

Dance of Success

SEVEN STEPS TO OPEN HOUSE SUCCESS

CSP™ QUICKSTEP

Waltz away with every listing! Does it sound too good to be true? Well, according to real estate professionals polled by CSP staging consultants who are thriving in this economy, it is a fact.

Recently, a myriad of people assisted with a round table discussion about the climate of business across the continent and how their real estate business has benefitted since integrating staging services into their business plan.



During

One vital thing that came to light was how many of these successful business people understand the staging process to be a crucial marketing tool, not viewed as a concierge service like carpet cleaning and grass cutting.

Agents repeatedly said, without question, that implementing staging has brought an increase in business, referrals, reduced days on market, and that they saved money on marketing. Invariably, benefits cited were that staging reduced the stress of work, the stagers' work made them (the agents) look good, and it greatly increased view-ability of the property because the photographs for MLS were much better.

Great photos are a must in today's market. It's a fact now that almost 92% of buyers look at property first on the internet. 74% of those people will drive by before contacting an agent. The reason they drive by is to reduce the list of "have to see" properties; surprisingly enough (according to NAR), people who search online usually buy after seeing just six properties. Thoroughly staging property helps it get on the "must see" list.

When decisions are made in the blink of an eye, it becomes all the more crucial that the work an agent does on behalf of a seller has to be nothing short of stellar. Top producers shared



Before

tremendous insight into how their businesses have been enhanced and why they invest time, money, and reputation to work with Certified Staging Professionals.

- Enhances my reputation with my sellers
- Saves time and money for marketing
- Listings never expire; they sell
- I get all the listings I go for
- I have doubled my business as a direct result of adding staging to my marketing
- 14 of 15 of my listings sold in 1-7 days with multiple offers and in a down market; that's great for my reputation
- Reduces days on market for me and seller
- Increased my business; people called and said, "We have noticed your listings always look great—will you list our house?"
- My stager takes the stress and burden from me of managing the client relationship during a pivotal time
- She manages the critical path from listing to open house and I don't have to worry. She takes care of everything
- We get to "sign on the lawn" faster
- It is like having a personal assistant

- My stager refers me to sellers who haven't decided on an agent; so I get business from my stager
- She takes care of all the emotional and logistical details, so I don't have to
- Puts me in the Elite club of sellers
- It gives me more time to work with the seller and the marketing
- She really is a trusted advisor on my team; she is educated on trends in the marketplace. We worked together on a plan, identified a "niche" market, and went for it. Consequently, even in a hard-hit area of foreclosures, we are flourishing
- She gets the job done regardless of circumstances
- She solves all the problems; there are less headaches
- Gives me a big marketing edge
- My business has tripled since I brought my stager onto my team
- One-stop shopping means he takes care of everything—I don't have to worry

Real estate professionals were also asked if the stagers they worked with brought any value or added bonus beyond exceptional customer service and service delivery. The outpouring was more than expected, but when you review the business value ads, it is hard not to appreciate why top real estate professionals choose to work with top-producing stagers.

- Great photography service through OBEO
- Added marketing, on her website, to her database and in her newsletter, not to mention the social network benefit
- Fabulous resources and preferred rates, which provide my clients with savings on services they would use to move anyway
- She provides DVDs as well as listing and marketing material
- She attends all open houses and shares the cost of food
- I feel safe in the knowledge she has extensive insurance and her team is covered too
- My clients love the Room Ready Handbook she uses for consultation
- She tells the naked truth in such a way that the client isn't upset, and she usually gets hired for the new house, too
- She supports me to the seller, her work complements mine, and I trust her
- Her professionalism, education, reputation, and certification all enhance mine



Results

Proof is in the RESULTS:

"I had a dated property listing with interesting clients who really were in no rush to sell. The stager went in, established rapport, and did the consultation. It took the homeowners 14 months to get ready for sale, and the stager managed the emotions, the process, and the trades during that time. When everything was ready, we had a brokers' open. List was \$1.485M. We had 50 agents through. Received two offers, closed on second day through agent referral, no advertising, sold for about 200K over asking with multiple bids in under two days. Cost to me was a \$350 consultation fee—my reputation enhancement? Priceless."

Dance Steps of Success

Staging Quickstep to Open House Success

1. Meet with your CSP staging partner to discuss your goals and map a marketing strategy
2. Use the tools provided by CSP to talk about staging in your listing presentation
3. Have sellers watch the CSP™ Seller's Edge DVD
4. CSP™ Staging consultant conducts assessment and discusses recommendations
5. CSP™ stager coaches seller through the work details and/or contracts to do the work
6. Showcasing team arrives to fully "set the stage"
7. Open House and marketing begins

Four things sell property: price, location, condition, and staging

Around the world, staging is changing the way real estate is being sold, forever. If you are not staging your listings, you are helping sell the ones that are staged.

DANGER: Don't think staging is just for high-end properties; it works for all properties regardless of location, price, or condition. If you want more proof, talk to the people who gave you this magazine.

Agents Talk—CSPI Listens

The Result?

A Dynamic, Profit-Driven, Educational Program Specifically for Agents

WRITTEN BY MELISSA MARRO

Real Estate Staging, on its way to becoming a market staple, is becoming big business—and not just for the professional stagers and training companies. Today, real estate professionals are cashing in by learning how staging affects their business, its effect on consumers, and their bottom line. Many agents are finding their listings are selling as fast, or faster, than they were when the market was at its peak. Learning how to successfully present and market a listing has become an invaluable skill.

For the last decade, stagers across the continent have worked tirelessly to educate local agents in a grass roots effort. Recently one of the largest global training organizations, Certified Staging Professionals (CSP) launched an international program developed just for real estate professionals. The program, CSP Elite™, will be taught primarily on a local level by their region's best stagers and/or agents. It is designed to instruct agents how to maximize profitability, resources, and referrals by implementing staging into their business plan.

In 2007, CSP polled agents asking how they felt about staging and whether it made a difference in the real estate market. A staggering 98% of agents agreed that staging was a "crucial and effective tool." Unfortunately, the poll also revealed that less than 20% of agents actually regularly used staging. Most referred to their lack of education on topics such as cost, value, what to look for in a stager, and how to discuss it with their clients as the reason for not acting on this important service. It was this research that spotlighted the need for a widespread educational platform.

Working with a team of experts in the staging industry, CSP invested the better part of the last year compiling remarkable information and statistics from reputable sources such as the National Association of Realtors, HomeGain, AOL Money & Finance, Maritz Research, and developed an amazing educational program. These statistics show unquestionably why staging is so effective. Helping provide the maximum value while looking out for the home sellers' best inter-

ests has always been the highest level of fiduciary responsibility for the listing agent. Most sellers rely on their home as 60% of their overall net worth. It is typically their single largest investment. The proven value of this program in helping preserve the equity of a seller's home is why CSP Elite has been able to receive continuing education credits in the majority of states and provinces applied for. While it is not available in all states and provinces yet, it is on the horizon for most.

CSP Elite™ is unique to the industry because it does not rely on fluff or tired numbers. Brokers are receiving it well because, best of all, it recognizes an agent's time is best spent working with clients and marketing a property. Elite focuses on how to integrate a professional stager as a team collaborator rather than teaching an agent how to stage. The worry of pricing, inventory, and project management is gone. It has been replaced with real tools to help educate not only the agent but the client as well. As a bonus, there is even a short workshop dedicated to understanding communication types, dysfunctions, and demographic differences.

While the course itself, may leave your mind reeling from the wealth of knowledge you absorb, the course doesn't stop there. You leave with two DVDs, one geared toward agents, the other for sellers, which quickly explain the true value of staging with dozens of before-and-after photos, statistics, and more; a 100+ page manual; a copy of Home Staging for Dummies, written by the founder and president of CSP, Christine Rae; and, last but not least, a listing presentation manual and CD with material that can be used right away to help agents talk openly and with conviction to their clients.

Call now if you are interested in learning more about this exciting new program for enhancing your business skills and marketability, bringing the program to your office, or developing an income stream by becoming a certified instructor for the program.

Visit www.cspelite.com, email melissa@cspelite.com, or call 1-888-STAGING for more information

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