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Seller's Manual

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Realtor's Manual

Includes items in the Seller's Manual (left) AND the following:

- What is a Home Stager?
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- When to Call for Back-Up
- Comfort Level with Critiquing a Listing
- Licensing, Certifications, Accreditations
- How Staging Benefits Agents
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- The Goldfish Theory
- Help the Seller Let Go
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- Before Showings
- Improve Your Indoor Photographs
- Improve Your Outdoor Photographs
- Listing Flyer

Stager's Manual

Includes items in the Seller's & Realtor's Manuals (left) AND the following:

- How TV has Helped Stagers
- Truths About Sellers
- The Home Stager's Market
- Defining Your Services
- Listings & FSBOs
- Interior Redesigns
- Marriages/Mergers
- Move-Ins
- Retiree Downsizing
- Model Homes & House Flips
- Consultation: Tour with List
- Photography Tips
- Portfolio
- Know Your Market
- The Comps
- Price of the Home
- Condition of the Home
- Buyer Pool
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- Marketing to the Public
- The Inquiry
- Scheduling the Appointment
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- Key Phrases for Sellers
- The Tour
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- Repurposing Furniture
- Getting Paid
- Seller Follow-Up
- Business Considerations
- Your Schedule
- Structuring Your Company
- A Partner or Moving Pads?
- Record Keeping