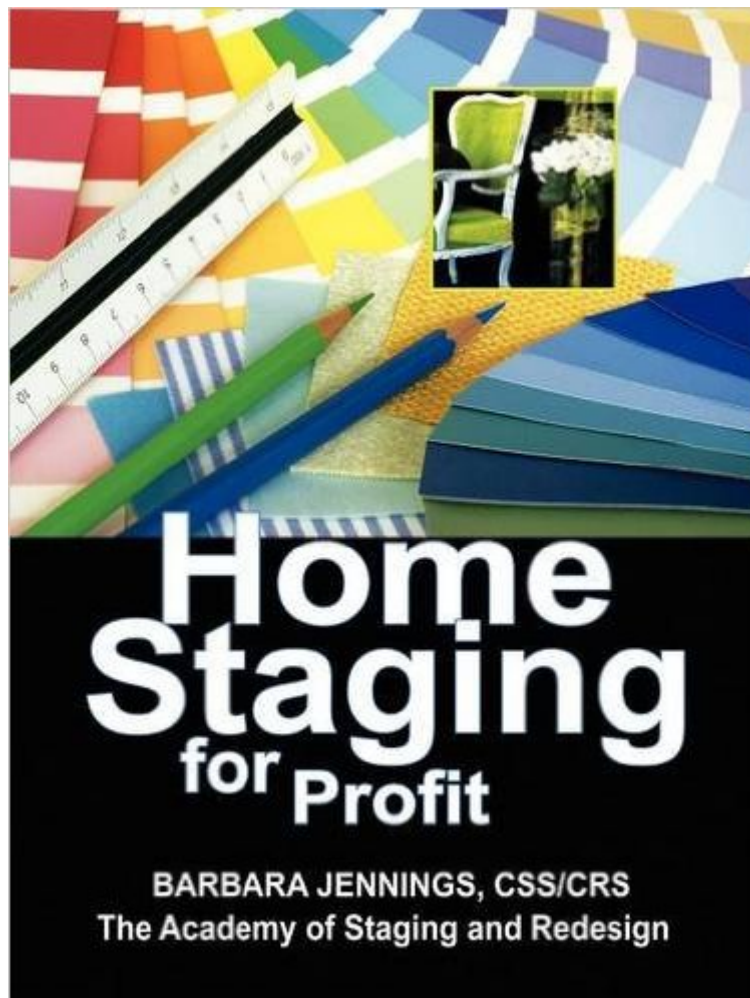


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# **Home Staging For Profit: How To Start And Grow A Six Figure Home Staging Business In 7 Days Or Less OR Secrets Of Home Stagers Revealed So Anyone Can Start A Home Based Business And Succeed**





## Synopsis

If you've already taken an expensive seminar on starting a staging business, don't read this. It will break your heart. Barbara Jennings, bestselling author of 18 books and national trainer since 2002, offers a comprehensively detailed guide on how to earn excellent income in a home-based staging business, now a textbook at two Florida universities. Director of the Academy of Staging and Redesign (Decorate-Redecorate.Com), she takes readers through the maze of starting and growing a lucrative business, covering virtually everything needed to succeed, avoid pitfalls and grow quickly. This large format, exhaustive manual teaches essential tactics and strategies so anyone can succeed who puts forth the effort. Holding nothing back, it is loaded with numerous check lists, a wide variety of forms, specific how-to details and much more, and has helped launch over 35,000 staging careers globally. IN THIS EDITION: Access to a 50-page downloadable PDF with full color before and after pictures of 36 staged rooms (plus notations) AND 40 colorful staging tricks used by professionals to sizzle homes (note: images in book are black and white). Additional resources are mentioned as well. Written in a personable, conversational style, these insights are a must-read for those serious about a staging business (or just exploring). No degree or prior experience needed. Certification courses in home staging and interior re-design are also available from her website. The manual includes practical discussions and tips, such as:

- the top mistakes and common problems sellers make
- what stagers must do and understand
- how to identify a home's assets and faults
- how to interview and bond with realtors
- how to interview and bond with sellers\*
- the five ingredients for a successful staging service
- professional image, attitudes and ethics needed
- how to do consultations, submit bids, make presentations
- how to set up the business, licenses to get and so forth
- how to legally protect the entity, as well as one's family
- how to get clients and referrals from multiple sources
- how to profit from consultations and offer full staging services
- how to promote, maintain and sustain the business indefinitely
- how to price services with confidence and ease
- how to protect, organize and prioritize
- 107 questions to ask agents and homeowners to help quote services
- detailed pricing guidelines for furnished and empty houses
- extensive list of staging tools needed for actual projects
- extensive cleaning and painting guidelines
- a 29-page detailed checklist to make consultations quick and easy
- list of over 300 possible business names
- detailed information on custom visual aids, promotional and management tools,

plus dual certification courses 15 handy reproducible forms ready to go  
multiple checklists and handout examples for value added services

## Book Information

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## Customer Reviews

I'm switching careers and have decided to try the home staging business. After reading about the author and her experience, I ordered this book and I'm glad I did. It provides the exact information I was seeking. It's informative and written in an extremely easy style to follow. Although some of the information is obvious/basic - (decluttering) - it is important enough it probably should be emphasized. The author even provides a list of potential names for your new business. She also includes a question and answer section in which she provides good guidelines for potential situations. I purchased another book at the same time I ordered this one and there is no comparison. I would definitely recommend this book.

As an interior designer, I was looking to expand my business into the home staging arena, but wasn't really interested in spending thousands of dollars on one of those 3-day courses. After reading many reviews, I decided to purchase this book and I am so glad that I did! I think the author provides an in-depth guide about home staging as well as steering you in the right direction to operate your own home staging business. I found her book to be very informative and thought she provided great tips and examples. I would highly recommend this to anyone who is interested in running their own home staging business. Also, I would recommend her other book, Rearrange It! -

How to Start and Grow a Profitable Home-Based Redesign Business - In my opinion, I think you would need both these skills to successfully run either business.

This book is remarkable. This is an extensive course in house staging. It covers every facet of the business and industry. As I am from Australia I was unsure of the relevance to my situation but can state that this is suited for any one thinking of getting into the staging industry anywhere in the world. The book misses nothing. In addition to teaching Home Staging it also teaches business techniques, marketing, interior decorating, buyer psychology, seller psychology. With plenty of photo examples, business forms and question and answer examples this was the best read on this subject I have come across. The author addresses every possible situation and the training is written as if she was in the room giving you one to one training. As there are no means of doing any kind of courses covering this industry in Australia, I was lucky to find this book and training and believe I have saved myself a lot of money in doing so. This is far more thorough than any of the interior design courses I have done. This book is straight to the point with many hints and ideas from the author. It is well written and is easily understood by any reader. A brilliant training source Jill Luke

I ordered the book based on another review about it. I was pleased with the information contained in it, however, I will say that it is written like she is speaking to you and feels at times to be unorganized as to topic. With the subtitle leading you to believe you can be up and running in 7 days, there really is not a Seven Day plan as such, but you need to extract what is needed from each chapter. I also found a few of the things she suggested in staging to be a bit odd, ie: cleaning out gutters. Although I realize this would be necessary in selling a home, I do not feel this should be the job of a Home Stager. There is a lot of marketing information and some good ideas as to how to market the business, which I did find helpful. Most books like this on this topic generally tout the products of the author and this is no exception to that. However, unlike another well-known home stager-author they are not mentioned on every page. I would recommend this to anyone wanting to start this business, but I also feel that if you have no design background, this book will not help in that. My suggestion is to read all you can on the subject, take what works for you, then build your business.

While I was very hopeful and excited to read this book, I've been slightly disappointed. The content covered is good and the author hits on very pertinent aspects of the business but the book is laid out so poorly; she goes from one point right to another unrelated point. From what I've read about the author, she is highly experienced in the staging industry and knows what she's talking about but

this book is just so hard to follow. In her defense, she did state several times throughout the book that she is "not a professional writer."

I purchased Home Staging for Profit to find out more about this area of design support. I am a decorator/redesigner and was very pleased to see the amount of detail and information. It contains everything you would need to know to provide these services and how to set up and manage the business. It is very clear and offers a number of lists, forms and other resources. I was so impressed that I have enrolled in the author's training, mainly to get the other books. The book is sometimes repetitive and does offer the other resources, but it is information that is well worth repeating. I would recommend this book highly!

I was excited to dive into this book when it came in the mail:) I whipped open the cover, flipped through the pages and thought...hmmmm....its terribly bland for us visual folks. Must be a great source of information so I read on... By the 4th page I was already disappointed. The author refers to pictures and visuals that aren't there and then proceeds with unedited sentences and again references to missing diagrams and examples. I found myself wishing they were included even if they would be the poor quality B&W rarely seen photos in the rest of the book. I have never written a book review but in this case I feel the need to tell you "keep shopping if you are looking for even a mediocre book on staging...this isn't the one..."

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