



## Professional Home Staging Training Program from Home Staging Montreal

The Home Staging Express Training program is personalized, complete and turn-key. It covers all aspects of starting and successfully running a Home Staging Business. This course is intended for anyone who wishes to become a Home Stager and Interior Redesigner (full time or part time).

### COURSE OBJECTIVE:

At the end of the course you'll be able to understand the basics of decoration, Home Staging techniques, sales and marketing issues, pricing, business aspects and establish YOUR personal action plan to succeed in your venture.

**COURSE DURATION:** 20 hours over 2.5 days

### COURSE STRUCTURE:

- Two days of intensive classroom training in a small group (9:00am to 5:30pm)
- Supported by videos, photographs, examples and discussions
- 3-4 hours of practice session at a client (could be a vacant or a lived in property)



**INSTRUCTOR:** Sveta Melchuk, Founder of **Home Staging Montreal**

An experienced businesswoman, Sveta Melchuk founded **Home Staging Montreal** in 2005 and has since helped hundreds of local realtors and home sellers to sell their properties well. She runs her own successful business, is an experienced coach and trainer in Quebec as well as in Europe on Home Staging and is the exclusive Home Staging partner of [www.duproprio.com](http://www.duproprio.com). Sveta is privileged to be able to combine her passion for home staging and teaching to motivate others to live their dream.

"It was a pleasure meeting you and I just wanted to thank you again for all the valuable information you shared during the formation."

D. Auger, Montreal

"I'm really glad I attended this training. You have inspired me to get out of my unpleasant career situation."

J. Bélanger, Montreal

## COURSE OUTLINE

**Home Staging – history, statistics and benefits**

**Home staging - requirements**

**Getting started**

**Important elements of success**

**Basic principles of decorating**

- Space management
- Symmetry
- Colors



**Free estimates or not?**

**How to establish pricing?**

**What to bring to a home staging consultation (list) ?**

**Props inventory or Not?**

**The "before" and "after" pictures - real-life examples and a case study**

**How to get PAID before you leave?**

### **Staging step-by-step process**

- Lived-in homes
- Vacant homes
- Toolbox

### **Business aspects**

- Register as a business
- Marketing
  - Business plan and its importance
  - Evaluating your competition
  - Start up costs
  - Pricing strategies
  - Marketing analysis (SWOT) and plan
  - Developing business model and services
  - What marketing tools will you use? What's most efficient?
- Contracts
- Sales
  - Understanding different types of clients
  - Adjusting your sales pitch
  - Knowing the client's true benefits

**Developing your own KEY PHRASE and role playing**

**Wrap up, questions, action!**

**Day 3: Practice session at a client location**