



Staging
&
Redesign

The 5 Biggest Mistakes New Stagers Make & How to Avoid Them

Want to know what the five biggest mistakes that new stagers make and how to avoid them? Check out these answers below.

1. They don't have a plan. You've heard the saying, "No one plans to fail. They fail to plan". This is true of any business. If you want to have your own staging company, be profitable and earn a good living, you **MUST** have a solid business and marketing plan.
2. Not working their new business like a business. It is unlikely that new stagers have invested thousands of dollars for a new hobby, but many treat their businesses like one. Understanding how 'billable' and 'non-billable' hours effect profitability and your take home pay, what marketing pays off and how to create business, not busy-ness is essential to the new stager.
3. Working without insurance, contracts and licenses. Anyone who says that you don't need these thinks you have a hobby, not a business. These items protect you and your clients. Not having them can not only steal your livelihood—everything you've worked for—but can keep you from getting business!
4. Spending money on useless stuff. Is your training company trying to sell more stuff? Do you even know what you need yet? Before you spend any more money, find out if it was so important, why they didn't include it in their program? Ask other working stagers what they currently use. Is a branded (with their logos, not yours) rolling bag or binder with clear inserts really going to help you get more business? Instead, find out what you should be doing to invest in your business.
5. Thinking staging is about decorating. While furniture, art and accessories are a huge part of our business, staging is about transforming and selling properties. Every good stager needs design basics, but every successful stager needs to know and understand how to work with Realtors, sellers, budgets, profit margins, marketing, statistics, spreadsheets, price quotes and a myriad of other topics.

Want to know what you don't know? Find out how to grow a successful staging **BUSINESS** by taking one of our Home Staging Training Courses. <http://stagingandredesign.com> for more information.