

Breakfast & lunch are included all 5 days of class. Dinner on day 4 is also included.

Course Objectives:

- Learn what staging is and is not
- How to work with agents & homeowners for vacant & owner occupied properties
- Learn the basics of design principles, client and architectural needs
- Learn to use the tools of the trade
- Business basics including goal setting, marketing and business planning
- Help you go home and succeed!

DAY 1: Monday

- 9am – 11am Class Instruction w/ power point presentation & discussion
 - Learn what staging is and is not
 - Staging Statistics
 - Understanding Demographics
 - Where to begin
 - Educating homeowners & agents
 - Vacant Property Staging
 - Vignette Property Staging
 - Buying needs and guidelines
 - Movers, Rental and Tracking Inventory
 - Checklists
- 11am – 1pm lunch with class
- 1pm – 5:30pm Stage Vacant Property

DAY 2: Tuesday

- 9am – 11am Class instruction w/power point presentation & discussion
 - Refresh yesterday's lesson
 - Learn about owner occupied staging
 - Learn silent signals and client selling motivations
 - Walkthroughs/Previews vs Consultations
 - Learn how to write and present Staging Consultation
 - Tact & Diplomacy in Staging
 - Conducting an Owner Occupied Staging Job
 - Enhanced Owner Occupied Staging
 - Learn how to price services
 - Checklists
- 11am – 1pm lunch with class
- 1pm – 5:30pm Owner Occupied Consultation

DAY 3: Wednesday

- 9am – 11am Class instruction w/power point presentation & discussion
 - Refresh yesterday's lesson
 - Discuss Owner Occupied Consultations. Class will receive copy of actual written consultation that client will be receiving.
 - Learn Fundamentals of redesign
 - Discuss safety precautions
 - Tools for the job – What you need & how to use them
 - Working with assistants – employees and independent contractors
 - Checklists

- 11am – 1pm lunch with class
- 1pm – 5:30pm Redesign Client Home

DAY 4: Thursday

- 9am – 11am Class instruction w/power point presentation & discussion
 - Refresh yesterday's lesson
 - Basic design knowledge
 - Discuss balance, scale, rhythm and texture
 - Working with color
 - Learn about lighting
 - Hanging art & photos – groupings, size matters and more
 - Displaying in bookcases, china cabinets & built-ins

- 11am – 1pm lunch with class
- 1pm – 5:30pm Owner Occupied Staging
- 5:30pm – 10pm (estimated time) Dinner with class

DAY 5: Friday

- 9am – 11am Class instruction w/power point presentation & discussion
 - Refresh yesterday's lesson
 - Marketing your new business
 - Discuss prospecting & tips for getting jobs

- 11am – 1pm lunch with class
- 1pm – 4:30pm Class instruction w/power point presentation & discussion
 - Staging Contracts
 - Getting Paid
 - Learn how to set goals and obtain them
 - Business Planning
 - Developing a portfolio
 - What to do when you get home
 - Forms & Checklists

- 4:30pm – 5:00pm GRADUATION!