

***Daley Designs***  
***“Designs for Daily Living”***  
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Cost: \$1,500

Earning professional credentials to join  
ADE (Association of Design Education)

## **HOME STAGING COURSE OUTLINE**

### **INTRODUCTION TO HOME STAGING**

What is Home Staging?

Statistics

Staging is a Critical Element in Marketing a Home for Sale

### **INITIAL CONTACT**

Getting the Phone Call

Selling your services

Pre-qualify your clients – Who pays, seller or agent?

Phone conversation: monthly budget for renting furnishings?

Are they willing to make a rental commitment?

Problem Areas to Consider?

Online virtual tour or pictures?

Provide seller with a price range before you commit to on site visit.

(Fees, time frames staging process)

### **ON SITE ASSESSMENT**

On-Site Assessment: What to bring?

What areas to stage?

Primary areas of priority

Other areas to address

Furnishings Check List (shop the home)

Inventory Check List

Taking photos

## **PREPARING A BID PROPOSAL**

Forms review

## **STAGING CONTRACT**

Forms review

## **INVENTORY**

Renting furniture vs. purchasing

Obtaining inventory & props

Shopping

Storage & Moving Procedures

Tracking & Record Keeping

Invoicing & Insurance

Billing for Inventory

## **INSTALLATION**

Setting the Stage

Full room staging or vignettes

Budget staging

Revealing the stage

## **BEGINNING AND MARKETING YOUR BUSINESS**

What you need to know to begin your business

Who to market your services to

How to write a press release

## **STAGING Q & A's**