

GROWING YOUR BUSINESS WITH WORKSHOPS



MARKETING

FOR REAL ESTATE STAGERS

Presented by:

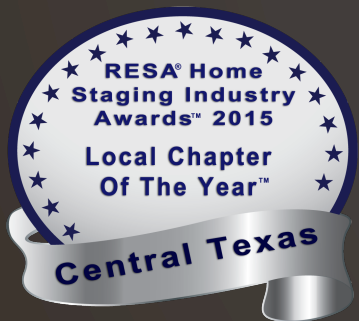
Amy George

AMY GEORGE

CEO, IMPACT INTERIORS



2016 RESA Texas State President
RESA Approved CE Instructor
Business Coach and Mentor





Marketing – Realtors and Home Sellers

How to market to Realtors and Home Sellers who need your services



Attracting – Realtors and Home Sellers

How to attract Realtors and Home Sellers to your business through workshops



Educating – Agents MCE

How to educate agents by teaching continuing education classes



Collaborative Marketing

How to get agents and other sponsors to promote your business



Website and Social Media

How to use social media & your website to market your business

Home Staging Marketing Strategy



A large orange circle with a slight drop shadow, containing the word "MARKETING" in white, uppercase, sans-serif font.

MARKETING

How to Market to Home Sellers and Real Estate Agents

- Farming neighborhoods with flyers
- Mailers and Ad Space
- Visiting Real Estate Offices

Results

Lots of time and \$ spent on people who don't need your service.

Attracting Realtors and Home Sellers





ATTRACTING

Marketing to Home Sellers and Real Estate Agents

- Social Media
- Blogging
- Networking
- Educating through Workshops

Results

Raises your credibility / Markets to Agents / Sets Up Collaborative Marketing Strategy

Educating Realtors and Home Sellers



EDUCATING

workshops



Education

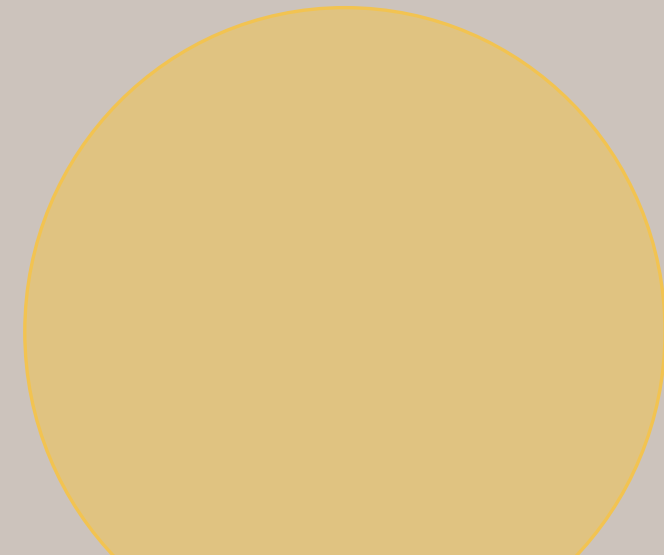
- Position yourself as an expert in your field
- Market yourself as an expert in your field
- Educate potential clients
- Grow your business
- Directly influence the climate of the real estate industry on your local level



Types of Workshops



- 1 Hour Educational Workshop to Attract Home Owners
- 1 Hour MCE Workshop for Real Estate Agents
- 1 - 4 Hour MCE Workshop for Real Estate Agents



1 Hour Workshop

- Education only

Workshop

It MUST Be PROFESSIONAL
Professional Photos
Properly Branded

Audience

Home Owner



1 Hour Workshop

- Education only



Real Estate Staging Association

RESA STORE



Home Staging Workshop for Home Owners

Learn What You Can Do To Properly Prepare Your Home For Sale

This innovative workshop will teach you what you need to do to stage your home for sale. Space is limited to 5 homeowners. Photos of your key rooms should be emailed to me ahead of time as they will be used in the workshop to teach you what changes need to be made.

**Space Is Limited
Book Today!**

Learn:

- What staging is and is not.
- Why staging works and statistics to prove it.
- How much you can save by staging.
- Buyer psychology.
- Room by room tips.
- Importance of photos.
- We will cover photos of your home and give you direct feedback.

Workshop Includes:

- Free Showing Checklist
- Free Six Week Moving Schedule/Checklist
- Free How To Live In A Staged Home Checklist

Date:

Location:

Time:

Fee:

RSVP:

Contact:

Shell Brodnax

Shell@ShellBrodnax.com

209-623-5809



Website.com

1 Hour Workshop

- Education only

Audience

Home Owners



Sell Your Home In Any Market

Home Staging Workshop for Home Owners

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Date:

Location:

Time:

Fee:

RSVP:

Contact:

Amy George

amy@impactinteriors.house

(512) 585-8480



Marketing to Home Owners

- Any potential client that is not fully sold on staging may attend your workshop
- Any client can attend a workshop as an alternative to an in-person consultation



Attendees Should Bring

Photos of Their Home



Cover Photos During Workshop

1 Hour Workshop

- Education only

Audience

Real Estate Agents

Principles Of Home Staging



Studies show that vacant homes tend to stay on the market for longer periods of time and sell for less. Displaying key furniture and accessories throughout defines space and allows buyers to visualize themselves living in the home. Come see how Impact Interior can help you sell homes faster!

WHEN November 5th at 10:00am **WHERE** Kuper Sotheby's Downtown Austin



INSTRUCTOR
Amy George
From Impact Interiors
Provider #9906

HOSTED BY

Kuper 
Sotheby's
INTERNATIONAL REALTY

STAGING IS ALL ABOUT PERCEPTION

- Increasing Perceived Size
- Raising Perceived Value
- Reducing Perceived Negatives
- Highlighting Perceived Positives
- Enhancing Perceived Condition
- Promoting Perceived Lifestyle



1 Hour MCE Workshop

- Education
- 1 Hour MCE credit for Realtors (Texas only)

Audience

Real Estate Agents

Principles Of Home Staging

1 Hour MCE Credit Course #01-00-096-27757



Studies show that vacant homes tend to stay on the market for longer periods of time and sell for less. Displaying key furniture and accessories throughout defines space and allows buyers to visualize themselves living in the home. Come see how Impact Interior can help you sell homes faster!

\$10 per Agent

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INSTRUCTOR
Amy George
From Impact Interiors
Provider #9906

HOSTED BY

Kuper 
Sotheby's
INTERNATIONAL REALTY

Raising Perceived Value



Before

After



1-4 Hour(s) Workshop

- Education only
- 1-4 Hour(s) MCE credit for Realtors

Audience

Real Estate Agents



Real Estate Staging Association

RESA STORE



Sell Your Home In Any Market Home Staging Works!™



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1-4 Hour(s) Workshop

- Education only
- 1-4 Hour(s) MCE credit for Realtors

Audience

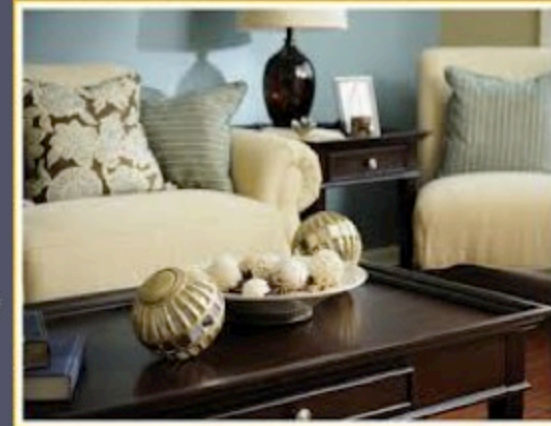
Real Estate Agents

LUNCH & LEARN

Attend this free class to receive 2 hours of MCE credit. Lunch will be served at noon along with door prizes!

Wednesday, June 19th
Class starts at 10:00am

Keller Williams Austin
Northwest Training Room



Learn what home staging is, how buyers think, & how staging influences them to buy. Get some great staging statistics, facts, & much more!

Presented by:

Amy L. George, HSE, RESA

Impact Interiors

Provider Number 9806 | Course Number 02-00-102-22410 | TREC Approved

Space is limited, so please RSVP by 6/18:

Susan Joiner

nwmcevents@gmail.com

Sponsors:



FARMERS
JERRY MILLER AGENCY

For More Information Visit
www.impactinteriorsbyamy.com



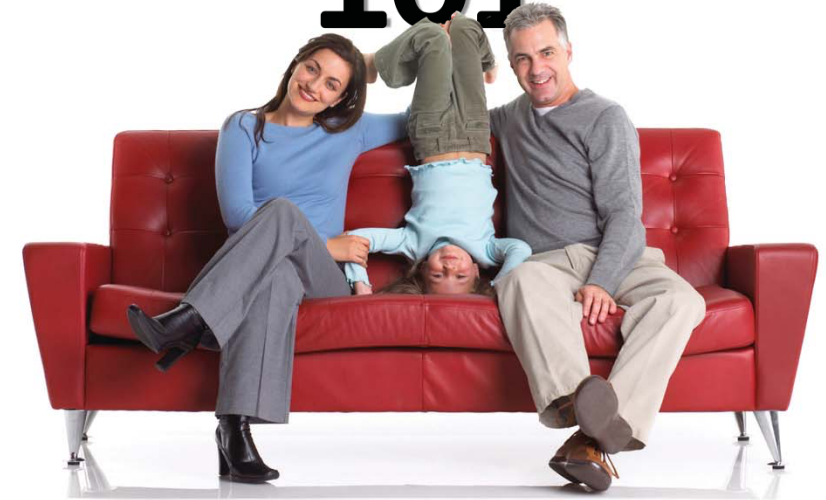
1-4 Hour(s) Workshop

- Education only
- 1-4 Hour(s) MCE credit for Realtors

Audience

Real Estate Agents

HOME STAGING 101

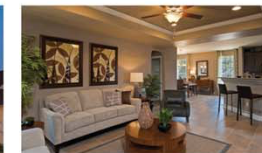


YOU'RE INVITED to a FREE Home Staging MCE Class.
2-hour FREE MCE credit • Course #: 02-00-102-22410 • Provider #: 9806

Tuesday, January 24, La Fontana in San Antonio
Class starts promptly at 10am. Lunch is served at noon.

Enjoy lunch, tour our beautiful model homes to see great designs
in action and find out why your clients will love our brand new KB homes.

Space is limited, so RSVP by January 23 to mharwood@kbhome.com.



La Fontana in San Antonio From the \$160s

- 1,516–2,960 sq. ft., 3–5 bedrooms, 2–3.5 baths
- commuter friendly, and close to US-281 and Loop 1604
- gated community

21214 Villa Barbaro, San Antonio, TX 78259
From Hwy. 281 North, pass Loop 1604 and turn right on Evans Rd. Turn left
on Encino Commons Blvd. and right at community entrance. (210) 497-3888

888-KB-HOMES | kbhome.com



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1-4 Hour(s) Workshop

- Education only
- 1-4 Hour(s) MCE credit for Realtors

Audience

Real Estate Agents



COMPLIMENTARY CE COURSE

July 26 | 11:00-2:00pm

RSVP to AmberH@brohnhomes.com | 512.993.8709

*Lunch provided by Brohn Homes

WHERE:

Brohn Homes Model in The Oaks at San Gabriel

1205 Terrace View Dr., Georgetown, TX 78628

COURSE:

Staging to Sell™ 3-hr CE Course

INSTRUCTOR:

Amy L. George, Impact Interiors
TREC Instructor ID #999933749, TREC Provider #9806



You will learn:

- The cost and value of staging as well as ROI factors
- The importance of leveraging marketing efforts with staging, photos and Internet presence
- How buyers think and how staging influences them to buy
- And much more!



Sell Your Home In Any Market Home Staging Works! TM



Slide Example

Copyright Shell Brodnax, CEO Real Estate Staging Association

Your Name

Your Name

Your Company

Your Credentials

Your Website

Your E-Mail

Your Social Media

Your Phone Number



This Course Covers

What Staging Is and Is NOT
What Staging Entails
Statistics and Facts
Buyer psychology
Importance of photos
The cost and value of home staging, ROI
factors
Objections









Slide Example

Fact

Property should be **merchandised** and **marketed** just like any other product, i.e. Cars, boats, beauty products, food products.

IF IT'S BROKE, FIX IT!

Slide Example

Repair	Item	Replace
	Worn Carpets	
	Broken Light Switches	
	Loose Door Knobs	
	Leaky Faucets	
	Running Toilets	
	Sticky Locks	
	Slow Drains	



C U R B A P P E A L

Love At First Sight? Or Shaking With Fright?

Slide Example

Tips For Staging Interior Rooms



Stand in the entry, survey the space.



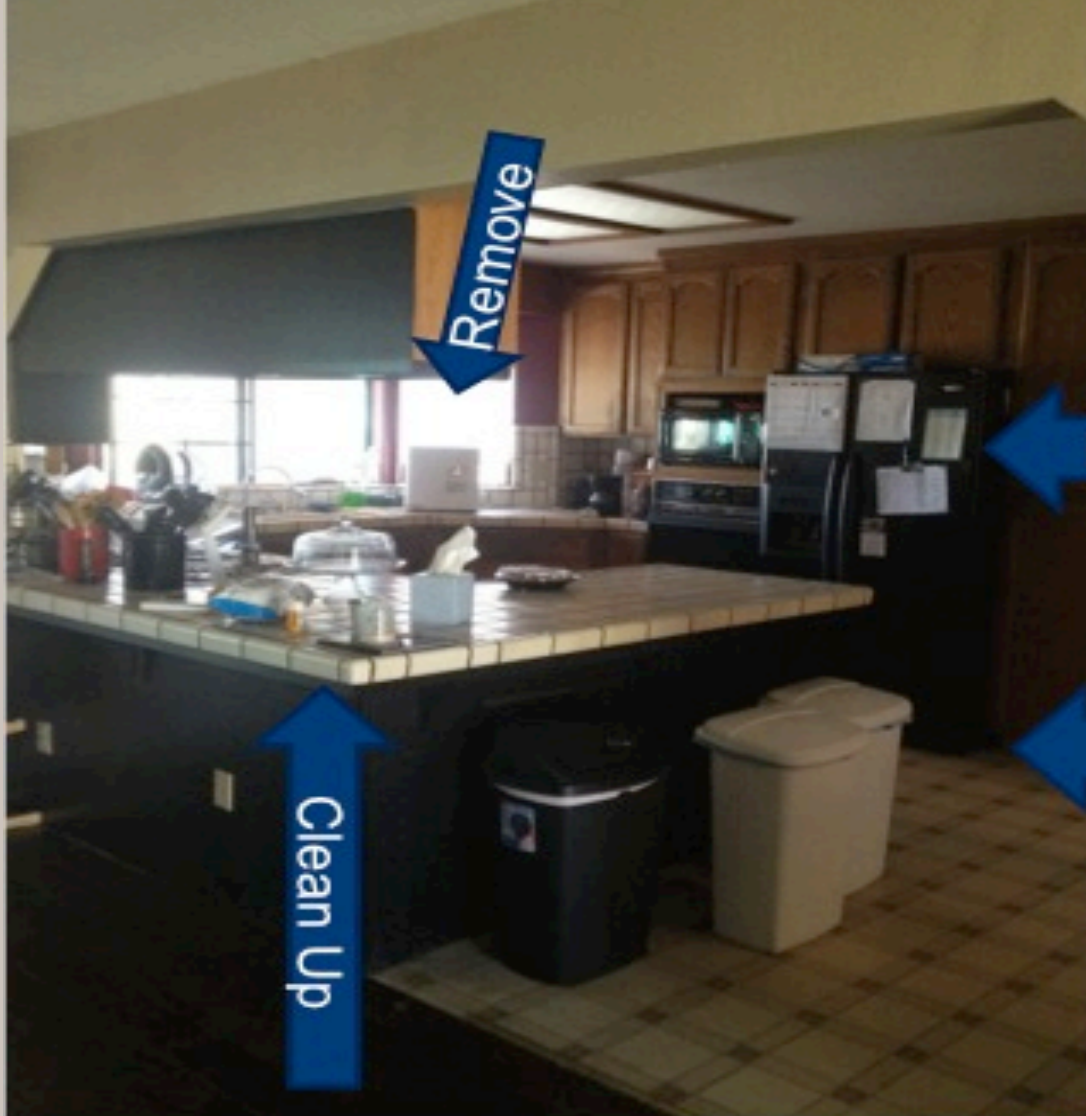
Tips For Photos



If you invest in staging,
invest in professional
photography.



Add photos of client homes and point out what needs to be done.



Tip: Remove clutter from the kitchen refrigerator and countertops.

You may use this photo or insert your own photo that will demonstrate what common items in every day living need to be removed.

Remove these instructions.



Actual Photos From Clients Who Declined Staging and
The Agent Tried On Their Own.



Actual Photos From Clients Who Declined Staging and
The Agent Tried On Their Own.



Actual Photos From Clients Who Declined Staging and
The Agent Tried On Their Own.

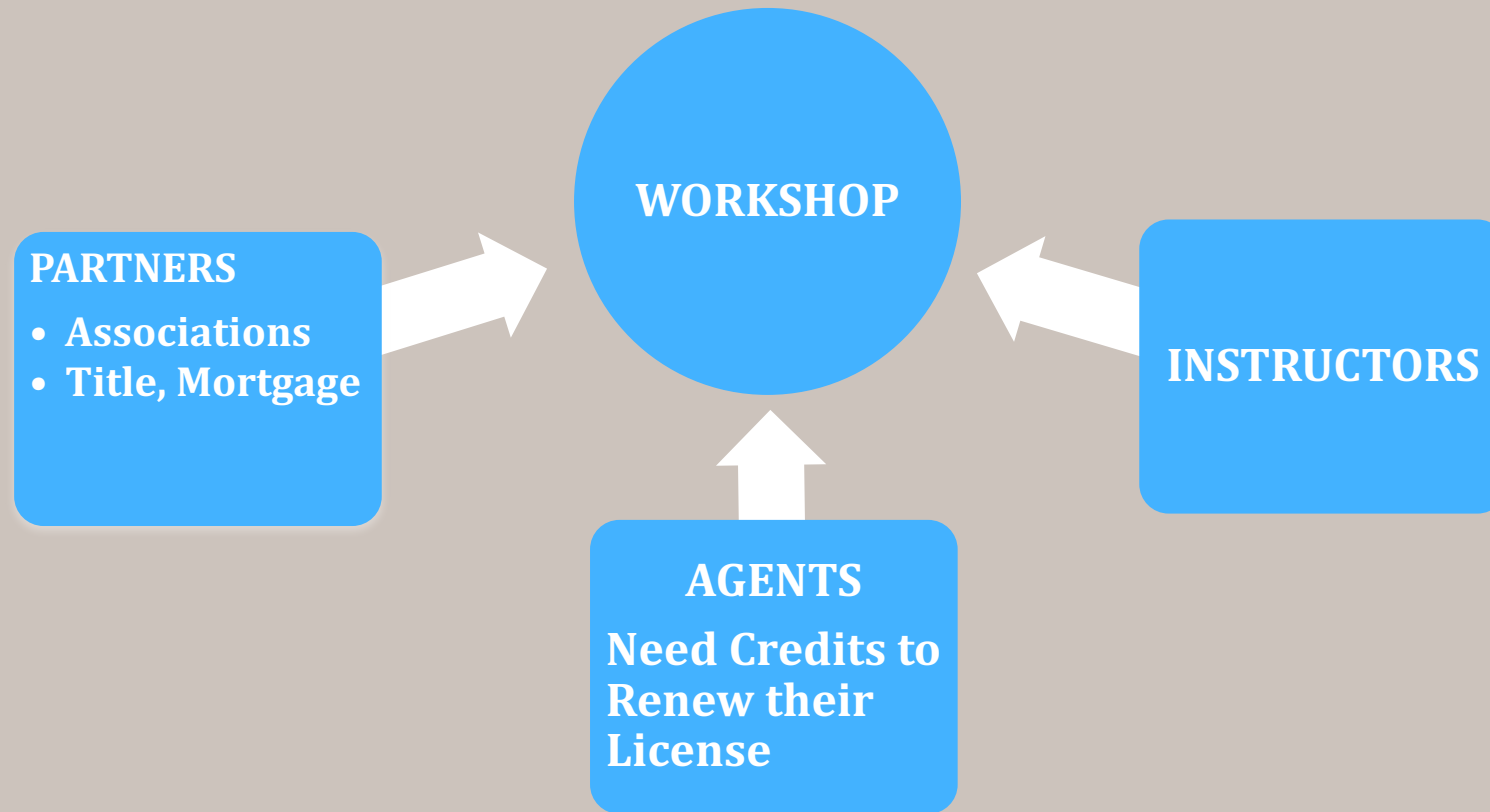


Role Playing Q & A

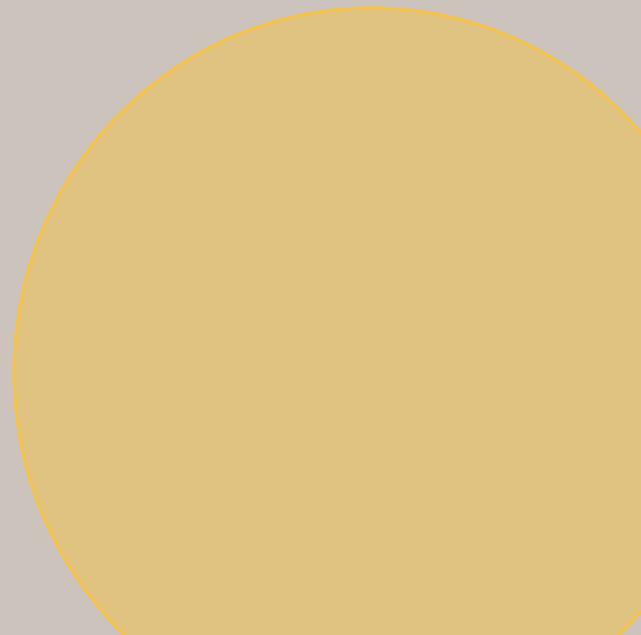


Educating Agents

How It Works



Educating Agents

- CT 3 Hours
 - CO 3 Hours
 - FL 3 Hours
 - GA 3 Hours
 - IA 3 Hours
 - NJ 1 Hour
 - NC 4 Hours
 - NH 3 Hours
 - MO 3 Hours
 - OH 3 Hours
 - OR 3 Hours
 - TX 3 Hours
 - TN 3 Hours
 - WA 3 Hours
- 

Educating Agents

Why Educate Agents?



Educating Agents

- Some agents are **uneducated** or **educated incorrectly** on the facts and benefits of home staging
- Educating them provides them with the **correct information** so they can give this information to their clients
- Many agents are unable to **communicate** and **sell** the benefits of home staging to their clients

Educating Agents

Why Educate Agents?

- Instructors are **paid** by either their Board of Realtors or venue to teach
- This year Texas saw a large increase in attendance which resulted in up to **\$500 for 3-hours** for teaching per class



Educating Agents

Why Educate Agents?

- Marketing by your Board of Realtors is FREE to over **15K agents**
- Instructors have received **new business**




Educating Agents

- Educated agents **hire stagers** and add staging to their **marketing program**
- **Educating** agents helps to further **legitimize** home staging.



Educating Agents

- One stager can't service everyone. It's important to have **qualified stagers** in your network.
- The **more** stagers working **successfully** means **more** work for **everyone**.

A hand holding a white marker is writing the phrase "TEAMWORK MAKES THE DREAM WORK" in white capital letters on a blackboard. The blackboard is set against a light gray background, and the floor in front of it is made of wooden planks.

TEAMWORK
MAKES THE
DREAM WORK

RESA Approved Instructor



- Must be a RESA-PRO
- Must provide a speaker application, speaker demo
- May have to be approved by each state, in addition to RESA approval
- Can be approved to teach, but not give credits

Collaborative Marketing





COLLABORATING

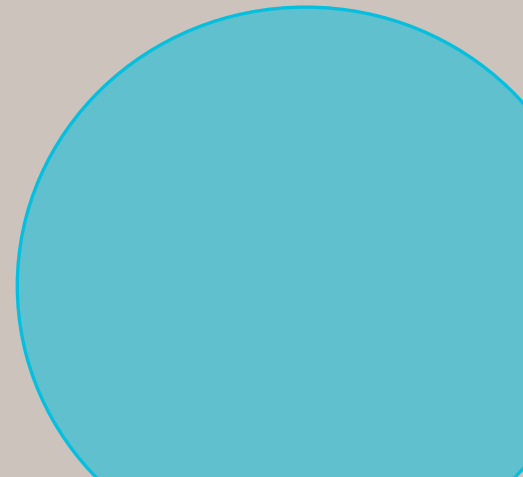
How to get Agents to Promote your Business

- Agents advertise your workshop on their website.
- Agents include your workshop in their listing presentation.
- Agents give their clients a “coupon” to reduce the price of your workshop.

This is a great service option in addition to agents paying for a consultation!

How to get other Collaborators to Promote your Business

- Title Companies, Model Homes, Mortgage Lenders and more will advertise your workshop on their website & social media.
- Collaborators include your workshop as an incentive for Real Estate Agents to visit them.



Marketing Without Agents

Offer the workshop as an additional service option.

Always have a schedule of workshops posted on your website with a way for people to sign-up online.

Charge a fee so they will show-up.

Marketing Tips

Create a workshop page and add a demo on your website and post the events with all important information.

Have your agents post your workshop schedule on their website and market in their newsletters.

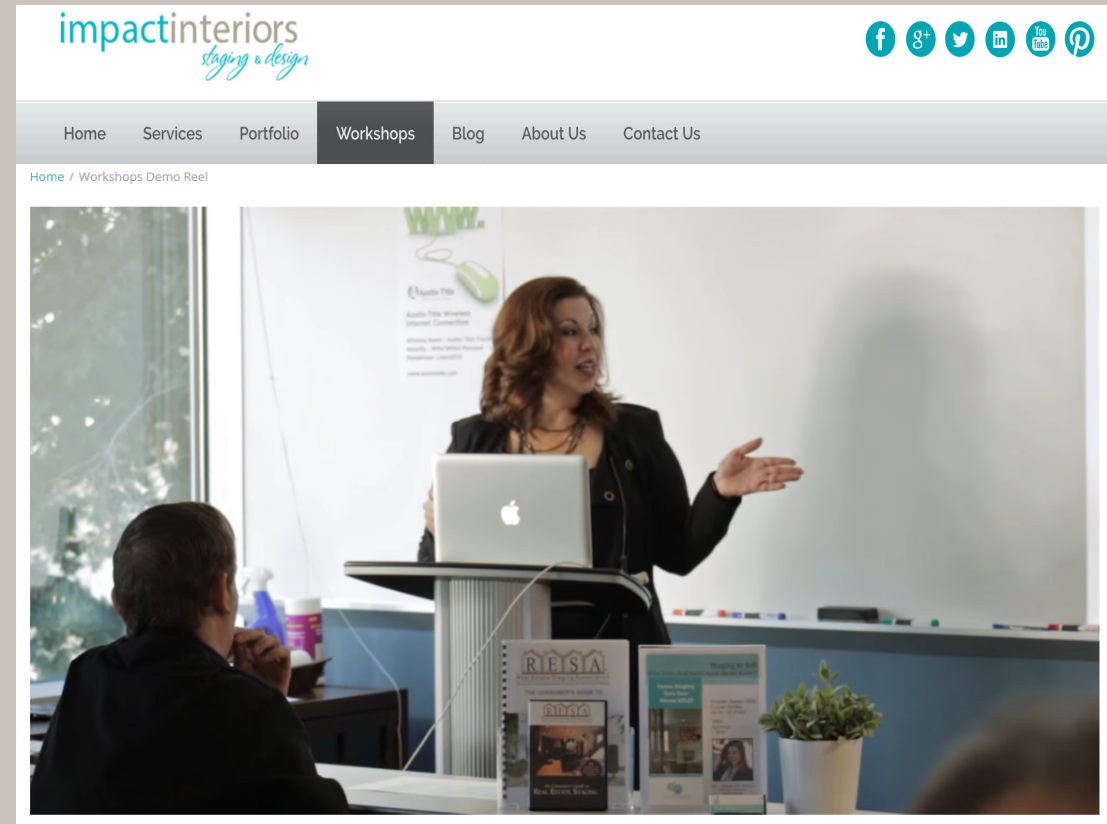


Marketing Tips

Deliver flyers to real estate offices.

Make workshop announcements at real estate marketing meetings, WCR meetings and any real estate related events.

Let potential clients know you offer workshops as a service when they call you.



DELIVERING YOUR WORKSHOP



Preparation Tips

Practice, practice, practice...

Invest in a projector. It's worth it and it's a write-off.

Feel free to ad-lib. Insert your own photos and talk about those.

Slow down and don't rush.

Face your audience. You should know the presentation and not have a need to keep turning around.

Know your material and know your audience.



PLAN



PREPARE



PERFORM

Preparation Tips

Notepad and Pens

Handouts

Business Cards

Bottled Water

Resources

Presentation Back-up

Credit Card Reader

Get it



Do's and Don'ts

DO

- Send a handwritten thank-you note with one business card to every attendee.
- Follow-up by phone to see if they would like an in-person consultation.
- Blog about it. Repeat.

DON'T

- Forget to add the attendees to your database and social media so you can follow-up with your newsletters and blog.

Thank you



Do's and Don'ts

DON'T

Sell your services. Instead, sell yourself as an expert. This means don't give a sales presentation, give them education as if it didn't matter if they hired you or someone else. By you being the expert you are "sold" by default.



How to Use Your Website and Social Media



How to use social media & your website to market your business



Best Practices

- Automate your blog to social media
- Keep your personal page and business page separate
- Use Large Beautiful Photos
- Write “info” articles. DIY tips are always well received.
- You can never “overuse” hashtags
- Every listing, write a blog post. Use Simple Keywords.

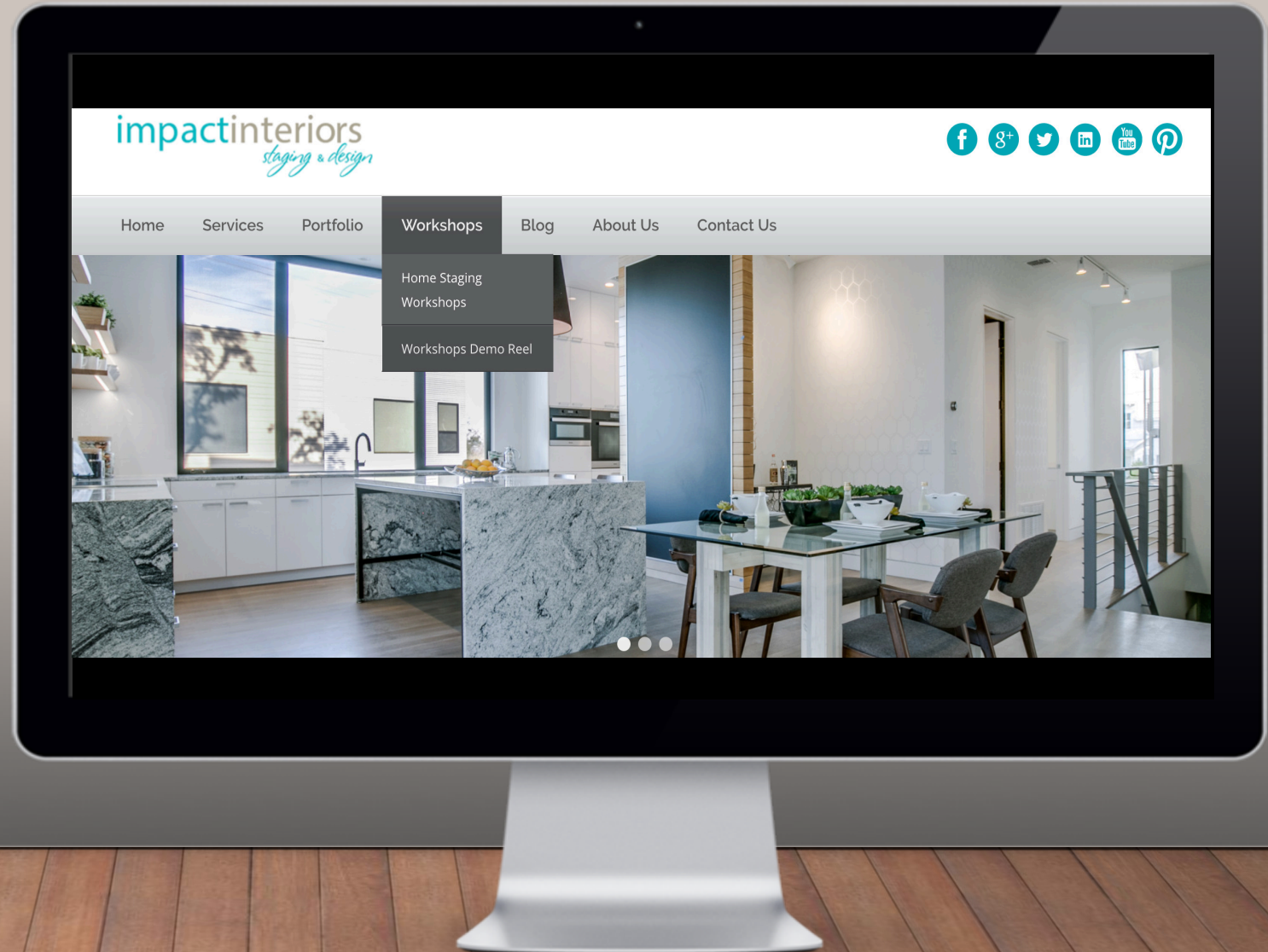


Build It And They Will Come

A Quality Website

Consistent Schedule

Online Registration System



Website Facts

- All web browsers render websites differently
- Professional photos
- A two-year old site is too old
- Templates will restrict what you can do with your website
- SEO
- Great websites are worth the investment

MacBook Pro

It All Works Together





Thank You

impactinteriors.house

@impactinteriorsstaging