



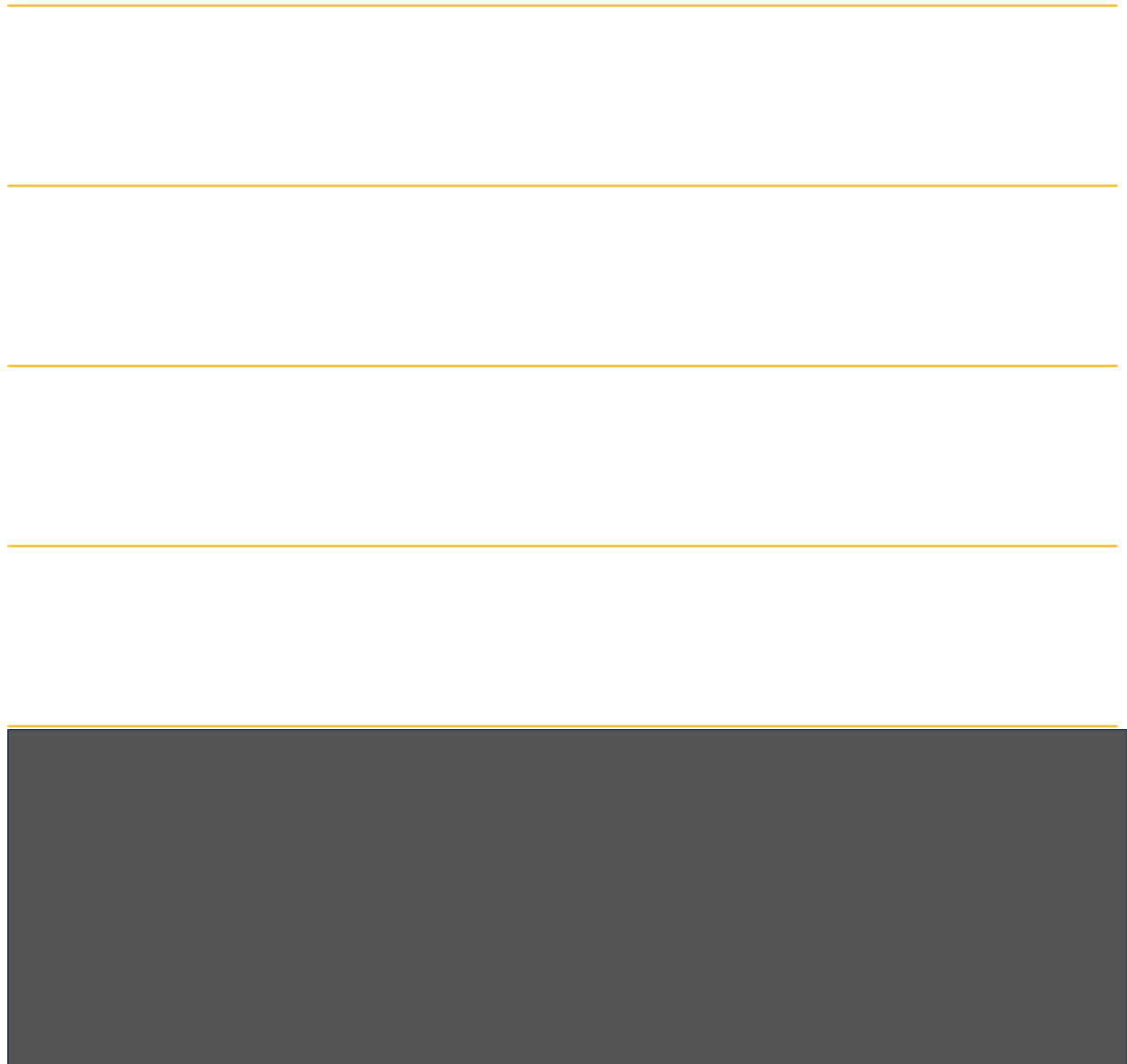
START A CAREER IN HOME STAGING



**The 4 - Steps
To Becoming A Highly Profitable
Expert Property Stager.**



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Every Tool And Method To Becoming A One-Stop Shop
And A Leader In The Real Estate Staging Industry

PROFESSIONAL PROPERTY STAGER®

NOVICE CERTIFICATION Level I

Property Staging PPS® Concepts and
Fundamentals Handbook



Level I, the Professional Property Stager® – Novice Certification, gives you a window into the world of staging. It focuses on the Property Staging component of your business. You will learn, in depth, the fundamentals of Property Staging from floor to ceiling. Staging design elements including color, texture, and the study of current trends. You will master the staging process and develop staging techniques that will show your clients your ability to reclaim lost equity and create marketable configurations. After completion of this certification, you will have the confidence to help clients sell their homes faster and smarter.

COURSE OBJECTIVES

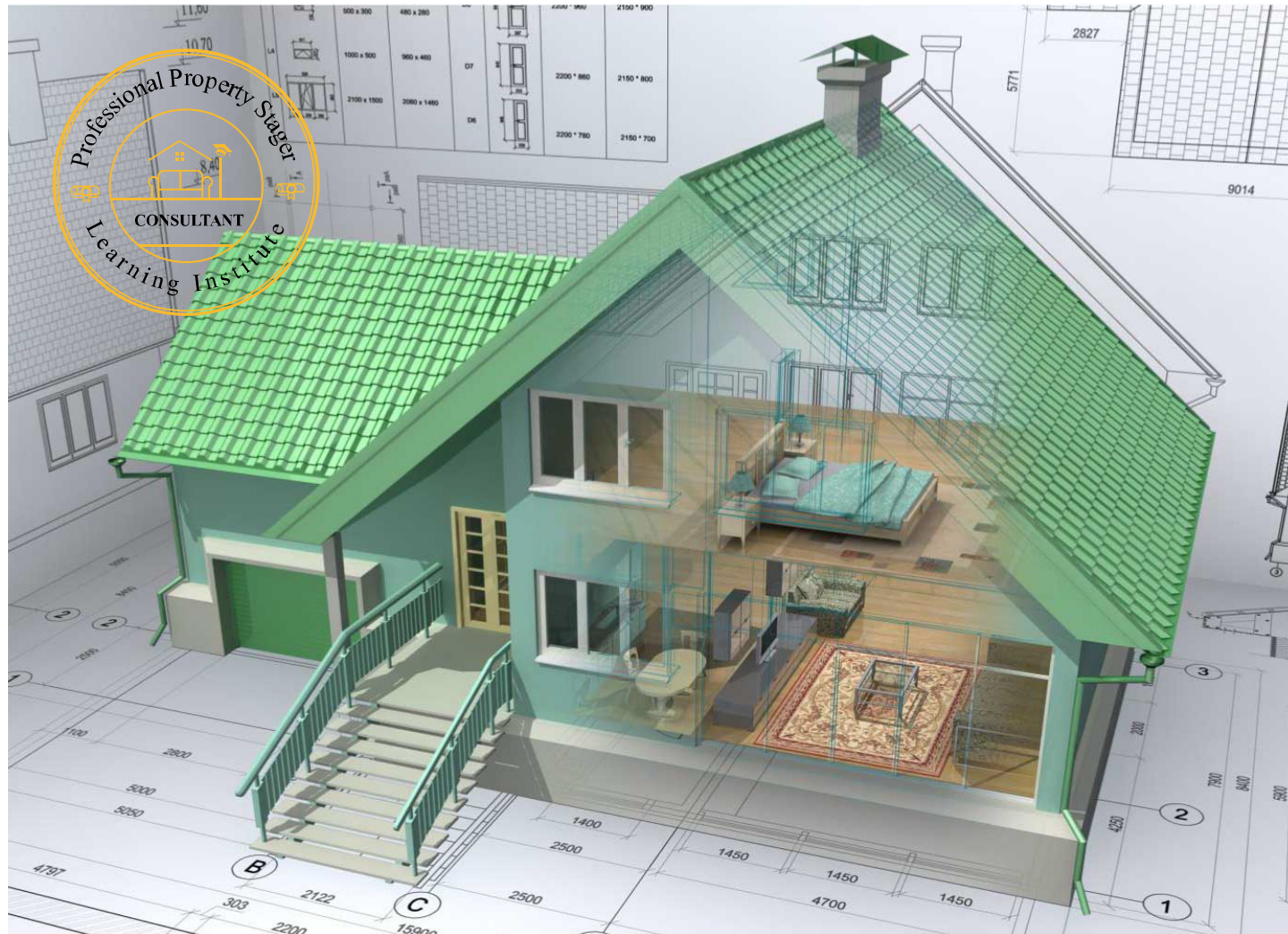
- ✓ History of Professional Property Staging
- ✓ Professional Property Staging Fundamentals
- ✓ Understanding Property Staging formulas and processes
- ✓ In depth knowledge of staging components, lighting, windows and treatments, space, color, texture, design elements.
- ✓ Effective market trends and other key principles to staging
- ✓ Floor to ceiling steps to Staging properties
- ✓ Room Analysis, Diagnosis and Configuration

INCLUDES

- ✓ Online Instructor Led Training
- ✓ Q & A Exam Prep Session
- ✓ Website Presence on the PPS HomestagerTalent Directory.
- ✓ Professional Property Stager® Novice Certificate

PROFESSIONAL PROPERTY STAGER[®] CONSULTANT CERTIFICATION Level II

LSP Plan and Services Report Writing/ Consulting Handbook



At Level I (PPS[®] Novice Certification), you learned Professional Property Staging Concepts and fundamentals and were provided with all the tools and knowledge needed to perform effectively as a Professional Property Stager (PPS[®]). Level II (PPS[®] Consultant) focuses on putting that knowledge to work for you in order to powerfully help homeowners sell their home faster and/or for more money.

The PPS[®] Consultant Certification converges on the Limited Service Plan (LSP[®]), a proven PPS[®] tool that has helped sell millions of dollars in real estate every year since 2000. The LSP[®] is a Consultation service that Certified Professional Property Stagers[®] provide clients that want to “get down and dirty” and do the work themselves. This however, is only possible with the aid of your Property Staging expertise, your client handling skills and the detailed LSP[®] Consultation Report. With your guidance, resources and skillfulness, you will share great success with your clients in getting their home showcase ready. Ninety percent of LSP[®]'s involve homes that are owner occupied. Consulting can be the bread and butter of your staging business and the LSP[®] Consultant Service along with the precise well defined business forms provided in this course, will put you a cut above the rest, as a knowledgeable and respected Consultant and business owner.



COURSE OBJECTIVES

- ✓ Client Handling skills, taking the guess work out of client relationships
- ✓ The LSP® Process 1st Visit
- ✓ The LSP® Process 2nd Visit
- ✓ Detailed Report Writing and getting results with your clients
- ✓ LSP® Policies and Procedures
- ✓ LSP® Business Forms
- ✓ Effective photography

INCLUDES

- ✓ Online Instructor Led Training
- ✓ Assignment Discussion Sessions
- ✓ Q & A Exam Prep Session
- ✓ PPS® Consultation forms with your company Branding
- ✓ PPS® Business Forms with branding
- ✓ PPS® Client aftermarket kit with your branding
- ✓ PPS® Client Presentation Portfolio with your branding
- ✓ Website Presence on the PPS HomestagerTalent Directory. Access to PPS Partners, samples and discounts.
- ✓ PPS® Consultant Certificate



PROFESSIONAL PROPERTY STAGER® LEAD CERTIFICATION Level III

SSP Plan And Services - Added Revenue Tools Handbook



Level III (PPS® Lead Stager Certification) focuses on the Shared Service Plan® which will, with little effort, generate much added revenue to your business. This second level of service provided by Professional Property Stagers® transitions the LSP® service to an SSP® Service. In other words, it takes the LSP® Consultation to the next level by supporting your Sellers with additional services such as rental of props, property staging services and more. Thanks to HGTV and other similar programs that expose sellers to the potential of increased equity in their home, sellers now appreciate the value of staging their property and have come to recognize it as an effective merchandising tool. As a PPS® Lead Stager along with the tools and expertise you provide, your clients will be confident in your recommendations and will invest in additional props and services that will help sell their home faster and/or for more money. At this level you will be able to present your clients with a professional format that will provide a clear visual breakdown of what is needed to accomplish showcase readiness for their home. This service leaves no stone unturned. Upon completion of the PPS® Lead certification you will have the necessary tools and formulas to calculate a budget, as well as, the necessary proven business forms to support you and your clients' needs.



COURSE OBJECTIVES

- ✓ Transitioning from an LSP® to an SSP®
Up selling techniques.
- ✓ The Shared Service Plan® and report process.
- ✓ Creating an estimate using PPS® Lead Stager
Tools
- ✓ Client handling techniques
- ✓ SSWO creation and process.
- ✓ Administrative processes
- ✓ SSP® staging techniques
- ✓ Creating your project plan
- ✓ Planning and Organizing your team

INCLUDES

- ✓ Online Instructor Led Training
- ✓ Assignment Discussion Sessions
- ✓ Q & A Exam Prep Session
- ✓ Level III Handbook III
- ✓ SSP® Business Forms Complete with your
branding SSP® Project Forms Complete with your
branding SSP® Service Schedules and rates scale.
- ✓ Access to PPS Partners, samples and discounts.
- ✓ Website Presence on the PPS HomestagerTalent
Directory.
- ✓ Professional Property Stager® Lead Certificate



PROFESSIONAL PROPERTY STAGER® EXPERT CERTIFICATION Level IV



SSP Plan And Services - Added Revenue Tools Handbook



Overview: Level I, (PPS® Novice Certification) detailed the concepts and facilities of Professional Property Staging. Level II (PPS® Consultant Certification) combined the knowledge you learned and applied it to the Limited Service Plan (LSP®) for PPS® Consultants. Level III (PPS® Lead Certification) provided you the opportunity to create extra revenue by upgrading your clients from an LSP® to an SSP® Service supporting your clients with prop rentals, additional staging services and more.

Level IV: As a Certified PPS® Expert Stager your business will be recognized as a “Top Shelf Service”. This Certification will take you to the next level in your business and will open many new doors of opportunity for you. As a result, you will have the potential to earn unlimited revenue in several niche markets. You will learn the proven methods of the Full Service Plan (FSP®), its formulas and tools and most importantly effectively harnessing projects you have bid on. Once you have mastered the FSP® service you will have the confidence to engage yourself in large projects associated with home builders, investors, senior residences, hotels, events and more. The sky is the limit.



COURSE OBJECTIVES

- ✓ Establishing Property Staging project costs
- ✓ Level IV - Client handling techniques.
- ✓ Effective appraisal and estimate processes.
- ✓ Property Valuation strategies
- ✓ Project Management procedures
- ✓ Level IV Administrative processes.
- ✓ Project planning and organizing your team.

INCLUDES

- ✓ Online Instructor Led Training
- ✓ Assignment Discussion Sessions
- ✓ Q & A Exam Prep Session
- ✓ PPS Expert Certification, Handbook IV
- ✓ Business Forms Complete with branding
FSP® Estimate Series
FSP® Schedules, formulas, projection systems.
- ✓ Access to PPS Partners, samples and discounts.
- ✓ Website Presence on the PPS
HomestagerTalent Directory.
- ✓ PPS© Expert Certificate




TESTIMONIALS

HERE IS WHAT OUR STUDENTS ARE SAYING

 **Tim Knittel Realty Executives**


“Staging creates the best likelihood that a house will sell at the high end of its price range, and quickly- it’s not about creating the perfect home. The class is extraordinarily good at showing Realtors - using humor, stories and abundant knowledge -how to create and maximize value. Even though I’ve owned, renovated and sold over 50 of my own homes, and helped clients with hundreds, the class taught me concepts and techniques I needed to know to help my clients, and my career. Jump at the opportunity to take the class to make you better”.

 **Wendy Lancer, Alton Clark Realty**


“Very glad I came to this class as it was the highlight of my week.”

 **Jan Helling, Office Building Partners**

“My compliments to the trainer and the course material. My business is in the small of Rental & Conversions. Many of the principals presented today will be useful for staging our office building & spaces, softening the “industrial” feel we try to transform. Fun class – Fast moving – Well done!”

 **Virginia Peters, Alton Clark Realty**

“This course more than met my expectations. 10+. I am looking forward to Level II and III training and Feng Shui. I hope somebody tracks that we’ve taken course I and sends us info on other classes.”

 **Linda Fennell, Watson Realty Corp**

“Excellent informative course. Very enjoyable presentation from exceptional instructor. Very worthwhile for every Realtor!”

 **John Saltsman, MC Homes**

“Great Course! Well thoughtout! Sales will increase using what is being taught.”

 **Cheryl Gritzer, Charlie Orden**

“Exceeded my expectations. Very interested in follow-up course, next level. Enjoyed the examples, tips and photos and class participation! “

 **Catherine Kelly, BHHS**

“One of the most enjoyable real estate classes I have ever taken! I look forward to another one.”

 **Verna DiPietro, JW Cutler Realty**

“This was a wonderful class! I hope you have more CE’s in the future.”

 **Ellen L. Thunell, Watson Realty**


“As a Broker, I wish that I would have taken this class years ago to help my customers and the agents in my office. This was a great class both for personal and professional reasons. Awesome job!!”

 **Carolyn Saunders, Remax Marketing Specialists**

“Excellent and easy to understand and fun! I have learned a lot – Thank you!”

 **Sharon Lockman, Howard Hanna**

“Course was great. It was so much information and I’m looking forward to putting it into good practice. Thank you so much!!!”

 **Inga Mathis, Remax Revealty**

“This course was fantastic! Look forward to hearing more”.

 **Cindy Hodgson, Keller Williams Greater Columbus**

“For the last 20 years plus, I enjoyed this continuing education class the most!”

 **Carol Hapeanowicz, Keller Williams Greater Cleveland Pepper Pike**

“Great course – Just what I needed. Thanks so much!”

 **Donna M Foley, Florida Luxury Realty**


“Very interesting and informative. 10+ Would recommend this to any Realtor. Thank You!!”

 **Cecilia Lamardo, Keller Williams**

“I really enjoyed and learned a lot in the class. Connie went above and beyond my expectations. This is going to be invaluable for my business. Thank you!”

 **Terri Ramsey, Future Home Realty**

“12++! I’ve enjoyed this class. It’s worth every minute of my time here today. The value is exceptional!”

 **Jessica Whitehead, Homebuyer Experts**

“Lunch was great. Seminar was amazing! Time flew by, I did not even open my computer to pass time!”

 **Laura Kissel, Carleton Realty**

“I really enjoyed this, I am new at the real estate agent business, buy my husband and I have been flipping property. This is a perfect complement to my skill set!”



ONLINE LEARNING COURSES

Become a Certified Staging Professional with Flexible Online Training From Industry Experts.

Enroll Today!

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