEMS



bathroom feels more clinical and less warm without the splash of color a nice shower curtain can add.

**BLANKETS AND PILLOWS:** I also like to shop blankets and pillows at the thrift store. Again, a nice blanket and some throw pillows can add warmth, texture, and color to a bedroom and/or living space. I look for blues, reds, greens, oranges, yellows, and browns, which are great colors for any textile that you add to your staged home. Specifically, I like to add nice,

newer afghans to a home because it offers a real lived-in, personal experience. Fluffy blankets also add bulk and a rich, comforting texture.

**KID'S ROOM ITEMS:** Thrift stores are also a treasure trove of items to stage children's bedrooms. Many home buyers are people thinking of starting a family or needing a bigger space for their growing family. In many of the smaller bedrooms, I put kid- or teenager-themed blankets, pictures, stuffed toys, and pillows. On this visit, I found a perfect threesome of items for a teen girl's room.



At the end of my shopping expedition and two carts stuffed and brimming with great thrift store staging finds, I walked out of the Goodwill with only a \$163 bill! I was able to supplement my meager supplies left at the warehouse and now had a whole new arsenal of awesome staging items to use going forward.

You can't beat that for such a low investment of time and money!

\*\*\*REFER TO DISC TWO\*\*\*

## OTHER STAGING IDEAS

Below I've included some great items that I have also found on Amazon.com. I included prices, but of course those are subject to change. Although these are brand new, the price tag was only, approximately (price may vary), \$1720.00. A small investment to sell your properties faster and for higher than asking!



New City Contemporary  
Brown and Beige  
Modern Floral Flowers Area Rug 5'2 x 7'3

\$73.68



Home Dynamix  
HD5282 Tribeca Collection  
3-Piece Area Rug Set, Multicolored

\$148.88



Madison Italian Bronze Floor Lamp

\$69.95

**“MERE COLOR CAN  
SPEAK TO THE SOUL IN  
A THOUSAND DIFFERENT  
WAYS.”**

**-OSCAR WILDE**

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## OTHER STAGING IDEAS



Green Floral Crafts  
Curly Willow with BURGUNDY Sword Lilies \$24.99



Home Source  
500-24563-E Decorative Vase, 38 by 6.5 by 6.5-Inch \$42.00



Nearly Natural  
6592-05 Golden Dieffenbachia with Wood Vase Decorative Silk Plant, Green \$28.74



Set of 3 Modern Home Decor  
Mini Succulent Artificial Plants \$17.99  
with Square Black Ceramic Pots - My Gift®

## OTHER STAGING IDEAS



Home Source  
400-21890 Decorative Metal Wall Art,  
Vase with Flowers, 28.66-Inch x 32- Inch

\$68.55



12" Vintage France Paris  
Colorful French Country  
Tuscan Style Paris Wood Wall Clock  
(1, Tuscan)

\$9.37



IMAX 50313-3 Herrera Vases, Set of 3

\$77.27



Jodhpuri Inc.  
Decorative Spheres  
(Red) Rattan Vase Filler

\$19.99

## OTHER STAGING IDEAS



Hosley 15.8" Oval  
Brown and Gold Ceramic Bowl Vase

\$19.99



Crown Mark Cheval Mirror, Brown

\$45.05



Garland Rug  
2-Piece Traditional Nylon Washable  
Bathroom Rug Set, Seafoam

\$25.95



Superior 900 Gram Egyptian Cotton  
6-Piece Face Towel Set, Seafoam

\$24.99

## OTHER STAGING IDEAS



Eforcurtain Modern Paisley Elegant Print  
Waterproof Fabric Shower Curtain,  
Light blue/Brown/Beige  
(54-Inch by 78-Inch)

\$69.99



Pinzon Egyptian Cotton  
6-Piece Towel Set, Cream

\$21.99



Pinzon Egyptian Cotton  
6-Piece Towel Set, Cranberry

\$21.99



Pinzon Egyptian Cotton  
6-Piece Towel Set, Cranberry

\$32.00

## OTHER STAGING IDEAS



Tahari Fabric Shower Curtain  
Salmon Orange and Beige Paisley Floral  
Pattern -- Hayden Paisley \$30.21



4 Pc Line Textured Dark Brown  
Ceramic Soap Dish,  
Soap Dispenser, Toothbrush Holder  
& Tumbler Bathroom Set \$35.99



Laundry Hamper Storage Set  
Lined Wicker Baskets and Clothes Hamper  
with Lid Perfect Bathroom Accessories \$69.99



Kitchen Towel Set: 7 Piece Towels Pot  
Holders, Oven Mitt & Dishcloth Decorative  
Design Everyday Use (7 Piece Set, Farm  
Rooster) \$15.99

## OTHER STAGING IDEAS



Signature Housewares  
Sorrento Collection Canisters,  
Ruby Antiqued Finish, Set of 3

\$43.58



Fruit Holder

\$13.50



Wieco Art Hand Painted Abstract Floral  
Oil Canvas Paintings for Wall Decor,  
5- Piece Set

\$59.90



Home Country Primitive Americana  
Inspirational Wall Art Rustic Hanging  
Decorative Plaque Sign Accent  
Sentimental Saying Decor  
By Artist Marla Rae

\$29.90



5pc Black Framed Circle Mirror Set Bubble  
Room Décor Arrangement Wall Hang  
Round

\$29.99

## OTHER STAGING IDEAS



Baxton Studio Nox  
Brown Leather Ottoman

\$35.00



Winsome Wood Round Table with Drawer  
and Shelf

\$60.00



Winsome Nolan Console Table w/Drawer

\$105.00



Linon Tavern Collection  
3-Piece Table Set

\$120.00

## OTHER STAGING IDEAS



Howarmer® Canvas Cotton Orange  
Decorative Throw Pillows Covers, Set of 4,  
Geometric quatrefoil, ogee, trellis, chain  
Accent Cushion Covers \$29.99



Blanket Ultra Soft Fuzzy Fleece 4 SIZES!  
from Dia Noche Designs Iris Lehnhardt  
Home Decor Unique Designer Artistic \$35.00  
Stylish Bedroom and Bathroom Ideas  
Couch or Throw blanket - Summer Lace



Set of 2 Stone Plush Pillows Accent Toss  
Cushion Chair Couch Sofa Home Decor \$20.00



Feel Free Decorative "Live Simply, Dream  
Big, Be Grateful and Give Love Laugh Lots"  
Canvas Square Throw Pillow Case Cushion \$5.46  
Cover 18 x 18 inches



## OTHER STAGING IDEAS



Blanket Ultra Soft Fuzzy Fleece 4 SIZES!  
 from Dia Noche Designs by Dawn Derman  
 Home Decor Unique Designer Artistic  
 Stylish Bedroom and Bathroom Ideas  
 Couch or Throw blanket - Aspen Grove

\$35.00



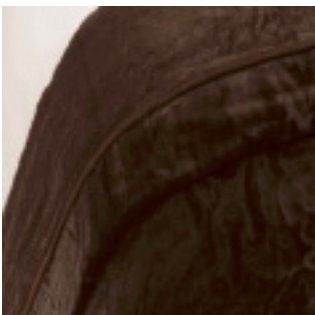
Pillow Perfect Decorative Red Solid Toss  
 Pillow Rectangle, 2- Pack

\$45.00



Safavieh Pillow Collection 18- Inch Stripes  
 Pillow, Red, Brown and Cream, Set of 2

\$37.57



Decorative Mink Throw Blanket –  
 Medium - Chocolate

\$20.00

Total: \$1,720.43

**“YOU NEVER GET A SECOND  
CHANCE TO MAKE A FIRST  
IMPRESSION.”**

**-WILL ROGERS**

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## TOP TEN STAGING MISTAKES

For most of this course, I'm going to tell you what to do, but I thought I should also show you what not to do and why. Here are the top ten mistakes I see people making when trying to sell their home.

1. Not Cleaning: There's a difference between routine house cleaning and cleaning for staging. The latter is a deep clean and serves as the backdrop for the staging.

Move around the house, cleaning from the ceiling to the floor, so that you don't miss any spots. Dust and wipe down the baseboards, clean the vents, bleach the grout in the shower, and polish the hardware in the kitchen and bathrooms.



A deep clean also sends a subliminal message to potential buyers that the home is well-cared for and helps them imagine living in the space.

2. Ignoring the Outside: The exterior of your home can make or break your bottom line. It's the home's first impression and if potential buyers don't like what they see from the curb, they'll drive on to the next home on their lists.

It's important to start landscaping early on in the rehab process.



This is a home before we seeded and watered the yard.

This is the same home after we seeded it and watered it for 3 weeks!



## TOP TEN STAGING MISTAKES



It's also hard to imagine reading or serving dinner on the patio when there's no furniture around.

On the other hand, if buyers see a pair of cushioned lounge chairs with a side table for drinks, they'll perceive the space as valuable additional square footage where they can unwind with family or entertain.

3. Too 'Matchy': Avoid matching color schemes of walls, carpets and furniture too closely. It depletes the energy of the room, and photos fall flat.

Buyers won't know why they don't like the home, but they won't. ALWAYS excite with contrasts and focal points

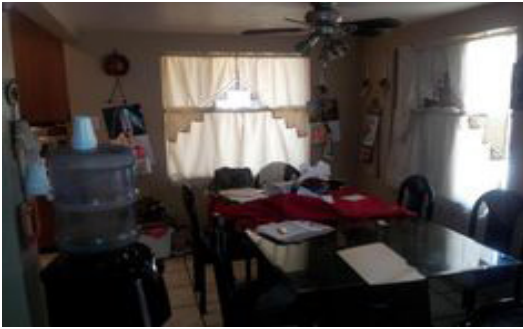


4. Not Hiding Flaws: When I say hide flaws, I don't mean to intentionally hide big flaws that are actual deal breakers. Don't be dishonest about the house. You can, however, divert attention away from layout issues, smaller kitchens, smaller windows, or tiny bedrooms with your staging. Here are few ways to do that:

Tiny windows – Hang curtains wider and closer to the ceiling to visually expand the space.

Unsightly electrical cords – Use little hooks attached to your desk or wall to hang electrical cords just out of site. A large, full plant also does a great job of hiding wires.

## TOP TEN STAGING MISTAKES

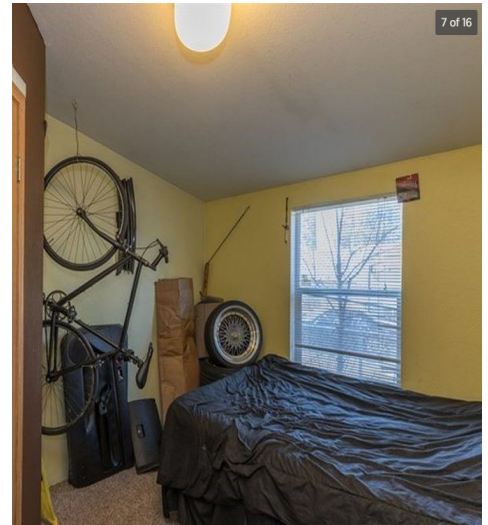


5. Not Adding or Maximizing Light: Dimly lit rooms are uninviting, so make lighting a priority. Proper lighting will always make a home feel warm, inviting, and more open.

Changing light bulbs and opening windows when staging a home can give a room an instant makeover.

6. Using Rooms as Closets: It's a common temptation for many of us to just hide and cram clutter in a closet or guest room. Buyers today consider space and storage as a valuable factor in choosing their dream home. They will look through empty rooms and closets to evaluate how much storage there is, so don't hide personal belongings there.

7. Furniture That Does Not Fit: Pay careful attention to the amount of furniture in each room of your home. Filling a house with excess furniture is a very common staging mistake.



If the furniture barely fits or doesn't make sense, buyers will have a hard time imagining the home as their own or how their own furniture would fit in it.

8. Not Staging At All: Many rehabbers and agents are just excited to get the house on the market. They think the rehab job will speak for itself. FYI: It doesn't!!!

Not bothering to stage at all is perhaps the worst decision anyone can ever make when selling a home. It can have more expensive consequences than spending some time and a few dollars to get your home ready.

Buyers like picturing themselves in a home that looks lived in. Help maintain that homey feel by selecting art that accents the room.



## TOP TEN STAGING MISTAKES

For the greatest visual impact, choose wall hangings and items that play off of, and compliment, each other throughout the room.

9. Too Little Staging: When you make the common home staging mistake of taking decluttering too far, you actually take away the warmth and add a cold emptiness to the room.

When a buyer walks into a cold and empty home, the mood isn't set for them to fall in love with your property.

10. Unstaging Too Early: Uh-oh! You just removed the reason they fell in love with the house! Now your sale has failed because the buyer suddenly notices things they don't like about the house!

Leave your staging through closing. Remember, it's not a done deal and you're still marketing the house to the buyer until closing takes place.

Now that you know what not to do, let's go through each space and talk about how to stage small for the biggest return on investment!



\*\*\*REFER TO DISC TWO\*\*\*

**“LESS IS MORE AND SIMPLE  
IS BETTER.”**

**-TERRY JOHN, WOOD'S FARMHOUSE MODERN**

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## STAGING BEDROOMS

When buyers tour the bedrooms of a home, especially the master bedroom, the atmosphere should be relaxing and tranquil. A bedroom should feel like a retreat that buyers can imagine unwinding in after a long day, and then feeling refreshed in when they wake the next morning.

My goal with my small staging is to evoke those emotions within our potential buyers with as little staging props as necessary.



It may seem counter intuitive to stage a bedroom without an actual bed in it. I've read many blogs that shun the idea of not staging a bedroom with real bedroom furniture, however, I can say, unequivocally, it has never hurt the sale of one of our homes.

Instead of using bulky furniture, I simply suggest the possibility of furniture through the positioning of pillows, baskets with blankets arranged in them, rugs on the floor, and art on the wall.

This is particularly important in smaller bedrooms where we tend to sell emotion rather than size. We do this because we have noticed that smaller bedrooms become even smaller when furniture is added. This can turn off potential buyers immediately. However, smaller staging can make a bedroom feel and look much bigger than it is.



Also, when staging a bedroom, I always think of what the professional photographer will see through his lens, as well as how the buyer will approach the room when touring the home. Therefore, I put most of



## STAGING BEDROOMS

my staging materials toward that back corner or back wall of the bedroom. It's what the photographer will capture and it's what the buyer will see when looking into the room.

Most buyers will simply peer into the room from the door and take note of the emotional temperature of the room rather than inspect every nook and cranny. Meaning, all you really need to do is create a warm and welcoming atmosphere.

In bedrooms, the best items to use are:

- Art (1-2 pieces)
- Pillows (I usually use 3-5 pillows)
- Blankets (a box or basket to put it in)
- Stackable boxes with a book or lamp on top
- Candles
- Rugs (if its a larger room with hardwood flooring)



If the room has a large closet, I'll put in some nice hangers (no wire hangers) and fold up a blanket to put on the shelf.

Types of Bedrooms:

If it's a three bedroom house, I often style the two smaller bedrooms as kids' rooms—one boy and one girl room. I have pillows, stuffed toys, blankets, and art for each gender. If I have more than three bedrooms, sometimes I create a nursery-themed room, a teen-themed room, or a home office with an easy to carry desk and office-type props.

Just remember, when staging a bedroom it's not your job to make up the story for them. It's your job to simply introduce an idea or theme and then let their imaginations do the rest!

## STAGING BATHROOMS

Although bathrooms are often the smallest rooms in the house, they can be the easiest to stage. When I stage a bathroom I try to create a spa-like experience. I use colorful and fluffy towels draped over tubs or rolled up in baskets.

I place flowers and plants on countertops or the back of toilets to make the space come alive. Orchids are always one of my favorites to put in bathrooms as you can see in the picture. These artful additions can make a dramatic impact, adding instant color and texture to a normally harsh and cold room.



Here is a list of items that you can get at Target, Walmart, or Bed, Bath and Beyond. Places like TJ Maxx or Home Goods are also perfect stores to find good quality, yet discounted, bathroom decorating items.



## STAGING BATHROOMS

Look for:

- Towels, rugs, wash cloths
- Bamboo or wooden trays
- Candles in various sizes
- Green or flowering plants
- Small water fountains
- Scented soaps
- Glass containers filled with cotton balls or Q-tips
- Ribbon and rough twine
- Twigs and berries
- Sea shells
- Fluffy white robe
- Padded satin hanger
- Creams, lotions, or bath salts with unusual or antique packaging (nothing in its store container with labels)
- Sea sponges and bath brushes
- A rubber ducky on the edge of the bathtub (a little trick I like to use so buyers can envision raising children in the home)



It's important to display these products as groupings rather than scattering them around the room which often looks like clutter.

Shower curtains can also offer a bright and vibrant touch to any bathroom. Make sure to hang them high enough that they are not draping on the bathroom floor. Let the towels and mats accent the curtain and tie the room together. Note: When placing the mat, I like to put it at an angle rather than hugging the vanity like people normally do. It's not practical, but it gives the room a more interesting look.

Always remember that less is more. Think simplicity and clean when staging a bathroom.

## STAGING LIVING SPACES

The living space, besides the kitchen, is often the first space people will see when they walk into a home. Therefore the impression needs to be strong and lasting.

I pour most of my artistic flair into this space and use my best art, my most colorful vases and glassware, and lots of tall flowers in this space because

I know it's often the first room they see when they enter the house and the last room they experience as they walk out the door.



I assemble vignettes of colorful vases, jars, books, plants, baskets, candles, and other decorative items atop built-in bookcases, mantle pieces and fireplaces, and in corners of the room. I also like to throw in some decorative pillows for a splash of color.

On the wall I like to add colorful and large art and if the room is smaller, a mirror to make a small space look bigger. Placing mirrors in the room can also create a sense of depth. Not only that, mirrors can pack an extra punch when placed next to, or directly across from, a window, since they pull in and reflect the light.

If I want to create interest, I artfully arrange mini mirrors of all shapes and sizes on the wall. Not only do they reflect the light, they are different enough that they are memorable. In the staging materials section I mentioned these.

Metal, 3D art pieces also reflect light and feel more airy. This kind of piece can give more of a sense of space than more dark and heavy wood pieces.

## STAGING LIVING SPACES

As far as furniture is concerned, like always I err on the side of “less is more” and often place only one lightweight, leather sitting chair with a bright pillow in the living area. Sometimes I have side tables with lamps, depending on the light needs within the room.

If their are built ins, I’m in heaven, and so are potential buyers. Buyers love built-in features like bookcases and shelves, which is why it is important to display and accentuate them correctly to prospective buyers.

To stage these areas, place small groups of items on the shelves. Don’t overburden the area with knick-knacks especially if the built-in connects to another room and offers light between the spaces, like you see on the right. This kind of built in creates an airy feeling and the splashes of color you add is all you need to complete the staging motif.

Finally, Staging Living Areas in the Lower Level: I used to dread doing this space, but I’ve finally dialed it in. Bright yellow pictures, pillows, and bold colored flowers can spruce up an often dimly-lit space. I also strategically place lamps throughout the room, which supplements the overhead lights and livens up the space, while also enhancing my staging props.



## STAGING KITCHENS

Kitchens are the most important room to stage in the house because to most people, the kitchen is the heart of the home. It's where most people spend their time and often where people gravitate to during get togethers and parties. That being the case, never let the kitchen be an after thought.

Here are some ideas you can use when staging a kitchen:



**Place Towels Throughout the Kitchen:** Bright and patterned tea towels should be a must on any kitchen staging shopping list. They are a great, cost-effective way to add a splash of color and pattern to your kitchen and can liven up white kitchens, which often come across as bland.

**Add a Fruit Bowl in the Kitchen:** It's inexpensive and adds a burst of color and texture that helps tie a room together. The best fruits to display are oranges, lemons, and green and red apples. I prefer plastic fruit as opposed to real fruit because of time constraints in freshening up a bowl every few days. The worst thing you can do is put in real fruit and then allow them to go bad.



## STAGING KITCHENS

Strategically place kitchen utensils and cutting boards on the counter to create a clean but lived in motif.

Use decorative canisters, herbs, pretty cookbooks, etc., (items you would typically find in a kitchen) for nice decor.

Placing a pretty pot or teakettle on the stove top is a welcoming touch. Just be sure the one you choose is in perfect condition — not scratched up or dull looking.

Use colorful rugs or mats to tie the room together. I often take large, vibrant rugs that are commonly used in living spaces and put them in large kitchens or dining areas to show not only the width and space, but also where you could put an island or dining table. Remember, through small staging modifications, you can suggest to your potential buyer larger possibilities!

**Use Art to Tie The Room Together:** I also hang up art that accents and compliments the colors in the kitchen. If I want to draw their eyes to the granite countertops, I'll place metal art with the same colors, which not only complements the colors in the granite, it also adds texture and depth to the walls. I also hang colorful oils to bring out the colors in the rugs and tea towels.

**Create Place Settings at Bars:** A home is happy when it is filled with friends, food, and laughter. I like to give potential buyers







## STAGING THE OUTDOOR AREA

Many people spend all their effort staging the inside, they forget about the outside altogether. This is a huge mistake.

Your home's appearance has a psychological effect on potential buyers. If the exterior of the house and yard is well-maintained, buyers enter the home with a positive attitude, already believing the interior will measure up to the standards set outside.



If the exterior looks poorly maintained with overgrown grass, dead flowers beds, and knee high weeds in the corners, your potential buyers will enter the home with a negative mindset, ready to look for and pick out problems.

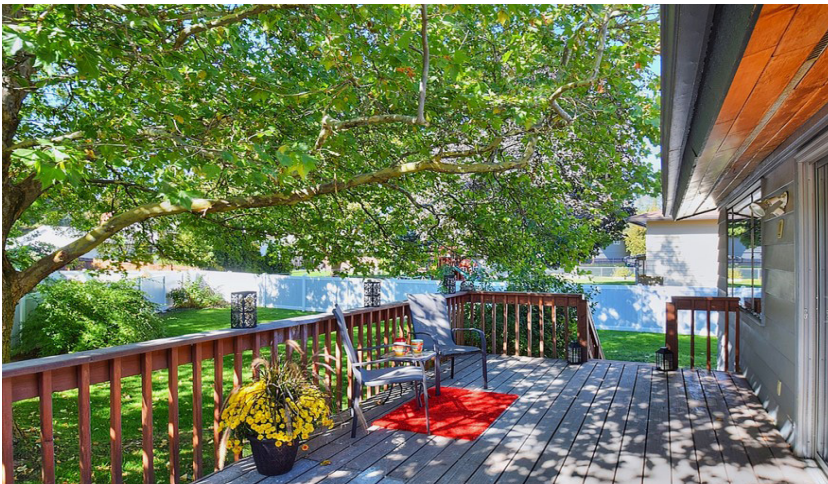
Attract buyers with a clean, mowed front yard, a colorful planter, and welcome mat. If the home's landscaping is overgrown and neglected, trim out the excess and plant a few inexpensive foundation bushes near the front. Also, you don't have to plant flowers or go full-bore on landscaping. Putting dark-colored mulch in flowerbeds cleans up the yard and adds instant charm.



## STAGING THE OUTDOOR AREA

Here are some of my tricks to staging the outside to lure potential buyers to come inside:

**Add Potted Plants:** Welcome buyers with colorful flowers or topiaries near the front door to add some life to the home's entry way. Try to have at least two matching planters on either side of the door or if you don't have enough space on your porch, use one larger planter in a corner and consider adding two other planters at varying heights in the same corner to create a statement. If there is enough room on the front porch, put out some colorful lawn chairs. This suggests not only a lovely area to relax after a long day at work, it also indicates a safe neighborhood to hang out in and be a part of.



**Welcome Buyers to Your Home:** Select a doormat that complements the architecture and color of your house. Find one that preferably says "Welcome."

**Word to the Wise:** Don't Forget the Back Patio!

Too many people think no one cares about the backyard. Hint: EVERYONE cares about the backyard. When staged correctly patios can add square footage to the home in the minds of your potential buyers.



Accentuate the patio with colorful, plastic Adirondack chairs. If you have plain chairs, grab colorful pillows to place on them and a bright mat to place between them.

Put planters in the corner and if you can hang planters from the eaves. Make sure to make your patio just

as enjoyable as the rest of your house! If you do that, people will see the outdoors as added value to the entire home.

## WHAT ABOUT OTHER SPACES: SHOULD YOU STAGE THEM?

There are many forgotten rooms or spaces in a house that if staged correctly can sell the home by themselves! Here are a few that I have found that made all the difference to the home's attractability and overall value.

**Unfinished Basement:** Most people wouldn't think to stage an unfinished basement. Why draw attention to what is normally thought of as a shortcoming? However, we decided to take this massive space on the right and turn it into an awesome family room complete with a fun bean bag chair and exercise equipment. Like I said before, it's not my job to tell the seller what they can or cannot do with a space. It's my job to encourage them to envision what they could potentially do with the space. Notice the wall hangings and the large carpets I put down to de-emphasize the cement floor and unfinished walls!



**Closet Under the Stairs in our Case Study House:** Normally this would be a place you would shove your snow gear during the summer, right? Well, I decided it would be fun to make it a little reading / play nook for kids!



**Hallway Office Space in the Case Study House:** Why stage a hallway? When you have this kind of spill-over space, seen in the picture on the left, it's better to stage it than leave it plain and empty. I thought this would be the perfect place to put an

## WHAT ABOUT OTHER SPACES: SHOULD YOU STAGE THEM

office / homework station. By doing so, I've basically just created a brand new room in the eyes of the potential buyer (an office) that would have normally been just an overlooked, large hallway space!



**Utility Rooms:** Probably one of the most important but overlooked rooms in a house, the utility room is where most mothers spend their time doing laundry. If you can show it as a space that has charm, light, and functionality, you help a potential buyer like the home a lot more. Present a space that looks clean and organized so they will feel like using the space will be an easy, efficient experience.

**Nooks:** As I mentioned before, I love built-ins and window seats are probably one of my favorites. I always make sure to turn it into a small sanctuary-like space complete with light colored pillows, candles, and orchids. I add some touches of art that evokes peace and tranquility and suddenly you have a place you can get away to and read a good book! This beautifully designed space speaks volumes of possibilities





**“A ROOM SHOULD NEVER  
ALLOW THE EYE TO SETTLE  
IN ONE PLACE. IT SHOULD  
SMILE AT YOU AND CREATE  
FANTASY.”**

**- JUAN MONTOYA, INTERIOR DESIGNER**

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## GETTING THE SHOT! PHOTO TUTORIAL



We have been talking about what it will take to sell your rehab quickly through staging. An area that most people overlook is the importance of a professional real estate photographer.

Many falsely assume that pictures of the rehabbed property can be taken by just anyone. The rehabber will often just whip out their cell phone and snap a few pictures. Many times, the real estate agent or a family

member will “help out” to save money instead of investing in a professional photographer.

This is a false economy!

The problem with this assumption is that there are many differences between pictures that are taken by a professional real estate photographer vs. those taken by an amateur. Good Professional real estate photography will draw more people to view the property which will get your property sold more quickly. A quicker sale means less days on market therefore reduced holding costs. Cost of capital, utilities, taxes, and insurance all must be considered!

Here are several things to take into consideration to help you choose the right photographer.

1. Choose a photographer who specializes in real estate

Something that is overlooked is whether the photographer has done real estate photography or not. Just because they are a professional, does not mean they know how to shoot real estate. The difference is the ability to capture the house after the rehab in the right light and presentation. Ask to see samples of their previous work. In this way you can get a good idea of the quality of the pictures you can expect, and you can compare those pictures to other photographers.

## GETTING THE SHOT! PHOTO TUTORIAL

### 2. Make sure they have the right equipment

The Nikon brand of camera equipment is recommended for the vibrant images that Nikon is known for in the industry. Nikon is preferred among professional photographers because of the quality of the photographs. Canon camera equipment is also okay, but not as vibrant as the Nikon camera equipment.

NOTE: A CAMERA PHONE IS NOT ACCEPTABLE FOR THIS PROJECT!

### 3. Make sure they use the most current technology

There have been so many advances in technology from the way things used to be done. There are now possibilities for 3-D photographs and aerial photography that can showcase the location of your rehabbed property. When you are working with a photographer that has access to the latest technology you can present your rehab in a way that will stand out among the myriad of houses presented online. This is the purpose of photography, to make your property stand out!

### 4. Time is money

The quicker you can have your rehab photographed and the pictures sent back to you for review, the faster you can sell your rehab property. In this business, time is money. The longer it takes the more it is going to cost you! Remember that your marketing cannot be completed without the photographs. Your photographer may be good, but if he/she cannot produce the pictures quickly, look for someone else.

### 5. Be sure that you own your photos!

Never put your success in the hands of someone else. If you do not own your photos, then your photographer controls you. This is not a good situation to be in. You want to be able to use your photographs in future marketing and other advertising. You do not want to have to go back to your photographer and get permission each time.

Spending the money on a professional photographer will help you get top dollar on your property in less time! Do not take the risk of trying to save a few dollars.

\*\*\*REFER TO DISC FOUR\*\*\*



**“THE MAN WHO STOPS  
ADVERTISING TO SAVE  
MONEY IS LIKE THE MAN  
WHO STOPS THE CLOCK TO  
SAVE TIME.”**

**- THOMAS JEFFERSON**

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## IF YOU WRITE IT... THEY WILL COME! LISTING COPY THAT SELLS!

Just because you finished your rehab, staged the property, and had a professional photographer work his/her magic, doesn't mean you're officially done. It's not time to hang up the towel yet. You have one more necessary and creative task to complete before you can go live.

Many people dread writing the listing copy because they don't think they have the writing chops or the creative flair to do it justice. Are you one of them? Are you rushing to get your deal on the market and simply tapping out the details without the pizzazz?

If so, I can guarantee that you're most likely losing potential buyers by sleepwalking or grumbling through this process. This is important because home buyers today jump from listing to listing online in a matter of minutes, which means you only have seconds to grab their attention long enough to make sure they're calling you or the their agent to book a time to see the property.

How do you do this? You maximize every element of a listing to your benefit, including:

- The Headline
- The Description (the meat and potatoes)
- The Property Details
- The Call to Action

Since a listing is short, don't throw away or get lazy on any one of these parts. You have to be concise and powerful at each point of the process.

### The Headline

Most people skim and scan ad copy. They don't read full paragraphs. Do your best to keep your headlines snappy and the text that follows short and to the point.

The Headline is meant to:

- Get attention
- Indicate value



## IF YOU WRITE IT... THEY WILL COME! LISTING COPY THAT SELLS!

- Set the scene with something unique about the property (such as the architectural style or property location)

A great headline should be direct, specific, and add a sense of urgency. It provides context and not just a list of features. It should also use adjectives that double as a buying trigger, such as “amazing,” “dream,” or “special.”

Headlines written with an action verb can also be more compelling.

Here are a few of our Headlines on homes we have already sold:

- Adorable Rancher on Large Lot
- Lease to Own this Beauty
- 60's Sass and Class!
- Rancher with Character
- Charmer on a Large Lot!
- Feels and Looks Brand New!
- Transformed Family Home
- Wanted: Family!

### The Description

Too many listings are filled with non-descriptive phrases like, “Great family home.” Make sure you’re actually telling people about the specific features of your home. Tell people about the backyard patio for BBQ’s or the open concept kitchen that lends to entertaining guests. Your description needs to lay down all the qualities of the home that you want people to know about – and the aspects that buyers want information on.

You are trying to attract and appeal to buyers, so you want to give them all the information they want and need.

Here’s an example from one of our listings:

Beautiful 5980 sqft custom home on 7th hole of Meadowwood Golf Course! Exquisite additions, plenty of space & amenities! Quiet cul-de-sac, unobstructed views of

## **IF YOU WRITE IT... THEY WILL COME! LISTING COPY THAT SELLS!**

course & mountains! 2story home + a basement mother-in-law suite with full kitchen & laundry room! On main level is a formal living & dining rooms, kitchen w stainless appliances & granite touches, family room with cozy gas fireplace overlooking the fairways! Bathroom & laundry on main. Upper level has 4 beds & 2 baths, + master suite complete with garden tub, walk-in closet & double sink vanity. Lower level has plenty of storage, another bedroom & bathroom, second laundry, kitchen & family room. 3 car garage, sprinklers, gas forced air heat & AC. Great schools, parks, shopping. See it today!

### The Property's Details

This is the detailed, bulleted list that gives a potential buyer a quick run down of what the property has to offer. Normally you include things like:

- Number of Bedrooms/Bathrooms
- Square Footage of the Building
- Size of the Property (typically in acres)
- Location/Neighborhood/Schools
- Garage (if any), Number of Stalls
- Extras, e.g. – Pool, Patio, Yard, Deck, Fireplace, etc.
- Any Recent Updates or Renovations, e.g. – windows, doors, appliances
- Any Unique Characteristics, e.g. – scenic overlook, basketball court, lake-front lot

Here is a detailed list from one of our listings:

- Hardwood Floors
- Sprinkler System
- Cul-de-Sac Location
- Golf Course Lot
- Vaulted Ceilings
- Tile Floors
- Bonus Room
- Office/Den
- View Property
- 7th Hole Meadowwood
- Mother-in-law area

## **IF YOU WRITE IT... THEY WILL COME! LISTING COPY THAT SELLS!**

- 2 laundry rooms
- 3 car garage
- Garden Tub
- Walk-in closet
- Gas Fireplace (2)
- Formal Dining
- Granite Counter Tops
- Move-in ready

Notice that even these bulleted items include adjective and marketing language to entice the potential buyer to come and see the property.

### The Call to Action

Don't let your listing simply fizzle out. You have to go out with a bang. Tell your readers what to do. And don't be afraid to ratchet up the sense of urgency and remind them there is a very real possibility that this is the last chance they'll ever have to buy this property (with our rehab coaching and our staging instruction your properties should be selling like hot cakes!)

Make sure to spell it out for them. Tell them exactly what to do next, like call to schedule an in-person showing. Don't forget to include both your phone number and e-mail address.

### Words to Use in Your Listing Copy (according to Zillow Data)

1. Luxurious
2. Captivating
3. Impeccable
4. Stainless
5. Basketball
6. Landscaped
7. Granite
8. Pergola
9. Remodel
10. Beautiful

## IF YOU WRITE IT... THEY WILL COME! LISTING COPY THAT SELLS!

11. Gentle
12. Spotless
13. Tile
14. Upgraded
15. Updated

### Words Not to Use in Your Listing Copy (according to Zillow Data)

1. Fixer
2. TLC
3. Cosmetic
4. Investment
5. Investor
6. Potential
7. Bargain
8. Opportunity
9. Nice



### 5 Bits of Advice From Me to You

#### 1. The Devil's in the Detail

The smallest details of a property are what sets it apart and makes it memorable. Think of something surprising that warrants a second look? What's different and unique about the yard, layout, house style, neighborhood, view, or year it was built. The more granular and singular you can get, the better.

#### 2. Let the Property Speak

Allow your property to tell its remarkable story. You wouldn't have picked it if you didn't see its opportunities. Talk about the different features in terms of how they can make the potential buyer feel, like outdoor cookouts, window seat retreats, large master bedroom sanctuaries. Compelling real estate copy has more than just the facts. It contains a narrative that helps home buyers imagine what it would be like to live in that house.

## IF YOU WRITE IT... THEY WILL COME! LISTING COPY THAT SELLS!

### 3. Check Before You Push Submit

You've put all of the property's best features out there, but you've failed to check yourself and those glaring grammatical and spelling errors are really hurting the listing's overall greatness.

Take a breather before you push submit, read over your copy, and for heaven's sake, do a spell check!

### 4. Be a Truth-Sayer

Don't make claims about your property that are embellished or outright false. Over-promising and under-delivering will not get your house sold and may actually blacklist you with local agents. You can vibrantly tout your property's features without tiptoeing across the fibbing line.

### 5. Always be Learning

Normally the saying goes, "Always be selling," which you absolutely need to be doing in this industry, but I also think it's equally important to always be learning and implementing. Watch and read what your competitors are doing. Make notes of the listings that resonate with you and then implement those words and phrases into your own copy.

I also recommend looking at the top 200+ words Zillow has found works in listing copy and buy books that instruct on the art of copy writing. My copy writing Bible is the book, "Words That Sell" by Richard Bayan. I refer to this book on a weekly basis, especially when I feel like my creative juices are waning. The words give me a creative boost and push in the right direction.

Overall, many listings start to sound the same when you read them back-to-back. They all blend together. If you're interested in really making an impact and getting buyers looking at your homes, **YOU HAVE TO STAND OUT** in everything you do.

\*\*\*REFER TO DISC FOUR\*\*\*

# LISTING ON THE MLS: STEP BY STEP

Note: This info is based on the Spokane Association MLS. Other MLS associations may have different formats/requirements.

## PART 1: Listing:

Step 1: General Information input – Address, area of town, listing agent.

The screenshot shows the 'PARTIAL LISTING#-113195 - 610 W ALICE AVE' form in the Spokane Association of Realtors MLS system. The interface includes a top navigation bar with icons for Home, Search, Listings, CMA, Contacts, Financials, Tax, Membership, Resources, and Preferences. The main form is divided into sections for 'General/Location' and 'Property Info'. The 'General/Location' section contains various input fields for listing details, including Class, MLS #, Status, Bump Clause, Duplicate Listing, Potential Short Sale, Bank Approved, List Agent, Listing Office 1, Sub-Type, Address, Street Type, Price, Address 2/Unit #, Area/Grid, Town, State, Zip, County, Search By Map, Loc Dir N/S, Loc #Blks N/S, Loc Dir E/W, and Loc #Blk E/W. The 'Property Info' section includes fields for Remarks/VirtTour/Dir and Schools/Misc. A summary box at the bottom left indicates 179 input fields, 41 required fields, and 3 remaining fields.

Field ID	Field Name	Value
(16)	Class	Residential
(15)	MLS #	Temp-113195
(25)	Status	
(151)	Bump Clause	
(35)	Duplicate Listing	No
(150)	Potential Short Sale	No
(148)	Bank Approved	
(28)	List Agent	Lee Arnold
(29)	Listing Office 1	Keller Williams Spokane - Main
(17)	Sub-Type	A - Res/Site Blt
(20)	Address	610 W Alice
(20)	Street Type/	Ave
(19)	Price	, 000
(21)	Address 2/Unit #	
(18)	Area/Grid	019 - A330/019
(22)	Town	Spokane
(23)	State	WA
(24)	Zip	99205
(36)	County	Spokane
(138)	Search By Map	Validate Map
(38)	Loc Dir N/S	n
(39)	Loc #Blks N/S	32
(40)	Loc Dir E/W	w
(41)	Loc #Blk E/W	6
(152)	Agent Hit Count	0
(153)	Client Hit Count	0

Input Fields: 179  
 # of Fields: 41  
 Remaining Fields: 3



# LISTING ON THE MLS: STEP BY STEP

Step 2: Property Info – Size of lot, parcel number, legal name, etc.

**SPokane Association of Realtors MLS**

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

**INPUT MAINTENANCE**

Primary

Add Label

Listing Pictures Listing Detail Documents

**PARTIAL LISTING#-113195 - 610 W ALICE AVE**

Save Tax Autofill Reset Fields Required Only Open All Close All

(41) Loc #Blk E/W 6

(152) Agent Hit Count 0

(153) Client Hit Count 0

**Property Info**

(42) Acres MOL 0.13

(43) Lot Frit Ft Apx

(44) Lot Depth Apx

(45) Apx Lot Size Sq Ft

(46) NW Map Pg#

(159) Zone

(161) Taxes

(47) Special Tax Designation

(48) Frontage

(49) Body of Water Name

(158) Parcel # 35064.4205

(139) Tax Database ID

(139) Tax ID

(50) Sec

(51) Twp

(52) Rng

(53) Subdivision/Development

(156) Legal Lot 5, Block 12, Resurvey of Whiting's Second Addition, According to Plat Recorded in Vol A of Plats, Page 203.

13 characters left.

Input Fields: 179

# of Fields: 41

Remaining Fields: 3

Remarks/VirtTour/Dir

Schools/Misc

# LISTING ON THE MLS: STEP BY STEP

Step 3: This is where you add in your home description. Use words that sell. You have a limited amount of words available. Use them wisely. Don't forget a call to action at the end. Call NOW! Also, give directions to the home. Make sure that potential drivers go the route that shows off the neighborhood. Drive them by parks and scenic spots. Avoid eyesores!

**SPOKANE ASSOCIATION OF REALTORS® MLS**

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

**INPUT MAINTENANCE**

Primary

Add Label

Listing Pictures Listing Detail Documents

**PARTIAL LISTING#-113195 - 610 W ALICE AVE**

Save Tax Autofill Reset Fields Required Only Open All Close All

**General/Location**

**Property Info**

**Remarks/VirtTour/Dir**

(172) Public Remarks Brand NEW everything! Completely updated bungalow, that sparkles. NEW kitchen! NEW bathrooms! NEW stainless steel appliances! NEW granite counter tops! NEW hardwood floors! NEW paint and carpet! NEW windows! This beautiful home features 2 master bedrooms, large closets, large laundry room, pantry and a cozy window alcove. Large fenced tree-lined backyard, covered patio and quiet neighborhood make this home a winner! Don't wait, make an offer quick, this one will go fast!

37 characters left.

(154) Agent Remarks Lee Arnold is the listing agent, also a managing member of Escalade Properties, LLC.

428 characters left.

(157) Virtual Tour <http://www.tourfactory.com/1741542>

(155) Directions Follow I-90 W to WA-290 E in Spokane. Take exit 282A for Hamilton St/WA-290 E toward Trent Ave. Continue on WA-290 E. Take N Hamilton St, E Indiana Ave and N Ruby St to W Alice Ave.

74 characters left.

**Schools/Misc**

**Listing Info**

**Open House SpokaneOpen/Public**

**Building Characteristics**

**New Construction Info**

**Manufactured Home Info**

**Misc Bldg & Contact Info**

Input Fields: 179  
 # of Fields: 41  
 Remaining Fields: 3

# LISTING ON THE MLS: STEP BY STEP

Step 4: Schools and misc info.

SPokane Association of Realtors MLS

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

INPUT MAINTENANCE

Primary

Add Label

Listing Pictures Listing Detail Documents

PARTIAL LISTING#-113195 - 610 W ALICE AVE

Save Tax Autofill Reset Fields Required Only Open All Close All

General/Location

Property Info

Remarks/VirtTour/Dir

Schools/Misc

(54)	Elementary	Garfield	?
(55)	Jr High	Glover	?
(56)	Sr High	N Central - North Central	?
(57)	School District	Dist 81 - Spokane Dist 81	?
(58)	Possession		?
(59)	Closing Agent		?
(60)	Power Company	Avista	?
(61)	Water Company	City of Sp	?

Listing Info

Open House SpokaneOpen/Public

Building Characteristics

New Construction Info

Manufactured Hm Info

Misc Bldg & Contact Info

Features

Sold

Input Fields: 179  
# of Fields: 41  
Remaining Fields: 3

# LISTING ON THE MLS: STEP BY STEP

Step 5. Listing Info – List date, expiration date, and other listing agents.

POWER SEARCH

SPOKANE ASSOCIATION OF REALTORS® MLS

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

INPUT MAINTENANCE

Primary

Add Label

Listing Pictures Listing Detail Documents

PARTIAL LISTING#-113195 - 610 W ALICE AVE

Save Tax Autofill Reset Fields Required Only Open All Close All

General/Location

Property Info

Remarks/VirtTour/Dir

Schools/Misc

Listing Info

(63)	Coop Brkr Comp	R	3	?
(64)	Coop D/V			?
(65)	Listing Type	R	Excl Right to Sell	?
(66)	Limited Services		No	?
(67)	MLS Entry		Yes	?
(68)	REO/Lender Owned	R	No	?
(69)	Relo/Corp Owned	R	No	?
	Auction	R	No	?
(70)	1031 Exchange			?
(71)	IDX Include	R	Yes	?
(72)	Realtor.Com (Y/N)	R	Yes	?
(27)	Display Property Address	R	Yes include address	?
(73)	List Date	R P	03/16/2017	?
(74)	Exp Date	R P	09/16/2017	?
(30)	Listing Agent 2		Lori Petersen-Phillips	?
(31)	Listing Office 2		Keller Williams Spokane - Main	?
(32)	Listing Agent 3			?
(33)	Listing Office 3			?

Open House SpokaneOpen/Public

Building Characteristics

New Construction Info

Manufactured Hm Info

Misc Bldg & Contact Info

Features

Input Fields: 179  
 # of Fields: 41  
 Remaining Fields: 3

# LISTING ON THE MLS: STEP BY STEP

Step 6: Open House info -- This will send out as a hot sheet to other brokers.

The screenshot displays the Spokane Association of Realtors MLS software interface. At the top, there is a navigation bar with icons for Home, Search, Listings, CMA, Contacts, Financials, Tax, Membership, Resources, and Preferences. Below this is a sub-navigation bar with 'Home', 'Listings', and 'Partial Listings' tabs. The main content area is titled 'PARTIAL LISTING#-113195 - 610 W ALICE AVE'. It features a sidebar on the left for 'INPUT MAINTENANCE' with options for Listing, Pictures, Listing Detail, and Documents. The main panel shows various data entry fields for the listing, including 'Open House SpokaneOpen/Public' with fields for Open House Date (03/25/2017), Open Time From (11:00 am), and Open Time To (1:30 pm). Other sections include General/Location, Property Info, Remarks/VirtTour/Dir, Schools/Misc, Listing Info, Building Characteristics, New Construction Info, Manufactured Hm Info, Misc Bldg & Contact Info, Features, and Sold. At the bottom left, a summary box shows: Input Fields: 179, # of Fields: 44, and Remaining Fields: 3.

# LISTING ON THE MLS: STEP BY STEP

Step 7: Building Characteristics-- Info on beds, baths, basements, etc.

POWER SEARCH

HOME
SEARCH
LISTINGS
CMA
CONTACTS
FINANCIALS
TAX
MEMBERSHIP
RESOURCES
PREFERENCES

Home Listings **Partial Listings** Maintain: 113195 X

**INPUT MAINTENANCE** PARTIAL LISTING#-113195 - 610 W ALICE AVE

Save Tax Autofill Reset Fields **R** Required Only Open All Close All

SCHOOLS/MISC

Listing Info

Open House SpokaneOpen/Public

**Building Characteristics**

(81)	Seniors Only	<input type="text" value="No"/>	?
(160)	Mo Assmt	<input type="text"/>	?
(89)	Bsmt BR	<input type="text"/>	?
(95)	1st BR	<input type="text" value="2"/>	?
(100)	2nd BR	<input type="text"/>	?
(105)	3rd BR	<input type="text"/>	?
(90)	Bsmt Bth	<input type="text"/>	?
(96)	1st Bth	<input type="text" value="1.00"/>	?
(101)	2nd Bth	<input type="text" value="1.00"/>	?
(106)	3rd Bth	<input type="text"/>	?
(77)	Bathrooms <b>R</b>	<input type="text" value="2"/>	?
(91)	Bsmt FP	<input type="text"/>	?
(97)	1st FP	<input type="text"/>	?
(102)	2nd FP	<input type="text"/>	?
(107)	3rd FP	<input type="text"/>	?
(92)	Bsmt Fam Rm	<input type="text"/>	?
(98)	1st Fam Rm	<input type="text"/>	?
(103)	2nd Fam Rm	<input type="text"/>	?
(108)	3rd Fam Rm	<input type="text"/>	?
(93)	Bsmt Apx SqFt	<input type="text"/>	?
(99)	1st Apx Sq Ft	<input type="text"/>	?
(104)	2nd Apx Sq Ft	<input type="text"/>	?
(109)	3rd Apx Sq Ft	<input type="text"/>	?
(122)	# Rms Bsmt	<input type="text"/>	?
(123)	# Rms 1st	<input type="text"/>	?
(124)	# Rms 2nd	<input type="text"/>	?

Input Fields: **179**

**R** # of Fields: **41**

**R** Remaining Fields: **3**

# LISTING ON THE MLS: STEP BY STEP

Step 8: New construction info – only if it’s a new building.

**SPokane Association of Realtors® MLS**

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

**INPUT MAINTENANCE**

Primary

Save Tax Autofill Reset Fields Required Only Open All Close All

General/Location

Property Info

Remarks/VirtTour/Dir

Schools/Misc

Listing Info

Open House SpokaneOpen/Public

Building Characteristics

**New Construction Info**

(80)	New Construction <b>R</b>	No	?
(129)	Apx Beg Mo		?
(130)	Apx Beg Yr		?
(131)	Apx Fin Mo		?
(132)	Apx Fin Yr		?
(133)	Builder Name		?

Manufactured Hm Info

Misc Bldg & Contact Info

Features

Sold

Input Fields: 179  
**R** # of Fields: 41  
**R** Remaining Fields: 3

# LISTING ON THE MLS: STEP BY STEP

Step 9: Manufactured home info--Only on mobiles.

**SPOKANE ASSOCIATION OF REALTORS® MLS**

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

**INPUT MAINTENANCE**

Primary

Add Label

Listing  
Pictures  
Listing Detail  
Documents

**PARTIAL LISTING#-113195 - 610 W ALICE AVE**

Save Tax Autofill Reset Fields Required Only Open All Close All

General/Location

Property Info

Remarks/VirtTour/Dir

Schools/Misc

Listing Info

Open House SpokaneOpen/Public

Building Characteristics

New Construction Info

**Manufactured Hm Info**

(167)	Serial #	<input type="text"/>	?
(166)	Mo Lot Rent	<input type="text"/>	?
(163)	Make of MH	<input type="text"/>	?
(165)	MH Width	<input type="text"/>	?
(164)	MH Length	<input type="text"/>	?
(162)	Name of MH Park	<input type="text"/>	?
(87)	Mgr Phone Number	<input type="text"/>	?
(170)	Title Eliminated	<input type="text"/>	?
(169)	L & I Inspection	<input type="text"/>	?
(168)	Land Home Pkg	<input type="text"/>	?

Misc Bldg & Contact Info

Features

Sold

Input Fields: 179  
R # of Fields: 41  
R Remaining Fields: 3



# LISTING ON THE MLS: STEP BY STEP

Step 10: Misc. Bldg. and contact info – If your home is occupied this is where you put contact info for the realtors. Excluded items is where you list items that do not stay with the home (like a chandelier or a bookcase).

**SPokane Association of Realtors MLS**

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

INPUT MAINTENANCE

Primary

Add Label

Listing  
Pictures  
Listing Detail  
Documents

PARTIAL LISTING#-113195 - 610 W ALICE AVE

Save Tax Autofill Reset Fields Required Only Open All Close All

General/Location

Property Info

Remarks/VirtTour/Dir

Schools/Misc

Listing Info

Open House SpokaneOpen/Public

Building Characteristics

New Construction Info

Manufactured Hm Info

Misc Bldg & Contact Info

(78) Gar Size **R** 0

(76) Carport Size

(134) Year Built **R** 1902

(135) Year Remodeled

(136) # of Stories 2

(83) Contact Name

(84) Contact Phone Number

(82) Occupied By

(85) 2nd Contact Name

(86) 2nd Contact Phone Number

(128) Assessed Sq Ft

(127) Total Apx Sq Ft

(88) Excluded Items

Features

Sold

Input Fields: 179  
**R** # of Fields: 41  
**R** Remaining Fields: 3

# LISTING ON THE MLS: STEP BY STEP

Step 11: Features – This is where all the info about the house goes. Appliances, fenced, swimming pool, etc

The screenshot displays the 'Features' section of a listing form for 'PARTIAL LISTING#-113195 - 610 W ALICE AVE'. The interface includes a navigation bar with icons for Home, Search, Listings, CMA, Contacts, Financials, Tax, Membership, Resources, and Preferences. The 'Features' section is organized into various categories, each with a list of selectable options:

- Green Features:** (149)
- All Features:** A5 - Paved, B3 - Fncd Bk Yd, B8 - Treed, E3 - Conv, E4 - Cash, I10 - Vinyl, K1 - Gas, K4 - Forced Air, L1 - Comp, M1 - Lbx, M4 - Vacant, N1 - Pub Sewer, N3 - Swr Conn, H14 - Slab, P3 - Bungalow, T14 - None, U2 - Fr Stnd Rng, U6 - D/W, U7 - Refrig, U8 - Disposal, U10 - Microwave, V4 - Full Bath, V9 - 1st Flr, V10 - 2nd Flr, X3 - 2 Story
- A-ACCESS:** A5 - Paved
- B-LOT INFORMATION:** B3 - Fncd Bk Yd, B8 - Treed
- C-LOT VIEW:**
- D-OUTBUILDINGS:**
- E-TERMS:** E3 - Conv, E4 - Cash
- F-WTRFRONT PROP:**
- G-ACCESSIBILITY:**
- H-BASEMENT:** H14 - Slab
- I-EXTERIOR:** I10 - Vinyl
- J-FEATURES:**
- K-HEAT/COOLING:** K1 - Gas, K4 - Forced Air
- L-ROOF:** L1 - Comp
- M-SHOWING INFO:** M1 - Lbx, M4 - Vacant
- N-SITE IMPROVEMENTS:** N1 - Pub Sewer, N3 - Swr Conn
- O-AMENITIES:**
- P-DESIGN:** P3 - Bungalow
- Q-DINING:**
- R-FAMILY/REC RM:**
- S-FIREPLACE:**
- T-GARAGE/PARKING:** T14 - None
- U-KITCHEN/APPL:** U2 - Fr Stnd Rng, U6 - D/W, U7 - Refrig, U8 - Disposal, U10 - Microwave

On the left side, there is an 'INPUT MAINTENANCE' section with a 'Primary' image of a house and a list of actions: Listing, Pictures, Listing Detail, and Documents. At the bottom left, a summary shows: Input Fields: 179, # of Fields: 41, Remaining Fields: 3.

# LISTING ON THE MLS: STEP BY STEP

PART 2: Pictures: This is your chance to showcase the home. Only use photos that are attractive. You want the viewer to be interested enough to go visit the home. In some markets, these photos will also load on Zillow.

POWER SEARCH

SPOKANE ASSOCIATION OF REALTORS® MLS

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

INPUT MAINTENANCE PICTURES - PARTIAL LISTING#-113195 - 610 W ALICE AVE

Upload Multiple Photos Save Check All Delete Print Upload Help

Primary A B C D E F G H I J K L M N O P Q R S

NO IMAGE AVAILABLE NO IMAGE AVAILABLE

Listing Pictures Listing Detail Documents

Input Fields: 179  
# of Fields: 41  
Remaining Fields: 3

# LISTING ON THE MLS: STEP BY STEP

PART 3: Listing Detail: This sheet will automatically generate once you have filled in the listing details of part 1. It is a good idea to review the sheet prior to making your listing live. Make sure that the details are correct. This is the sheet that the realtor agents will print.

The screenshot shows the 'Listing Detail - Partial Listing' page for listing # 113195. The page is titled 'Residential 1 Page Detail Report' and includes a photo of a bungalow house. The listing is for a 2-story bungalow with 3 bedrooms and 2 bathrooms, located at 610 W Alice Ave, Spokane, WA 99205. The listing price is \$258,900. The report includes a table of room details, a list of amenities, and contact information for the listing agent, Lee Arnold.

Room	Count	Area	Notes
1st Lvl BR	2	1.00	FP
2nd Lvl BR	1	1.00	FP
3rd Lvl BR	1		FP
<b>Total BR</b>	<b>2</b>	<b>BTH 2</b>	<b>FP 0</b>

**Brand NEW everything! Completely updated bungalow, that sparkles. NEW kitchen! NEW bathrooms! NEW stainless steel appliances! NEW granite pointer tops! NEW hardwood floors! NEW paint and carpet! NEW windows! This beautiful home features 2 master bedrooms, large closets, large laundry room, pantry and a cozy window alcove. Large fenced tree-lined backyard, covered patio and quiet neighborhood make this home a winner! Don't wait, make an offer quick, this one will go fast!**

Lee Arnold is the listing agent, also a managing member of Escalade Properties, LLC.

Contact information:  
 Lee Agent: Lee Arnold - Main: 801-574-4020  
 List Office: Keller Williams Spokane - Main - Office: 509-458-4000  
 2nd List Agt: Lori Petersen-Phillips - Phone: 509-953-1000  
 Lic. # 25890 lee@securedinvestmentcorp.com  
 Lic. # 51965 Fax: 509-458-4001  
 Listing Office 1 - E-Mail: firmbroker@kwspokane.com

# LISTING ON THE MLS: STEP BY STEP

PART 4: Documents: This is where you upload the documents for your listing. Important items to include are: The legal description of the home; the seller disclosure statement, lead-based paint form and a flyer.

SPokane Association of Realtors MLS

POWER SEARCH

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP RESOURCES PREFERENCES

Home Listings Partial Listings

Partial Listings Maintain: 113195

INPUT MAINTENANCE

- Listing
- Pictures
- Listing Detail
- Documents

DOCUMENTS - PARTIAL LISTING# -113195 - 610 W ALICE AVE

+ Add New Modify Delete

Description	Public	Date	Size(kb)	System Name
exhibit A	Y	3/15/2017	17	SAR_352267.pdf
flyer	Y	3/15/2017	3248	SAR_352266.pdf
Form 17	Y	3/15/2017	3252	SAR_352259.pdf
Form 221	Y	3/15/2017	1226	SAR_352260.pdf

Input Fields: 179  
 R # of Fields: 41  
 R Remaining Fields: 3

Page 1 of 1

# SETTING UP TOUR FACTORY

PART 1: Ordering Tour Factory:

Step 1: Go to TourFactory.com. Choose the package that is right for your business.

The screenshot displays the 'MY ACCOUNT' page on the TourFactory.com website. The page is personalized for user Lee Arnold, with contact information for Lee Arnold (509-953-1000) and Keller Williams Realty Spokane. The navigation menu includes Dashboard, Tours, Reports, My Account, and Support. The main content area is titled 'MY ACCOUNT TOURFACTORY ACCOUNT SETTINGS' and features a sidebar with various account management options like Account Info, Inventory Links, and Tour Settings. The central focus is the 'Tour Subscription' section, which shows the current plan as 'Annual Subscription' with 'UNLIMITED Active Virtual Tours' expiring on Mar 16, 2018. Below this, there is a 'CHANGE YOUR PRICING PLAN' section with five options: Silver (\$19.95/mo), Gold (\$29.95/mo), Platinum (\$49.95/mo), Platinum Promo (\$29.95/mo), and Annual (\$299.95/yr). A 'RENEW ANNUAL SUBSCRIPTION' button is also present. At the bottom, a promotional banner for 'Learning Pays' offers a 40% discount on the Platinum Unlimited subscription for attendees of a webinar, with a 'Register Today' button.

# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

Step 1: Choose a theme. Decide on the color palette and the background music.

The screenshot displays the 'Tour Theme' selection interface. On the left is a vertical navigation menu with options: SUMMARY, THEME (highlighted), FEATURES, AMENITIES, PHOTOS, FLYERS & RIDER SIGNS, ATTACHMENTS, FLOOR PLANS, SYNDICATION, and ACTIVATION. Below the menu is a 'Local Representative' section featuring a photo of Jill & Leanne, with text: 'JILL & LEEANNE YOUR LOCAL TOURFACTORY AUTHORIZED PROVIDERS SPOKANE, WA'. At the bottom left is a 'Webinar Schedule' link. The main content area is titled 'Tour Theme' and includes a search bar: 'Search for Another Tour > Tour Theme'. Three theme cards are shown: 'Exclusive' (nighttime exterior), 'Elegant' (interior with a green checkmark), and 'Flex' (interior with a blue wall). Below the themes is a laptop displaying a virtual tour of a bathroom. Under the laptop is a color palette with a green checkmark on the selected color. A red 'View Sample Tour' button and a grey 'Pro Access - \$29.99' button are visible. At the bottom is a 'TOUR AUDIO' section with a help icon, text: 'Background Music Set the right mood by selecting the background music to play when a person visits the tour.', and a table with columns 'Preview' and 'Current Background Track'. The table shows a play button, the text 'Lay It Down <sup>New!</sup>', and 'Change' and 'Clear' buttons.

# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

Step 2: Choose a theme. Decide on the color palette and the background music.

**SUMMARY**

**THEME**

**FEATURES**

**AMENITIES**

**PHOTOS**

**FLYERS & RIDER SIGNS**


**ATTACHMENTS**

**FLOOR PLANS**

**SYNDICATION**


**ACTIVATION**

Local Representative



**JILL & LEEANNE**  
YOUR LOCAL TOURFACTORY  
AUTHORIZED PROVIDERS  
**SPOKANE, WA**

Webinar Schedule



As a Webinar Grad you got some class. Now it's time to finish the course.

Class #1 [Getting Started](#)  
Class #2 [Social Media](#)  
Class #3 [Building a Tour](#)

**REGISTER TODAY!**

Search for Another Tour > Features

## Features

**TYPE**

Property Type:

Property Style:

Primary MLS Number:

**LOCATION**

Address:

Address (cont.):  (Ex: Apt #1)

Country:

State:

City/Town:

Zip Code:

Display Address:

**DETAILS**

Tour's Title (Headline):

List Price:  (optional)

Rental Price:  (optional)

Area of Town:

Bedrooms:

Bathrooms:

Garage:

Size:  sq. ft.

Lot Size:  (e.g. 50x100, 5 acres)

Year Built:  (e.g. 2004)

School District:

Annual Property Tax:  (for N/A, leave blank)

Listing Expiration Date:  (mm/dd/yyyy)

Co-Lister: No Co-Listers found.

**General Property Description:**

Brand NEW everything! Completely updated bungalow, that sparkles. NEW kitchen! NEW bathrooms! NEW stainless steel appliances! NEW granite counter tops! NEW hardwood floors! NEW paint and carpet! NEW windows! This beautiful home features 2 master bedrooms, large closets, large laundry room, pantry and a cozy window alcove. Large fenced tree-lined backyard, covered patio and quite neighborhood make this home a winner! Don't wait, make an offer quick, this one will go fast!

**ADDITIONAL RESOURCES/INFORMATION**

Mortgage Calculator:  Do Not Display  
 Display

Area Link:  No Area Link



# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

Step 3: Amenities – Check all that apply. Also, add in any details that you want to highlight.

**THEME**

**FEATURES**

**AMENITIES**

**PHOTOS**

**FLYERS & RIDER SIGNS**

**ATTACHMENTS**

**FLOOR PLANS**

**SYNDICATION**

**ACTIVATION**

Local Representative

**JILL & LEEANNE**  
YOUR LOCAL TOURFACTORY  
AUTHORIZED PROVIDERS  
**SPOKANE, WA**

Webinar Schedule

As a Webinar Grad you got some class. Now it's time to finish the course.

Class #1 [Getting Started](#)  
Class #2 [Social Media](#)  
Class #3 [Building a Tour](#)

**REGISTER TODAY!**

**AMENITIES**

**Search Categories**

- Handicap Accessible
- Residential with Acreage
- New Construction
- Waterfront Property

**Interior Amenities**

- 24-Hour Door Person
- Alarm System
- Basement - Finished
- Basement - Unfinished
- Bathroom on Main Floor
- Bedroom on Main Floor
- Bonus Room
- Broadband Available
- Central Air
- Central Vacuum System
- Elevator Building
- Fireplace
- Forced Air
- Gas Heat
- Hardwood Floors
- Office/Den
- Satellite Dish
- Surround Sound
- Tile Floors
- Utilities on Main Floor
- Utilities on Upper Floor
- Vaulted Ceilings
- Water Softener

**Exterior Amenities**

- Balcony Deck
- Barn/Stable - Detached
- Carport
- Garage - Attached
- Garage - Detached
- Hot Tub
- Outbuilding
- Parking/Garage Included
- Roof Top Deck
- Sauna
- Spa
- Sports Court
- Swimming Pool
- Tennis Court
- Workshop - Detached

**Property Amenities**

- Community Beach
- Corner Lot
- Country Club
- Cul-de-Sac Location
- Dock
- Fenced Yard
- Float
- Fully Fenced
- Gated Community
- Golf Course Lot
- High-Rise
- Low-Rise
- Partially Fenced
- Sprinkler System
- View Property

**Custom Amenities**

- Covered Porch
- Granite Counter Tops
- Large Closets
- New Bathroom
- New Bathrooms
- New Hardwood Floors
- New Kitchen
- SS Appliances

# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

Step 4: Photos – Upload all your photos. Select the ones you want to feature. Then arrange in the order you desire.

**SUMMARY**

---

**THEME**

---

**FEATURES**

---

**AMENITIES**

---

**PHOTOS**

---

**FLYERS & RIDER SIGNS**

---

**ATTACHMENTS**

---

**FLOOR PLANS**

---







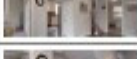










**SYNDICATION**

---

**ACTIVATION**

Search for Another Tour > Photos

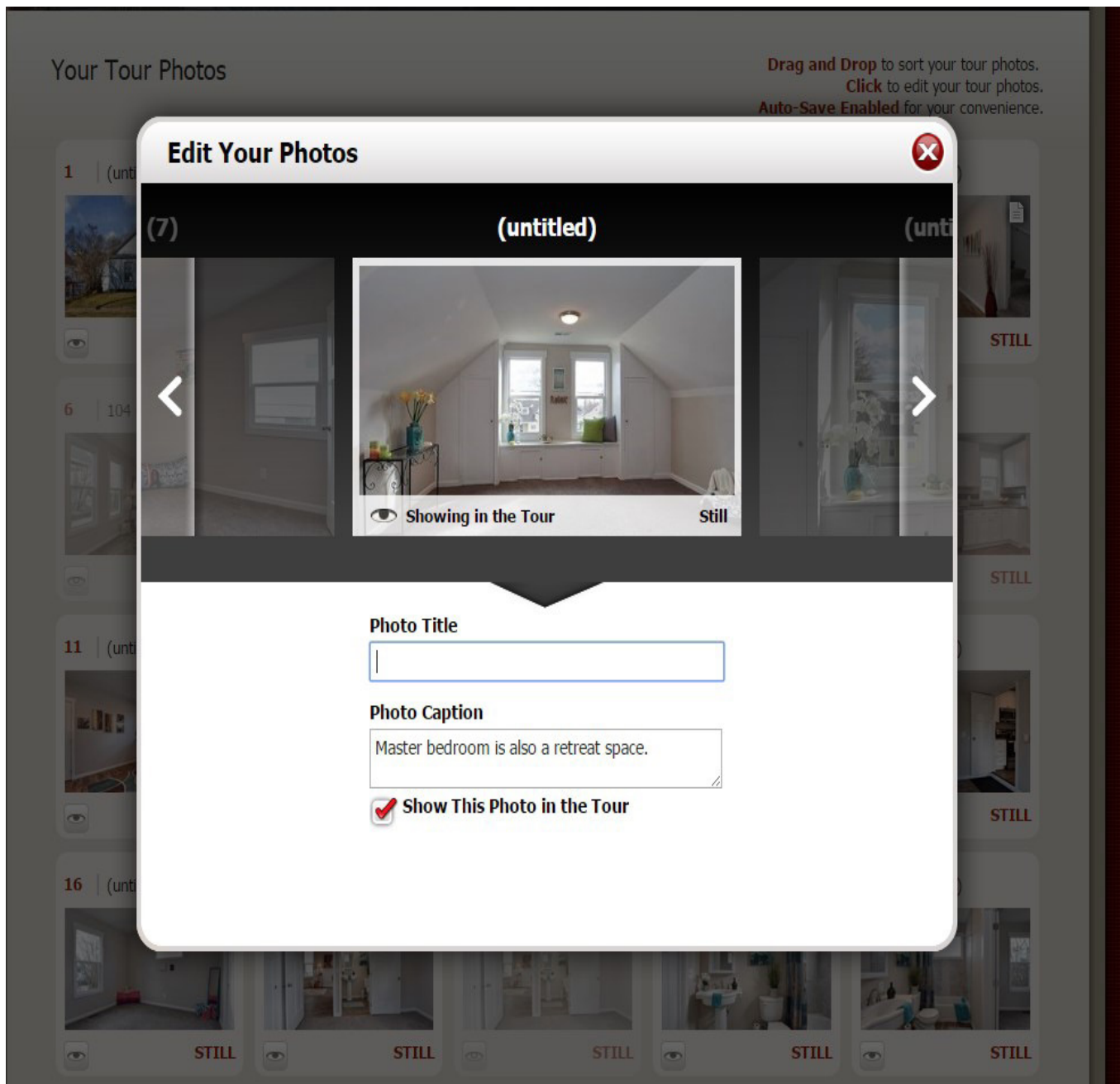
Photos

Show	Scene Name	Photo	Text
<input checked="" type="checkbox"/>	(untitled)		Beautiful Updated Bungalow...
<input checked="" type="checkbox"/>	(untitled)		Everything is new in this home.
<input type="checkbox"/>	(untitled)		
<input checked="" type="checkbox"/>	(untitled)		New hardwood floors and mod...
<input checked="" type="checkbox"/>	(untitled)		New windows let the light shine...
<input type="checkbox"/>	104 (10)		
<input type="checkbox"/>	105 (11)		
<input checked="" type="checkbox"/>	(untitled)		Under the stairs storage.
<input checked="" type="checkbox"/>	(untitled)		Brand new kitchen! With a pant...
<input type="checkbox"/>	108 (11)		
<input checked="" type="checkbox"/>	(untitled)		Lots of counter space on the ne...
<input type="checkbox"/>	110 (12)		
<input checked="" type="checkbox"/>	(untitled)		Plenty of room for the gourmet...
<input checked="" type="checkbox"/>	(untitled)		Large laundry room with entry...
<input checked="" type="checkbox"/>	(untitled)		
<input checked="" type="checkbox"/>	(untitled)		Master bedroom on the main fl...
<input checked="" type="checkbox"/>	(untitled)		Bathroom can be accessed from...

# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

Then check the arrange photo button, this will allow you to caption your photos. Take this opportunity to sell the viewer on the home. Tell the story, create a mood for the photo.



# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

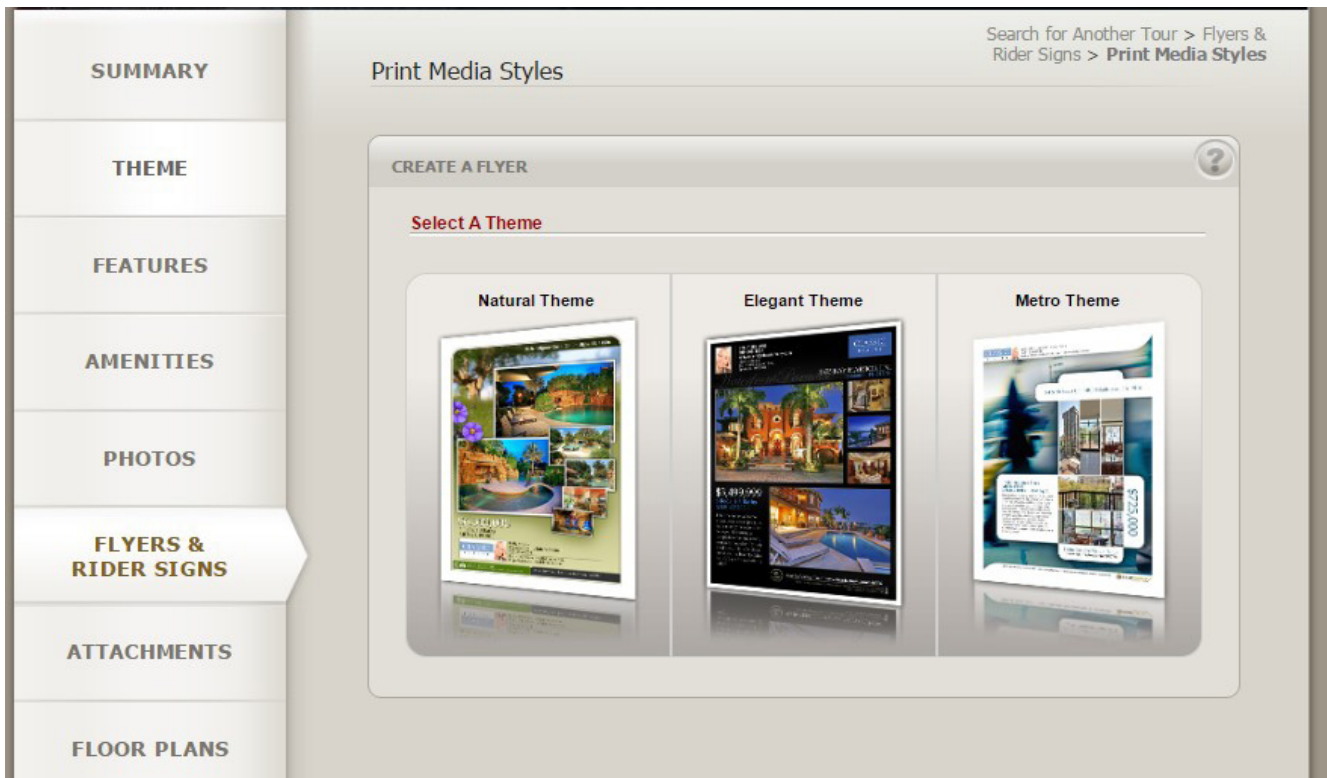
Step 5: Preview – Watch your video. Make sure you like the order, music, copy and photos. If you don't like something, go back and fix it.



# SETTING UP TOUR FACTORY

PART 2: Set up a Tour:

Step 6: Flyer – This is where you create a flyer. Choose the style, create a front and a back.



# SETTING UP TOUR FACTORY

## PART 2: Set up a Tour:

The program will automatically load photos and copy. You can choose to change the photos and edit the bullet points.

**SUMMARY**

**THEME**

**FEATURES**

**AMENITIES**

**PHOTOS**

**FLYERS & RIDER SIGNS**

**ATTACHMENTS**

**FLOOR PLANS**

**SYNDICATION**

**ACTIVATION**

Search for Another Tour > Flyers & Rider Signs > **Edit Flyer Front**

Edit Front
Edit Back
Delete Back

**BROCHURE FIELDS**

**Photo #1 (Largest Image)**  
(untitled)  or New

**Photo #2**  
(untitled)  or New

**Photo #3**  
(untitled)  or New

**Photo #4**  
(untitled)  or New

**Enter a Description for this Listing**

Brand NEW everything! Completely updated bungalow, that sparkles. NEW kitchen! NEW bathrooms! NEW stainless steel appliances! NEW granite counter tops! NEW hardwood floors! NEW paint and carpet! NEW windows! This beautiful home features 2 master bedrooms, large

**Property Features**  
(For best results limit to 13 features)  
(press Enter after each bullet point)

- New Kitchen
- New Bathrooms
- New Wood Floors
- Granite Counter Tops
- SS Appliances
- New Bathrooms
- Large Closets
- Covered Porch

**Decorative Text**  
Paradise


**Display REALTOR Logo?**  
Yes

Save and Update Preview

**PREVIEWING: ELEGANT WHITE 9**

**410 W ALICE AVE! Spokane, Washington 99201**  
3 Beds, 2 Baths 158 sqft

**\$179,900**




- New Kitchen
- New Bathrooms
- New Wood Floors
- Granite Counter Tops
- SS Appliances
- New Bathrooms
- Large Closets
- Covered Porch

**Note:** The actual brochure may differ from this preview. Please double-check your materials by viewing the printable version from the link below.

View Full Size
Email
Order

Local Representative



# SETTING UP TOUR FACTORY

## PART 2: Set up a Tour:

Step 7: Activation – When you are satisfied, make your tour active. Share the link with all your social media and put on the MLS.

The screenshot shows the 'Activation' settings page in the Tour Factory interface. On the left is a vertical navigation menu with the following items: SUMMARY, THEME, FEATURES, AMENITIES, PHOTOS, FLYERS & RIDER SIGNS, ATTACHMENTS, FLOOR PLANS, SYNDICATION, and ACTIVATION (which is highlighted). The main content area is titled 'Activation' and includes a search bar for another tour. It contains two main sections: 'PREVIEW YOUR VIRTUAL TOUR' and 'VIRTUAL TOUR DISPLAY SETTINGS'. The preview section includes a warning about accuracy and a link to 'See a Preview of Your Virtual Tour'. The settings section, titled 'Make this Virtual Tour:', lists six radio button options: Active, Pending, Sold, Inactive (selected), Archived, and Deleted. A 'Save Changes' button is located at the bottom of the settings section.

Search for Another Tour > Activation

Activation

**PREVIEW YOUR VIRTUAL TOUR**

Before you purchase this virtual tour and make it available for viewing by the general public, please take a moment to:

[See a Preview of Your Virtual Tour](#)

*Note: You are responsible for the accuracy of all of the information displayed in the virtual tour. Home Debut, Inc cannot be held liable for any misrepresentation or misinformation in your virtual tour.*

**VIRTUAL TOUR DISPLAY SETTINGS**

**Make this Virtual Tour:**

- Active** - Displayed on all of the websites that were selected for syndication.
- Pending** - Displayed on HomeDebut.com and user sites.
- Sold** - Displayed on user sold listings pages.
- Inactive** - Not displayed on the Internet, but stored in your TourFactory personal page.
- Archived** - Not displayed on the Internet, and stored in your TourFactory Archived Tours storage bin.
- Deleted** - Not displayed on the Internet, and completely removed from your TourFactory personal page.

**Save Changes**

\*\*\*REFER TO DISC FOUR\*\*\*

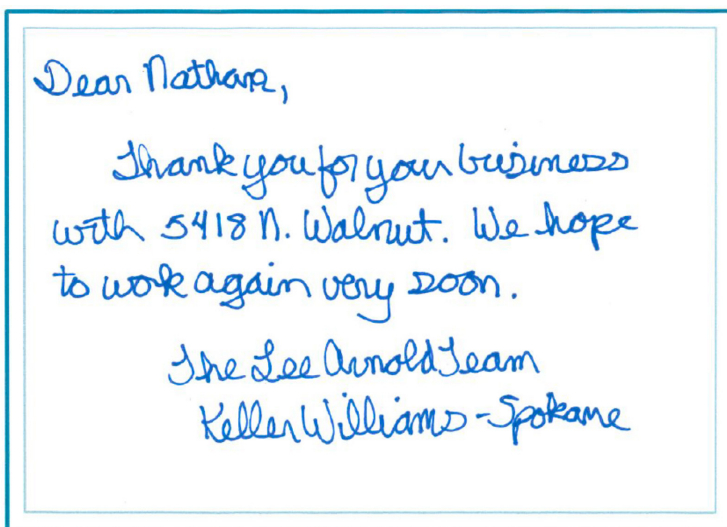
## LEAVE A LASTING IMPRESSION

Although the home is under contract, and for all intents and purposes, sold, we never take anything for granted and we certainly don't count our chickens until the eggs have hatched.

To ensure the sale goes through, we keep the home staged through the entire process and only unstage it when the house closes and the funds escrow. Until then, we make sure the house continues to present itself well, not only to the soon-to-be homeowners, but also to the home inspector. Inspectors are known to be influenced by a well-maintained and nice-looking home.

After the house closes, we unstage the property but leave behind a parting gift to the new homeowner. It's our way of thanking them for buying our home, and in a way being a part of our ever-growing family at Arnold Professional Holdings (APH).

We leave a hand-written card and a gift basket filled with wine glasses, a bottle of wine, chocolates, and crackers.



We don't stop there though, we also send a basket of baked goods to the agent that represented the buyer in the transaction to thank them for being a part of the process too. We do this for several reasons. We want to keep our name and our properties fresh in that agent's mind. We also know that the agent will share the goodness around the office and let other agents know who sent these wonderful, baked treats.

We want all of our future listings to get front-row views each and every time they come on the market and leaving a lasting impression is one of the ways we do this!



# STARTING YOUR OWN STAGING BUSINESS

Staging houses can be a lucrative full-time or part-time career choice and with this information, you now know that you can start with only a little investment of time and money.

My goal here today was to show you that you don't have to invest your savings in an arsenal of expensive furniture, nor do you have to pay money for a large storage unit to store it all in. You can Stage Small to Profit Big!



## What do Home Stagers Do?

Houses that are cluttered or tired looking not only take longer to sell, but also often fail to get a great price. A home stager works to increase the appeal of a home and the chances of a sale at the maximum price. They achieve this through a variety of methods including removing and/or rearranging furniture, to show off the best features of rooms, adding decorative items such as art work, knick-knacks and flowers, and adding color and texture through fabrics such as blankets and pillows.

I know for the most part, we've only talked about how to stage vacant and newly rehabbed properties, but as a professional stager, you're going to most likely get a lot of calls to stage homes that are still inhabited. It's a totally different animal to stage around someone else's personal stuff. I recommend that you become a student of Pinterest and staging blog sites to see how others are accomplishing this sometimes challenging part of the business.

## Setting Up Your Business

First, you need to choose a name. I can't tell you what that should be, but I can suggest to make it industry-specific. You then need to set up your business structure. I recommend to set it up as an LLC.



# STARTING YOUR OWN STAGING BUSINESS

## What to Charge

As I've mentioned before, home stagers can earn anywhere from \$500 to \$5,000 per project depending on the square footage of the home, the number of rooms being staged, and amount of work that goes into staging the home.

You need to decide what your staging consultation fee is, and how much you plan to charge to stage an entire house. You will need to decide your basis for charging including square footage of the house, hours of labor, weight of objects moved, etc. While your items are in the house, the owner is basically paying you a rental fee.

Since we're staging small to profit big, you can be more competitive than many other people in the industry who are buying and storing or renting furniture. And since no one in your market is probably doing it this way, you can really own your niche.

To make sure your fee schedule is competitive, check to see what the market will bear in your local area. Research what other local stagers are charging and for what services, and then strategically price your own services. Because your costs are lower, you can definitely charge a "discounted" rate and utilize that as one of your Unique Selling Propositions.

By just doing a quick Google search, I found that the rule of thumb is: The pricier the home, the more it costs to stage. Most stagers charge \$300 to \$600 for an initial design consultation, and \$500 to \$600 per month per room. Again see what your particular market will bear and decide what you need to make in order to cover your business costs and still make a great profit.

You also need to decide if the consultation cost will be credited toward the staging costs if the client decides to use your services. Doing so will help make you look both more trustworthy and competitive and make you more marketable.

## Marketing Materials

As with any new business, you need to market for clients. Along with this course, you have access to An 8 page, full color, professionally designed and copy-written letter. It comes with a Licensing Agreement to Use the Letter as Your Own (customized with your

# STARTING YOUR OWN STAGING BUSINESS

contact info), and use our Real Staging Case Studies with Before and After Photos of Real Staged Properties.

We know how hard it is to break into any market without having any track record or past product to showcase. This will allow you to actively market for clients immediately so you can build up your own, personal wealth of success stories.

Other marketing items you need to invest in are business cards and a website. Today's technology has made building websites much easier and often, with a little time and patience, you can build your own site using website creators. You can also hire someone else to do it for you if you don't have the time or creative ability to do it yourself. Think about the opportunity costs of doing it on your own, your time and emotional welfare, and then make that decision.

Finally, use social media to your advantage. Let people know about your new business and blatantly ask for referrals through your social media platform.

## Collecting Clients

In every business, the most important thing is the lead. If you don't have leads, you don't have a business. The biggest roadblock for people starting ANY business is directly actually having to ask for a client's business.



The number one way to collect qualified leads is by networking. You're going to have to pick up that phone or go to a networking event and actually talk to people!

## Who Should you Network With and Market To?

The most obvious choice are Realtors, real estate investors, and mortgage brokers. It's in their best interest to sell the home fast and for the least amount of expense possible. By showing them that your type of staging can sell a property faster, you become an asset to their home-selling process.

“The secret to getting ahead is getting started.”

- Mark Twain

Also look for other people in the industry that complement your business like cleaners, real estate photographers, repair crews, painters, and other similar workers. You can team up with these businesses by referring their services and vice versa.

Let them know you can add value to their business by offering staging as one of their services. Turn around is fair play and you can use the cleaner, painter, repair crew as part of your staging services (allowing the fees you charge the homeowner to cover these added costs).

### Other Strategies

Call the homeowner or homeowner’s agent directly.

One of the great things about sites like Zillow and Realtor.com is you can go online and find people who need your services immediately and desperately.

.....

# STARTING YOUR OWN STAGING BUSINESS

You can see the current state of their home, via the photos posted on these sites and use that as your opening statement during your exploratory call. You can say something like, “I noticed you have a house for sale. I would really like to help you sell it faster with just a few staging tweaks. Let’s set up an initial consultation and I can show you how you can sell it faster and for more than you’re asking.” Who would say no to that?

You can also see how long the house has been on the market—the longer, the better, since this pain point can be a great way to introduce your services and get that initial consultation scheduled.

## Just Do It!

Choosing a great name and logo, building a website, and printing out cards is really the easy part.

Going out and drumming up business is the harder and most important part. No one will know you do this, unless you tell them. Get out there and network, use the marketing materials we’ve given you, and start broadcasting your Staging Business with gusto.

It can be a great, creative, and purposeful full-time or part-time income generator that you love.

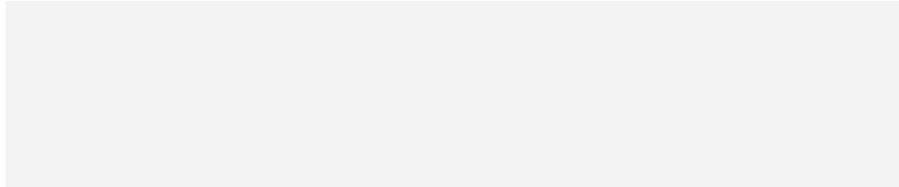


And isn’t that what it’s all about—Loving what you do and doing what you love!?

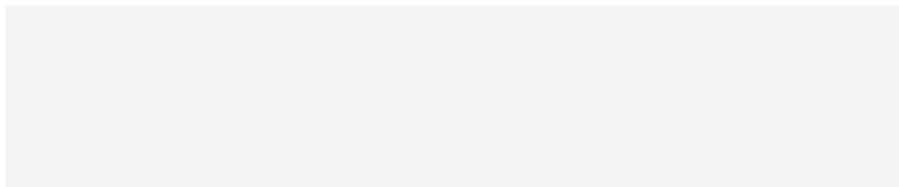
\*\*\*REFER TO DISC FIVE\*\*\*

**STEPS TO STARTING YOUR BUSINESS: FILL THIS IN:**

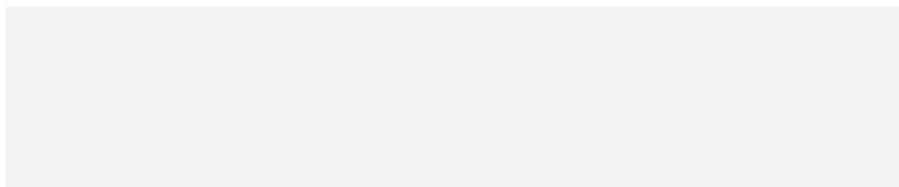
**STEP 1**



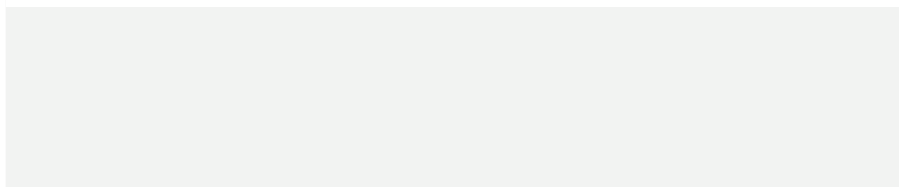
**STEP 2**



**STEP 3**



**STEP 4**



**STEP 5**

