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How to Dominate Your Market in 1 Year

By Zoe Zhao

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About the Author

I started my home staging business on my own. I did everything myself at the very beginning; marketing, consulting, on-site staging, purchasing inventory, storage, moving and bookkeeping ... you know, everything small business owners have to deal with.

But now, I only do marketing and delegate all of the other work. I make more and work less.

I have 3-4 designers on my team and each of them get about 1 project every week in the busy season.

My team has staged over 200 homes in 2 short years. One of them said that "You are the smartest designer I have ever seen."

I have written articles for major newspapers for years, and a TV program about my service is about to launch in Toronto - (How many designers are out there, and how many can actually get their own TV show?).

Each single realtor in my niche knows me.

My designers always wonder how I do my marketing; that is my biggest secret!

Since there are so many homes on the market that need help from stagers, I think it won't hurt if I reveal my marketing secrets to the designers out in other cities.

And, I want more people get the great help from stagers, sell their home quickly and move on with their life.

That is why I wrote this e-book. It's not a book about how to design, but how to be a most successful Home Stager. With this guide you will receive all of the information you need to start your own business and make it succeed!

Introduction

Home staging has grown by leaps and bounds in recent years.

Once upon a time, this industry was a minor province of real estate agents only. These agents realized the benefit of staging homes as a marketing device and immediately understood the potential of this process. In short, home staging allowed them to turn over homes more quickly and even to earn more money per home sold!

Home staging has moved beyond the province of real estate agents only. Home staging has developed into a tremendous industry, filled with success stories drawn from all around the globe. It has become one of the most profitable business ventures for entrepreneurs and those who want to work from home. Work-at-home moms, interior designers, real estate assistants and real estate agents routinely make use of home staging to:

- Transform a home
- Add additional value in the eyes of potential buyers and
- to help move the property.

The benefits of home staging have been successfully harnessed by people from all walks of life.

It can offer benefits for you, as well.

Do you want a high-paying, rewarding career filled with creativity and style?

Do you have a penchant for interior design and a drive to be successful?

If so, then home staging might just be the ticket!

However, before you leap into the industry, or even if you've already ventured into the waters, you will need to learn a bit more about the industry, the process and the right way to go about things:

- How do you develop leads?
- How do you ensure you have a string of clients waiting for you?

In short, how do you take control of your business and generate the success that you need?

That's what this eBook is all about. Here, you will learn the inside tips and tricks that you need to ensure dramatic success.

You won't find a basic guide within these electronic pages. You will find a roadmap to success.

1 Getting Started – Understanding Home Staging

We all know home staging can help homes sell for a better price in a good market, and even sell faster in a slow market.

You may know quite a bit about interior design and how to turn a run-down home into a beautiful haven.

However, without leads, you will not be able to use your magic touch.

Without customers, you will not be able to use your beautiful collection of furniture and accessories.

To build a successful business, you need:

- A system of lead generation
- A system to process the leads, manage and follow them up
- A system of selling, and
- A system of referrals.

While all these “systems” may seem daunting, we will cover all of these in the following chapters.

This Book Is For Two Groups of People

GROUP 1: It is for those designers presently running a home staging business, yet seeking a means to increase the quantity and quality of leads and customers.

Your approach may be to build a great relationship with ten prominent, well-know realtors.

If each of them is able to send you 3 customers, you get a total of 30 projects. You can make a living having this number of projects, but several factors remain out of your control.

- What if the realtor is not able to provide three customers in a reasonable period of time?
- What if their customers do not want to work with you?

This is really an issue of control. You do not want to be the one controlled. You want to be in control of your business; how many customers you will have and how much you can make.

GROUP 2: Those who want to have a home staging business, but do not want to have the burden of taking care of storage for props, of moving, setting up, working with contractors, etc.

This group are people that do not want to get their hands dirty with the day-to-day activities of staging a home, but still want to ensure the highest return and lowest operational cost.

This book will teach you how to control the market and find great designers to do the actual work for you.

You, as the business owner, will focus on marketing your company, keeping it financially healthy, enjoying the wonderful feedback, strengthening your reputation and building great relationships!

It is doable!

What You Will Not Find In This Book:

This book is not another "How to Design" or "How to Stage" book.

If you are serious about this business, you will already have many books about this from many other trainers out there.

You may be a great designer but, if nobody knows, or if you have not had many customers and are still building your portfolio to highlight your talents, then this book will provide you with the tools you require to be successful.

This book is all about how you can best utilize your design skills to bring more money in through the optimal usage of the design skills you already possess.

For those who don't want do the actual work and who may have no design background or training, this book is a perfect way to learn how to start a home staging business.

Simply apply what I teach here; control the market, find the right designers, build a business system and you can run your business with much less work on your part.

The easiest way to market your business is to set yourself up as an expert or even a celebrity. Then, build a great relationship with realtors and set up referral systems with realtors and clients.

Let people talk about you; let them do the advertising for you. Word-of-mouth advertising can be a powerful tool for you.

Everyone knows about spending money on advertising, magazines, newspapers and flyers – we are faced with them everyday. However, few people know that the best ads are free.

I went to one of Donald Trump's seminars, at which a little boy asked a question: "How can I do marketing for free?" I don't know if his parents taught him to ask this question, but Trump replied, "That is a very good question; everyone can do marketing with money, but few know how to do it for free, and that is usually the best."

It may sound like a big goal, but it's achievable simply by following these step-by-step instructions.

It took me a year to get there, but you can get there in a much shorter time by avoiding the trials and mistakes I have made.

Now, let's start the journey.

I will show you what to do every day, every week, every month and every year.

I will show you:

- What to do for every project
- How to build relationships with realtors and affiliates
- What you should do to take your business to the next level, and
- How to truly dominate the market.

2 Where to Start – Defining the Steps to Success

Finding success in a home staging business requires that you follow some very specific steps.

What are those steps, you ask?

I have made a short list of the essential steps that you must take.

Later, in this chapter, you will find a more detailed explanation of what each step entails.

The Steps Defined

- 1) Pick your niche market
- 2) Choose a company name, logo, etc.
- 3) Develop a portfolio
- 4) Set up a website - be able to update market info, add coupons etc.
- 5) Design and obtain car signage
- 6) Collect realtors' email addresses
- 7) Collect realty offices' addresses
- 8) Direct mail marketing
- 9) Coupons, forms etc.

An Aside from Rob Minton

Rob Minton, a well-known real estate investor, identified what he felt were the nine qualities of a great "side-line" wealth building business:

GREAT MARKETING: Many people start new businesses without even thinking about marketing. The first thing you should do when considering a

new business is to try to market it FIRST. Don't create the business and then try to market it.

The business must be able to consistently attract new customers. Without new customers, the business will quickly disappear.

LOYAL CUSTOMERS: It is hard to get repeat customers for home staging during the short-term; most people sell their homes once every 5-10 years. You cannot rely on this; you have to constantly attract new customers, which is very costly.

We will discuss methods to get repeat, loyal customers in the later chapters.

LOW OVERHEAD: Generally speaking, home staging needs a large collection of props and accessories and you have to have secure storage space for all this equipment.

This all adds up to high operation costs, all of which have to be paid for even when business is slow.

By following the business model that we discuss here, you will be able to operate this business for no more than \$200 to \$300 per month and still maintain a very successful business with minimal ongoing costs.

LIMITED DEBT: Another reason this is a great home-based business is that the startup cost of home staging is usually low.

However, with the method I will soon show you, you will be required to purchase nothing and carry no debt.

RECURRING REVENUE: Most businesses must invest a significant amount of money to get a new customer. The best businesses create products or services that generate recurring revenue from the same customers.

Again, if you focus only on doing single projects one after the other, your ongoing cost will be high. By following what I will teach here, you will easily draw customers back to you for other, different services that you offer, with almost zero extra marketing cost.

PAYMENT IN ADVANCE: You don't want to spend time, resources and effort providing a service, and then have to invest even more time collecting payment afterwards.

This quickly develops into a negative cash flow situation and should be eliminated right at the beginning of the business.

Most experienced Home Stagers collect half of the fee upfront and the rest right after the work is finished, instead of waiting until the home is sold.

That's because the actual sale may still take some time and is dependent upon factors out of your control. It relies on efforts of the agent, market conditions, etc.

If you say that you will accept payment after the property is sold, you may find yourself with cash flow difficulties very quickly.

There are much better ways to promote your business, and to attract customers instead of hurting your profit.

Making it a firm policy from when you start will not only protect your own interests and standards but can also help you gain respect from the customer and lead to you attracting better customers.

Don't be afraid to say, "No" on important points even if the client is insistent that the work be done their way.

OPERATE WITHIN A NICHE: The best businesses target a niche within an industry and then dominate that niche.

Don't make the mistake of trying to be everything to everyone. That's impossible.

Review the operations of other Home Stagers in your area and work out how you will set your business apart and above your competitors?

KEEP IT SIMPLE: Too many people create complex businesses. This isn't necessary.

The concept of home staging is simple, even though it actually involves many different processes.

By applying the method I will teach you here, you will be able to simplify the whole process and create great systems to take care of every step. Then, you will be able to pass the work to other people and start running a business without you being there; a real "hands-free" business!

CAN BE RUN BY AVERAGE PEOPLE: In *The E-Myth*, Michael Gerber wrote that your business should be designed so that average people can run it. His example was the fast food restaurant, McDonalds. Home staging is part of interior decoration, but with a significant difference in approach.

It needs people with a designer's eye and skills.

However, the business itself doesn't need a genius to run it. Set up your systems and the business can be run by just about anyone.

Following the Steps to Success

Below, you will find the steps that were listed at the beginning of the chapter as well as an explanation of each step and what it entails for your home staging business.

STEP 1 Find Your Niche Market

As with many other businesses, you need to find your niche market which may be:

A certain income group

A certain geographic group

A certain age group or

A certain nationality.

I started with a specific community of people in certain towns, and with houses ranging from \$200,000.00 to about \$600,000.00.

I was the only company providing home staging services in that market at that time. Therefore, it was comparatively easy for me to stand out, and to be the expert.

STEP 2 Design Your Company Signage

You need to carefully consider your company name, logo, car sign and other identifiers.

These are covered in even the most basic design courses, so I will not spend a lot of time on it here. Just make sure your name is catchy and meaningful so it resonates with your target market.

It would be better if you have a slogan associated with the business name from the beginning.

For example mine is ZOEIT.

My slogan is; **Zoe it, sold it!**

I didn't put home staging or décor in the name, because I want to leave room to grow the business in other directions. But if you decide that you want to include it, you can.

For car signage, you can start with a magnetic sign to stick to the side of your car when you are working, and remove it during your private travel. This is more economical and makes dual usage of your car simpler.

STEP 3 Setup your portfolio

If you don't have any ready-to-use pictures from a staging course that you have taken, you should offer to stage a few properties for free for your family and friends. That is an easy way to get the pictures you must have to show your first potential paying clients and realtors that you contact.

Collect photos in every project you do.

Take care to develop an elegant portfolio book, either in a quality photo album or a printed booklet.

Make sure that the resolution and quality are as high as possible.

The layout of the portfolio is up to you, but I suggest that you include articles with helpful home staging information, statistics, etc. You might use other people's article when you start, but write and add your own as soon as possible.

STEP 4 Get Your Own Website

As everything in life seems to be going online, your own website is a very important, affordable method of promotion for your business.

It's good if you have a member web page on the web site of the Staging or Design Association where you got your training, but it is still very important for you have your own company web site.

It is much better to market your own web site than it is to let others take control of your Internet marketing.

The functions and features of your website should include:

- 1)** A portfolio of "before" and "after" photos; not static photos, but Flash animation with a fixed position.

Remember that your web site is your online office; the first impression that you give to visitors. You judge a store which you've never been into by looking at the storefront, so you understand why people judge your company by the initial impression of the web site, especially if you are in the design industry.

Your online store should have the appearance of a designer's store.

- 2)** A way that you can upload new photos, new content, promotion information, etc., as easily as possible. I will give more details about this later.

- 3)** An option to register for your company newsletter. By doing this, you will be able to capture visitors' email addresses, and build up your potential customer list. I will explain why this is important later.

Be ready to start writing articles about home staging, interior decoration, the real estate market and add them in your web site.

- 4)** A blog. This can be the best way to draw traffic to your web site and increase your web site rank in search engines such as Google and Yahoo. The higher your page rank is, the more likely it will be seen in the top results when people search for keywords that are included in your services and throughout your web site.

Few people actually browse through more than 3 pages of search results, so there is little chance people will find you if yours has a low page rank, even though you are part of the search results

After designing a catchy web site, it is very important to boost the traffic to your web site, so people can find you by using the keywords "Home Staging" in your region.

You can do several things to achieve this.

Exchange links with other web sites, preferably popular ones. This is easily done by adding links to their web sites from yours, and asking them to add your links to their web sites.

As an alternative or even at the same time as the above, you might use Google AdWords program; you pay for advertisements which appear in small boxes when potential customers use Google for a search which includes the keywords you have targeted.

Once the traffic to your web site has been built up and your web site is regularly being found on the first page of the searches, you can reduce or cancel this program and enjoy the steady incoming phone calls and a great reputation by being on the first page until and unless a competitor launches a strong campaign.

You don't have to know how to do all these things yourself. They involve Search Engine Optimization tactics, and you might consider hiring a good web site designer to do this for you for a reasonable price.

Next, start to post helpful advice to relevant questions in all the online forums and community online discussions. Include your web site address but don't use any hard-sell.

Also include your web site address in your email signature and print it on your business cards. Do whatever you can to make your web site as visible as possible.

Design a professional web site. Designing a nice web site does not cost as much as before. You can purchase a very beautiful template from several sources online and hire a web site designer to modify it according to your needs. Providing a template which you chose may save you tons of money.

STEP 5 Start to Collect Realtors' Names

Email them information about your services. If you live in the U.S.A., then you have an advantage because you can purchase this contact information from list companies who can provide the information with a focus on the region in which you want to work.

For people in Canada, like me, you can collect this information from all kinds of real estate magazines, real estate companies' web sites and newspapers.

Check Google for realtors in your region and find the contact information on their web sites.

Simply be alert for this information and collect it at anytime, anywhere.

I pick up real estate magazines and newspapers wherever I go and type the realtors' contact info into my database when I go back to my office.

I go to open houses all the time – the listing agent will be more than happy give you his or her business card.

I go to the main real estate companies' web sites, where there is always a section called "find an agent." Just type in the region of preference and all the agents working in that region will show up.

You just need to check them out, one by one, and write down their contact information.

I mostly use this method to collect contact information, but some companies' web sites are easier to use than others, so you may need to spend some time to locate the information that you need.

STEP 6 Locate all the Real Estate Offices in Your Area

Find the quality Real Estate Offices that you want to target; write down their names, addresses, phone numbers and check their agent lists to find out which realtors are working there.

In addition, find out who the top realtors are in the office; you will need this information later on.

But, do not contact the top agents at this stage. You only have one chance to give a first impression, so you need to be ready with something solid to show them.

Check if there is a report of the top 5% of the Agents in your city. Save this for a little bit later as well.

This report will probably have to be purchased like it is in Canada, but it is worth searching for. Or you can ask your realtor friends for it.

Not every agent knows about this list; only those who are very ambitious may have a copy, because they want to know who is ahead of them and how many more deals will put them on the list or at a higher rank.

However, it isn't always true that whoever is a great agent and is closing numerous deals every year will make a good business partner for you. Many different types of realtors exist and they work differently to get the same result.

There are realtors who only focus on quantity and play the numbers game.

They don't care about the presentation of their listing, so you may find it hard to get their business. Sometimes, they are even against home staging, because

it takes more time for them to get the listing ready and it does not match their fast-listing style.

I found that the best business relationship with realtors can be found with three types of agents:

1) Those who focus on value, customer relationship and repeat

customers: They are aggressive and they understand the value of customer service. They are the best working partners for you.

Try to find those who have listings in the same neighborhoods where your ideal clients are located (they usually work in a specific neighborhood).

Check out their listings and get a feel for the type of listings they have to get an idea if you can work together.

2) The newly started realtors, the "Rookie Realtors": They are usually

very ambitious and want to beat others with a different approach.

These people would be most open to your vision and ideas. You can find them by going to a realty office and giving a presentation; tell the manager that it is very good for new agents, and hope they will come.

The new ones have more free time and a greater need to find out everything they can to gain an advantage, so they are more likely to listen to you.

3) Realtors who are looking for new ideas or concepts that will

assist them in gaining more business: You can attract these realtors by sending them emails, and if they have a great desire to succeed, they will come to you.

STEP 7 Design and Print Postcards for Direct Mail Marketing

I learned this method only one year after I started my business after learning most of the other marketing concepts.

This is a powerful way to target your market more accurately; I will explain this later.

STEP 8 Print all the Forms You will Need

This includes referral forms, coupon forms, testimonial forms.

When the complete set of forms is ready, present them to the client as needed rather than as one large stack.

This gives them the impression that you are running a systematic company, which is more reliable and trustworthy.

It is also easier for them to talk about your services to others if the information is presented to them in a systematic manner.

You gain a competitive edge right away over those typical designers that aren't so organized.

STEP 9 Use a Reliable Email Contact Management Service

This is essential to remain in contact with your clients, realtors etc.

You want to enter all the contact information here. Include the realtors' email addresses, phone numbers, and your clients/potential clients' email address and phone number.

Build up your contact listings; do it now because you will use it a lot later on.

The service also has to support images so you can attach your before and after photos to the emails.

You also should have an auto-subscribe box linked to it on your web site.

I use Constant Contact, it has all the functions I need, at very good price, and has been very reliable so far.

Those who subscribe to your newsletters will automatically be added to your contact listing, so you don't have to do it manually. A list of new subscribers and those who have unsubscribed are sent to you every month.

STEP 10 Start Writing Articles about Home Staging

A great promotion tool for you and your business is writing articles about Home Staging, interior decoration or real estate marketing and how it relates to home staging.

This may take some time, but it will be incredibly powerful if done correctly.

If you don't know what to write or how to write professionally, find a ghostwriter to do it for you. I started with this method, and am glad that I did.

It could be the cheapest and fastest way to build up your business.

You can write it as you go, but you will find that it is much better if you have one set of articles ready before you launch your business.

You will have to continue to write as you progress with your business, but you need something with which to get started.

STEP 11 Talk to Newspapers and Community Organizations

Start looking for opportunities to talk to newspapers, community organizations, women groups and other groups and get their contact phone numbers.

Get to know who is in charge of the Public Relations, free events and so on.

When I started, I got to know a few major newspaper editors and column writers, as well as some major group leaders from asking friends or from conversations at business gatherings.

I keep all my contact information with me, so it is readily available to give to these people.

STEP 12 Give Your Articles to the Media

If your articles are of sufficient quality, they will gladly publish them and, sometimes at no charge. They may not pay you, but won't charge you either, so you get free advertising.

Usually, they won't include all of your business information, because that would be like an advertisement, but they will include some brief information so the reader can contact you if they have some questions. This might be your email address, your phone number or just your company name. I insisted they include my web site address if that is the only thing able to be included because people can find everything about your company from your web site.

This is another illustration of the importance of having a web site.

The big newspapers may charge you for this, but the community or regional newspaper may not, and that is the one you want to use simply because it's more targeted and focused.

Post all the articles on your web site as a useful resource, and begin posting them on popular forums or web sites as free information.

People love to read information if it is free. Include pictures to increase the readability and presentation.

If there is a charge for publishing your article, add an advertisement, but ask them to put it right beside your article. It does not have to be big, but must to be next to your article.

This is more effective than a stand-alone advertisement, no matter how big the advertisement is.

With a small investment, you may get a much bigger return.

Put the articles on your web site in the resource/read section, or in your blog, so people can discuss and comment on them.

STEP13 Prepare a Presentation for Realtors

Your presentation could be titled something like "Your secret weapon – how to increase your revenue without increasing your costs."

Prepare something that describes the benefits to them of using your Home Staging, rather than focusing just on the features of your business.

Introduce home staging, how it can help them, and how they can work with you to achieve great mutual benefit.

STEP 14 Get Company Insurance

This will cover your business losses due to errors or omissions by you or your designers. It will also cover any theft or damage caused by third parties.

STEP 15 Post your Advertisements on Free Web Sites

Use free sites such as Kijiji.com, Craigslist.com, Google Groups, Yahoo! Groups but be careful to follow the rules for each site.

Include a link to your web site. These need to be updated monthly, or even weekly; it depends on the web site that you use.

This whole process will take about 1 to 2 very intensive months to finish; especially the writing part.

However, if done properly, it will be very rewarding and save you a lot of time, as well as keeping you organized and on top of your business.

I tried each step little by little and it took a lot of time; now it's all yours to follow – save your time, and be more efficient!

3 The "Every" Lists

To be successful with home staging, you must do specific things every day, every week, every month and every year.

In the following pages, you will learn exactly what you need to do each day, each week, each month and even after every project in order to catapult you to success.

The Every Day List

Add subscribers

Collect contact information for clients, realtors, investors, etc.

Knock on doors

Visit open houses, provide free advice to realtors and leave your business card.

Understanding the "List"

Add Subscribers: Your new online subscribers will be added to your contact email list automatically, but you need to add other contact information manually whenever you meet any new contacts.

Manual add-ins will include:

- Clients and potential clients
- People that you meet
- Contractors that you know, and
- Realtors that you meet, etc.

Add these people the same day you make contact, so you will not miss or forget any. This information is very important to the success of your business; you don't want to miss any.

Collect Information: Collect realtors' information whenever you can; check magazines, newspapers, advertising leaflets in your letter box, watch TV, listen to the radio and so on.

Open Houses: Visit open houses in your region and talk to the realtor on the site. Tell them you offer home staging services and give them some free advice about how to make the house more saleable. Most of them will appreciate your help and exchange business cards.

Add their email address, phone number and office information to your contact program.

Knock on Doors: Search on the Multiple Listing Service which collates real estate listings for your region and go to homes that are for sale, especially the ones that have been on the market for a long time.

Door knocking is a powerful tool! Don't feel afraid; just knock on the door and tell them you know how to make their house sell faster and for top value. If they are willing to listen to you, give them a short consultation onsite.

Introduce your service, show your portfolio and give them a rough idea of the condition of their home.

If they are willing to go further with your service, tell them you charge a consulting fee for detailed work.

Then just start from there.

Remember to take "before" photos!

Your portfolio should have:

- Before and after photos
- Articles about home staging
- Your background information, such as a certificate of home staging, and

- Consultation check lists or forms.

Why Do You Need to Follow These Steps?

By doing all these things, you get to know more about the realtors that work in your region, the current housing market in your region, and the particular needs of the residents.

For those who just want to run a home staging business without doing the actual work, you can find a salesperson to do the door knocking for you.

However, you have a lot to do yourself, too, such as meeting the realtors, collecting the contact information and so forth.

These are the core strategies of your business; you don't want to pass this information to anyone else, at least not at this stage.

I started my business with all these processes and they are very rewarding. Relationships are the most important things in your business. You want to be in sole control of it.

The Every Project List

Collect testimonials, from both clients and realtors

Collect referral forms

Send out post cards to the neighbors

Email neighborhood realtors and phone them if they show interest

Collect realtors' business cards from the showing, and then call or email them

Put up a "Designed By..." sign after the home is sold

Offer coupons for decoration of new homes, staging for clients' friends

Take a photo or video clip of happy clients for online use. Get their written permission to show them in the video.

Tips For Meeting with Potential Clients

Dress Well: Dress properly for your consultation meeting; men should be in suits, and women should wear a dark suit with skirt or pants. Make sure your shoes are easy to take off. Bending over to remove your shoes is very unprofessional; bring your own slippers with you if they may be needed.

Car: Do not drive luxury cars if your target clients are low to middle class. An expensive car will make them feel you make too much money from them. However, use a quality vehicle if you work with high-end clients and luxury homes. They want to deal with someone at a similar level to themselves.

Your Portfolio: This should be neat and professional. Even if you have everything online, bring a paper version of your portfolio to client meetings. You also might supply them with a copy of your online portfolio on CD.

Asking clients to visit your site online at their home is not a very pleasant experience and can be very time-consuming.

Image: Bring nice business cards to every meeting and ensure that you have a professional camera with you.

Promptness: Always be on time.

During the Meeting:

Give a compliment as soon as you enter their home.

Always say, "Thank you."

Always ask if they see the benefit of the work you will deliver.

Remember that the consultation is a sale process and not just a pure design consultation.

You can earn only the consultation fee, but there is much more to be made; you want to increase the interest and trust that clients have in you, and close the deal for the actual staging. That is the whole point!

Ask if they see the benefits or show them before and after photos of similar rooms to the ones you are discussing.

You want to make them feel that they are facing a loss if they don't use your service, that there is a likelihood that their house could be on the market for a long time without your assistance.

Make them see the value of your service so that they want to use it to speed up the sale and increase their profit.

Calculate the full staging fee onsite; it will save time for both parties, and you want to close the deal when they are still feeling excited about your services.

Leave your business card or a brochure in the home, but ask before you do so. Some realtors and clients don't want visitors to know that the home has been staged. They want to give the impression that there has been no special preparation. It may be obvious to some people that a home was staged, but it is still good to keep it secret.

If they don't mind you leaving your promotional material, it is a great way to promote your business to visitors and their realtors.

Do what you say you will do; follow through on commitments.

Finish what you start; never leave a project or meeting unfinished.

After the Staging:

If you have a happy client, congratulations! Many designers will just walk away from the client and realtor, thinking their job is done, and that the final photos are sufficient.

However, to a real businessperson, as you aspire to be, the journey has just started.

You need to ask both your client and the listing agent to fill in the testimonial forms; if you can get them to talk in a video clip, that's even better.

However, get both types of testimonial if possible.

Give them the referral form. It should include two types of coupons: discount coupons on interior decoration for the client's new home, and a discount coupon for a friend of the client for a home staging consultation.

Given that they are happy with your service at this point, they will love to introduce your service to their friends, and a discount makes it even more interesting. It will make them look good, make their friends happy, and make you happy because of the low cost of advertisement.

It's a win-win solution.

Since most Home Staging designers do interior decoration consulting too, this is a cost-efficient way to promote your service. They saw your work, they loved it and they trust you; it will be easy for them to choose your service if they have the need at any time.

Thank your client with a "thank you card," or a small gift they may need for their new home.

Take photos or a video clip with your happy client and the realtor inside the beautifully staged home. It's a very valuable asset to your business.

Get their written permission to use them in the photos and video.

Ask the listing agent if you can have all the business cards other realtors left at showing. Collect all of them, add their contact information to your contact list, and then email them.

Ask if they like what they saw at this home, and ask their opinion regarding the selling price and length of time it took to sell. They may contact you for their future business needs.

This is a very good approach with these agents. Because they visited the home, they know your work, and because it has been a successful sale, they would surely want the same results for their own listings. This step is easy to do, costs nothing and may provide dozens of agents ready to do business with you!

Put a "Designed By (Your Company)" sign in front of the house. I learned this from the more successful realtors; they say the SOLD sign is the best advertisement.

If your company sign can be placed beside the SOLD sign, that could be tremendously powerful. It will catch the attention of the neighbors in the area who are selling their house, or planning to sell their house.

However, ensure that you ask the client and realtor before you do so; not everyone wants to reveal their success secret. In addition, the buyers may feel that something is being hidden by staging, and change their mind.

Work with the Neighbors

You need to send out postcards or door hangers saying something like "I just staged your neighbor's home, and it sold" to those homes still on the market. This is a powerful marketing tool. It's also easy and efficient.

These are the people who would be jealous of their neighbor's wonderful sale. They are the ones who would be eager to find a way to make their property more appealing to the buyers and they are the ones ready to go. Do you see how easy and powerful this will be?

Check out the realtors that are listing neighboring properties; collect their email addresses, then email or call them and tell them that you can offer the same quality service to their listing.

Usually, the decision making power is in the hands of sellers but, sometimes, the listing realtors are very influential people and they can be very helpful to you with selling your service.

Even better, sometimes they will pay the staging fee for their clients, just to make the property sell faster. In addition, you have a few more contacts to add to your list, and always remember that is the best asset of your business.

Write an article about your success story, together with rough location information, the listing agent, how many days it took to sell it and what percentage of the asking price was received. Include before and after photos, as well as some testimonials from clients and realtors. This article is very important; you will use it in many ways.

Write it in a natural manner. Do not boast, but show how you helped people reach their life goal by solving their problems; establish yourself and your company as a problem solver and industry expert.

The Every Week List

Public Relations: Write articles for newspapers, web sites, your blog and small advertisements.

Send emails to realtors and to clients about your PR efforts.

Perform realtor office presentations weekly or, at least, monthly.

Use direct mail marketing for "For Sale" homes.

Connect with realtors in your region.

Understanding the List

PR: You have already published a few articles in the newspaper, on related web sites, on your own web site; everywhere that people can see them.

Now, you have material for a new article about your recent success. Pick the best one, send it to the newspaper, publish it on your web site and send it to all other media outlets you have been using.

Always include the best before and after photos of that project, no matter where you post or publish. A quality picture says much more than words, and is more eye-catching and interesting.

EMAIL: Email the story to realtors, your clients, potential customers, etc. Include everyone in your contact list. Include the full testimonial and before and after photos (only the best). If you don't have enough projects to do this every week initially, you can do it every month to start with.

PRESENTATIONS: Call up real estate offices and make appointments to give them a home staging presentation. Bring your presentation and your laptop.

Don't call it home staging presentation, though; call it something like:

- "How to increase your sales"
- "How to increase your revenue", or
- "How to sell your listing faster".

These titles focus on the benefits they will receive.

Don't bore them.

They are very busy; bring a party pizza for them to enjoy while listening to your presentation so they save their lunchtime. They will appreciate your consideration.

You should do this kind of presentation often when you start to let as many agents as possible get to know you. After you go through every office, you can do it on a monthly or even on a quarterly basis, just to refresh their memory or to promote your new services and promotions.

DIRECT MAIL: You should start mailing the direct mail postcards to those "For Sale" listings in your target neighborhoods.

The mailing should be done on a weekly basis, to get the best results.

I prefer to use three sequential postcards, instead of just one.

CONNECT: Contact and set up meetings with realtors in your targeted region. Have lunch with them, show them your portfolio and build up personal connections with them.

Get to know them, and get to know their needs; offer them your help.

You need to have a handful of good realtors with which to work. I have built these types of relationships with the realtors I regularly use and they recommend my service to their clients.

Once they get to know you, trust you, feel comfortable working with you and, most important, see the benefit of working with you, they will remain constant.

Set a goal to meet these agents up to three times per week; you may not be able to build up good relationship with every agent, but you need to know the people from which you can choose.

All these activities must be done on a weekly basis, so schedule the time into your busy calendar.

Usually, I do them on Monday. Therefore, I get a whole week worry-free, knowing that the work that needs to be done has been completed.

The Every Month List

Post "The best sale of the month" on your web site, email it to realtors, clients and web site subscribers.

Email decoration tips to clients and subscribers on your list.

Provide free seminars/salon/groups on home staging and decoration.

Update your free online ads or notices on Craigslist.com, Kijiji.com, Google Groups, Yahoo! Groups and Google AdWords.

Network with realtors and listing agents in your contact list.

Understanding the List

"THE BEST SALE OF THE MONTH": Pick the best project you have done in the past month and post it on your web site.

Include:

- The general location
- The listing agent (they will be very happy be listed!)
- The number of days it took to sell
- The asking price
- The sale price
- The testimonials from the client and realtor, and
- The before and after photos.

The best placement for this is on the home page of your web site, but you don't have to put all the info there; put a link that the visitor can click to view more details such as testimonials and photos.

Email this to the realtors, your clients and web site subscribers as the monthly newsletter.

EMAIL TIPS: For those people who subscribed to your newsletter and for your clients, you should add more useful and practical information, rather than just sales information. Include décor tips, shopping tips for the month and general design tips.

They will appreciate your input and advice, and view you as an expert.

FREE SEMINARS: Give free seminars about home staging or interior decoration to your targeted community and neighborhood. This can be held in a library, a rented conference room or even in your basement; these are all very inexpensive.

Again, collect the attendees contact info and send out your business cards. Make sure your seminar is interesting and beneficial, and sell your service at the same time.

You can encourage attendees to bring the photos of their homes, and you give advice on the site in terms of staging it for better presentation or decorating it for better living.

UPDATE, UPDATE, UPDATE: Remember to update your free online ads and notices, in Kijiji.com, Craigslist.com, etc. Watch the rank of your web site on the search pages and decide whether to increase or reduce your AdWords cost.

NETWORK: Meet up with the realtors you have built a relationship with, talk to them on a regular basis and exchange information about the industry.

The Every Year List

Hold a yearly contest, "Best Sale of this Year with Staging" and give a prize to the clients and realtor involved in that project.

Attend realtors' gatherings.

Send out holiday greeting cards.

Understanding the List

ANNUAL CONTEST: There is something very exciting you can do to both reinforce your relationship with realtors and your clients and to catch the media's attention at the end of the year.

Hold a yearly contest for "The Most Beautiful Home" which has been sold using your staging services.

Start by selecting what you feel is the "Best Sale in this Month" from the projects you handle each month.

Then, pick the top three or five from your list of the twelve and arrange for the realtor and clients to attend a realtors' year-end function where you will select the outright Winner. The number of semi-finalists is not important. The presentation of the Award with a significant prize will generate great publicity for your business.

Contact the realtor and the client to tell them they won your contest. The prize could be a gift card, a piece of furniture, a travel package or anything surprising and attractive. They will be very happy.

Take photos with them, group by group, and send it with the story and contest results to the newspaper, your web site and all the media outlets you have been using.

It would be best if you can do this at the biggest year-end meeting with realtors and media in your area.

ATTEND A GATHERING: Join your local real estate offices' year end gathering, get to know the realtors personally by socializing with them.

If there is nothing going on, you can hold your own gathering at the end of the year to celebrate everyone's hard work and a rewarding year.

Invite the realtors you worked with as well as your clients, and ask them to bring as many friends as they like.

Find a party room to hold an interesting and lively cocktail party. Thank everyone that supported your business, announce your contest winners, talk to their friends and share your enjoyment.

Make it fun and memorable; it's better do this earlier than Christmas time, because everyone will be tied up with all kinds of events by then.

Make sure that you invite media people as well, so they can report this exciting news. This is much more powerful than writing it and sending it to them.

GREETING CARDS: I usually send greeting cards at Thanksgiving; that's the perfect time to thank your realtors and clients for their support.

Thanksgiving is perfect time to send gifts and cards. Everyone receives too many cards and gifts at Christmas, so you may not be noticed if you do the same as others do.

By now, you should have enjoyed a busy and rewarding year, established your expert status and some celebrity status too.

This is the best way to promote your business.

You want to attract customers to you, not go after them.

You want referrals. That's much better than offering discounts and begging them to come to you.

4 Building Your Success

Building your success requires passion, dedication and following several important steps.

You must:

- Attract the right clientele
- Create an "expert" image and
- Turn yourself into a celebrity (whether you feel like one or not!).

Building your success hinges on a multifaceted approach to home staging that encompasses much more than you might think.

Indicators of High-Quality Service

In order to attract the right clientele, you'll need to market high-quality services. If you want to attract high-end clients, you must be:

- The Most Expensive and
- The Best Quality Available

You don't want to get into a price battle, so you should be looking at eventually targeting the high-end market. After a year's hard work, you should know this business very well. You know how to deal with clients, how to work with pricing, and you should have built up a solid status as an expert and celebrity in your field.

Now is the time to move on to the next level: Talk to the top agents and focus on the higher-end customers.

The reason you want to target the higher-end market is because:

- They are less concerned about your price if it is perceived as being worth it
- They are less affected by economic uncertainty
- They are easier to deal with if you have a product they want, and
- You can increase your fee.

You may be afraid that you will lose customers if you increase your price, but let's look at the numbers:

If you increase your price, you will face 3 situations:

- 1) You may lose some customers but, because of the higher unit charge, you will be able to make it up, so you may break even.
- 2) Your number of customers may stay the same but, because your unit price is higher, you will still earn more.
- 3) Your number of customers may increase; then you'll certainly win big!

High-end customers usually expect more than the regular clients do; they want better service, higher-quality service and great results. You can provide additional nice touches to your business if you target higher-end customers, such as:

Giving different gifts, especially hard-to-find items. this doesn't have to be an expensive item, but should be unique and interesting

You can show more respect and understanding and give more time to each customer.

You can add extra services such as booking a chef to cook at their home at the end of the staging work to thank them for being supportive, or book an in-home massage service etc.

Reaching the Upper Level

In order to reach the upper levels of the industry, you must have a sterling reputation, provide tremendous service and more.

To do this, you should consider:

- Creating a relationship with developers and designing model homes
- Consider writing books and eBooks
- Make use of TV shows, radio talk shows and newspaper interviews – be a celebrity.

To attract high-end customers, you must move yourself up to the next level, as well. You need to build relationships with developers. Start with small ones, so you can design model homes for them. You can gain tremendous promotion if you can add a model home designed by you or your team into your portfolio. If you manage this, report it to the media, write stories about it, email it out and post it everywhere.

This can be a powerful tool and can help attract people looking for a trustworthy service, instead of a bargain. They are usually higher-end clients.

You also want to start talking to radio and TV stations; see if you can develop a talk show or program about home staging or interior decoration. You may have to go to them at the beginning but, if you can bring excellent value to the show, they will come back to you.

You or your company should be interviewed by newspapers, radio programs and TV programs. Interviews work much better than your own articles or your own reports. You are now truly becoming a celebrity, which is exactly what higher-end clients want.

Next, if you are able to write professionally, it is time to put that skill to use. Start writing your own book; talk about any part of home staging or interior decorating. Publish it as an eBook, or send it to a publisher to be printed in the traditional manner.

Sell them in bookstores; put them on your web site and so on. You can also use the books as subject matter for the radio show or TV show.

Building Relationships for Success

As mentioned, nothing is more important to your success than the relationships you form. Building great relationships is essential; without them, your business will fail.

What relationships should you form, other than those with clients, prospective clients, realty offices and real estate agents?

How do you build these relationships?

You should build great relationships with:

- 1) Furniture stores
- 2) Contractors
- 3) Realtors by referring clients to them
- 4) Investors.

As your business grows, you want to build strong relationships with any and every person or company with which you do business. This also includes your preferred vendors such as contractors, furniture store managers/owners, real estate investors and, of course, realtors.

Because you recommend contractors to your clients, they should offer great service, with quality that won't hurt your professional reputation. You may take a referral fee from them if you wish.

In addition, I recommend realtors to my clients. Because I have been working with over 200 realtors, and talking to thousands more every month, I know them much better than the public. Smart people can figure this out.

When you talk to your clients, you can ask if they want your recommendation on realtors.

Some of them will actually ask you because they know you work with agents all the time (an interesting note, home stagers are the only people who work so closely with realtors, because staging is the only business that helps them sell their listings).

If you recommend the realtor, you may take a referral fee as well; there are regulations that limit how much realtors can give out as referral fees, this cost is usually assigned as a marketing cost for each project.

However, some realtors are willing to give more from their own pocket without hurting the broker's interests.

Talk to each realtor, find out which ones are exceptionally good at what they do and are willing to work with you, as well.

The worst thing you can do is to recommend someone just to get the referral fee; it will hurt you in the end. You want to recommend only the very best that fit your clients' needs.

Working with investors can be a good approach as well. Actually, some stagers only work with investors, just as some realtors do. They are repeat customers, which can save you a lot of marketing costs, and they are willing to

invest in anything that can bring their project a greater return on their investment.

You will find investors that call you from time to time for actual work. Write down their contact info, save it and stay in contact with them.

Ask if their friends need your help, as well. Build your relationship with them gradually. This will not cost any marketing fees.

Some stagers pay referral fees as well, particularly to realtors. If that is what you want to do, that's fine but I, personally, don't do it because I know my work is of great value to them.

However, if you are in a market that has intense competition, you may want to give something back to your realtors to help cement your relationship.

5 Choosing Great Designers

As we all know, home staging requires a lot of work, much more than what the client sees onsite.

We need storage space, moving people, cleaning companies, cosmetic renovating specialists, onsite design assistants, customer satisfaction service people, cleanup services and a lot of marketing, bookkeeping etc.

Most of the designers I know hate moving things between their storage space and the clients' homes.

They only enjoy the staging part on the process. That's when their creativity shines through.

If you are one of them, or if you just want to run the business without doing the actual work, this chapter is for you.

Choosing Designers 101

If you don't want to be an integral part of the design process, you will need designers. Picking the right designers is an interesting process and requires that you vet each potential candidate thoroughly.

STEP 1: Go to the association membership website.

Check out all the members that work in the region or close to you. This way, you know that they are properly trained, determined to work in this field and that they need work.

Most of them are willing to drive a bit further a field for the project, but you must ensure that each project is completed on time. Finally, all designers must be easy to contact if anything should go wrong with the project.

STEP 2: Check out their work.

Some of them will have a web site with before and after photos, but some will not.

You want to talk to those who have a web site. Owning and operating a web site means they are experienced, which saves you time in training and ensures fewer mistakes in the end.

However, experienced designers could be a bit more expensive than those with less experience are.

The choice is yours.

I choose experienced designers because they make my work easier. I also negotiate with them about the price; if your marketing is good and you can send them enough projects, most of them are happy to work with you on the price of each project to create a win-win situation.

STEP 3: Send emails and call them.

Find out if they are interested in working with you as your sub-contractor. I don't like to hire people; that's costly and a lot of hassle.

The less you have to worry about, the better. Therefore, I work with them as subcontractors.

They are free to do their own jobs, too; they get their freedom, and that is an important thing to artistic people like designers, and a big reason why they are self-employed.

STEP 4: Meet only with those who are interested.

They are the ones with which you will have a better working relationship. They must have a good sense of cooperation, and their primary concern should be

directed towards the quality of the product with which their name is associated, rather than just the amount of money they can make.

STEP 5: Check out their portfolio at the meeting.

Talk to them; explain how this will work and find out what they want from this relationship.

If possible, check out their work on the site if there are any ongoing projects.

STEP 6: Sign an agreement with each of them.

You must discuss issues such as:

- 1) They cannot work for any other company, staging company or person in your region or area.
- 2) You retain all rights to the before and after photos of the projects that you might send them.
- 3) You will promote the projects in your company's name.

Don't give out their contact information to your clients or realtors. If you wish, you can print business cards for them with your company name and contact info with their name on them.

STEP 7: The best way to work with a designer:

You close the deal and set the price with the customers. This is one reason why it is important that you work in the business for a while.

You must learn how to structure the price; you need to know how much the designer would charge and then add your profit on top of that to make the final price to your client.

Then, you email the before photos to your designer and the price for him or her to do the job.

The designer will, in turn, arrange the time to do the project and pass this information back to you.

The client is informed of the timeline by you.

Usually it will be done in a week, so you can tell your client when closing the deal, that you need to get back to them to arrange the time, but it will be done in about a week.

Your designer then orders all the furniture, brings in all the props, and completes the staging by the agreed date.

You should recommend to your client that no one be at home when you are working. This allows you freedom to work, as well as preventing any interaction between the client and your subcontractors.

The same applies to the de-staging phase.

I trust my designers, and they understand how this works. If they try to cut me off, they will lose in the end.

However, it is professional and easier to work without clients on the site anyway.

STEP 8: The actual consultation with the client.

This should not be done by the designer. If this were to happen, then they would be in a position of control and this must be avoided.

They would also become aware of the amount that you charge and could easily determine your profit, which could cause problems when you next negotiate a project price with this designer.

If you truly do not want to do the consultation yourself, it is better to hire and train a salesperson. Just be aware that this will be a further drain on your profit margin.

The three things you need to be in total control of are your marketing, your profit and your spending.

STEP 9: Have more than one designer working for you.

This helps to prevent anyone taking advantage of you. Each designer should be aware that you have more than one option when choosing a designer; this sets up competition between them and will mean the best price for you.

Additionally, by having more than one designer, you can have slightly different design styles and inventory for different customers. This is an easy way to stretch your inventory and expand business without extra work.

STEP 10: Finding a salesperson to do the consultation for you.

If you want to hire a salesperson to do the consultation for you and close the deals, you have this option.

You will send the salesperson the leads you get from your marketing, and let them call the client and make an appointment for consultation.

They also can do "door knocking" for you.

They should be commission-based, but you might consider a system in which they receive a small fee for the consultation and a commission only for those deals they close.

Teach them how to structure the price and advise them of their commission percentage, based on your standard charge.

They also need to know about any discounts they can offer if they feel it is necessary to close the deal. Stipulate that their commission will be based on the amount that the client agrees to, discounted or not.

This will encourage them to close the deal at your standard rate, if they want to get full commission.

Finally, the salesperson should take before photos, and email them to you after work.

Then, you email them to your designers.

How do you determine the commission rate you give to salespeople?

You should have a specific range, but ask their financial goals first, instead of telling them your offer. Then, give them the rate that falls in between to make them full, yet still hungry.

If the commission rate is too high, they may settle for only making a few sales each month, which is contrary to your desire to grow the business.

If, on the other hand, the commission rate is too low, then they may lose motivation.

The rate must be within the range that you can afford to pay. You should be always in a position of control to motivate them.

STEP 11: What you should be doing - the marketing.

You should be:

- Taking photos
- Writing articles
- Arranging interviews
- Staying in contact with realtors and clients
- Answering phone calls and
- Collecting leads.

If you want to give away answering phone calls and taking leads to a receptionist, you can. Just arrange for her to pass the phone number to the salesperson, and take the before photos from the sales.

Keep all the contact information for yourself. You send out the postcards, contact the realtors of "For Sale" properties and so on.

They do all the filtering work for you, and you keep the best for yourself.

A Review of the Top 9 Qualities

Do you remember the 9 qualities of a successful, wealth-building business listed earlier in the book?

Now, it's time to review those 9 qualities and see how we apply them to our business:

GREAT MARKETING: The marketing we use costs almost nothing. The Internet is the cheapest marketing tool; use it smartly and efficiently. Word-of-mouth is the best marketing technique; building up your expert image will attract media to you instead of the other way round.

With respect to realtors and home sellers; realtors are the ones waving their hands for attention and they can be marketed to easily and affordably.

This can be very efficient because they may do a lot of repeat business with you in a short time.

As Donald Trump said in his Learning Annex Conference in Toronto that I attended, "Anyone can spend money and market, but it takes a genius to spend nothing and market well." That was the answer to a question asked by an 8-year-old boy, when he asked how to market with no money.

LOYAL CUSTOMERS: Repeat realtors make your work easier than home sellers do. Again, target whoever is easiest to market to, and market a lot. This will help ensure customer loyalty and repeat business.

LOW OVERHEAD: By leveraging other designers' resources, and not being limited to one person, you lower your cost and help them to use their otherwise under-used collection.

LIMITED DEBT: By using partners, instead of lenders, you eliminate the pressure of meeting your monthly loan payments. This reduces the debt load you carry and simultaneously increases your profit margin.

RECURRING REVENUES: By reducing the costs incurred through marketing efforts and ensuring that you enjoy repeat customers, you build in recurring revenues.

You can also create a "Beautiful Home Club" on your web site in which members must pay a monthly fee to receive your advice and assistance.

PAID IN ADVANCE: Collecting fees with credit cards enhances your ability to charge upfront and remain in control of your cash flow. Ensure that you receive at least 50% of the project costs upfront to help you develop the healthiest bottom line.

OPERATE WITHIN A NICHE: Hopefully, you have found your own niche by now; stick to it and try everything we taught here. When you dominate it, you can then move on into other niches.

KEEP IT SIMPLE: These systems are really all about marketing. As long as you control and dominate the market, you are the one who can make all the profit you want.

CAN BE RUN BY AVERAGE PEOPLE: You can easily find a person to run this business for you, or sell it as an exit option. Because the system has been all set up, you just need to find a person to follow it. Actually, any business owner should think about their exit strategy when they build up the business.

Example Postcards and Referral Form

This section contains an example of the Referral form which I developed and three postcards which I have used for your reference. They must not be distributed in any way.

Postcard #1 Front and Back

Warning! You won't sell your home unless you talk to us ... **zoe it**

416.786.3636
www.zoeit.com

After Before

There is an 80% chance that you won't sell your home in the present market!
But this one sold on the 1st day!
We can show you HOW - with Your home !

In the 905 suburbs sales declined 11%, only about 20% home sold in July, according to Toronto Real Estate Board,

Area	Active	Sales	Avg Price	% S-A
N01	123	34	\$596,489	27.6
N03	314	63	\$635,001	20.1
N10	185	42	\$498,107	22.7
N11	559	125	\$547,438	22.4
C14	178	29	\$833,386	16.3

Is there any way you can beat your competitors?
Yes! We have the solution for you!

Check out our website for:

- Top Ten reasons that You Should Professionally Stage Your Home
- How we can solve 8 major home sellers' problems
- More "before" and "after" photos
- Success Stories

www.zoeit.com **416.786.3636**

zoe it stamp

123 Street
Toronto, ON, M1M3J3

CALL NOW to book a HomeStaging Consultation, or we will help your competitors!

Decorate your home to sell faster and for top dollar!

Postcard #2 Front and Back

Warning! You won't sell your home unless you talk to us ... **zoe it**

416.786.3636
www.zoeit.com



There is an 80% chance that you won't sell your home in the present market!
But this one sold in 2 weeks!
We can show you HOW - with Your home !

I can't hardly believe I haven't heard from you!
But you've probably been super busy, that is why you need our help!

We can manage your projects from start to finish, so you can be relieved, relaxed, and be able to sleep tight at night.
You will have the satisfaction of knowing you have done absolutely everything possible to affect a quick sale of your most valuable commodity and for top dollar!

And I also have to tell you this:

The longer your home is on the market, the lower the price will be.

Homes that sold after four weeks on the market sold for 6% less than ones within the first four weeks! Don't be in a position where you have to lower your price. Have your house staged first!

zoe it

You better HURRY! we will only perform simultaneous staging in one neighborhood. This is to ensure our clients have the best competitive edge - Its our policy.

CALL NOW to book a HomeStaging Consultation, or we will help your competitors!

Decorate your home to sell faster and for top dollar!

www.zoeit.com 416.786.3636

Postcard #3 Front and Back

Warning! You won't sell your home unless you talk to us ... **zoe it**

416.786.3636
www.zoeit.com

After Before

There is an 80% chance that you won't sell your home in the present market!
But this one sold on the 2nd day! - It had stayed on the market for 3 months with no offer before we Staged it.
We can show you HOW - with Your home !

You can't afford NOT to Stage your home! **zoe it**

I've dropped off 2 postcards for you telling you how to sell your home faster in this slow market.

I'm truly saddened that your home is STILL on the market, and I haven't heard from you. In fact, I'm shocked.

Right now the number of homes for sale on the market is at a record high. Competition is stiff and buyers have very high expectations. Leaving your house in "as is" condition will help sell the competition.

The cost of staging doesn't cost a dime!

An investment in Home Staging is much less than your first price reduction! It's the best investment you can make to secure your equity. You simply can't afford NOT to Stage your home.

P.S. If You Keep Doing the Same Thing, You'll Keep Getting the Same Result.

CALL NOW to book a HomeStaging Consultation, or we will help your competitors!

Decorate your home to sell faster and for top dollar!

www.zoeit.com 416.786.3636

Referral Postcard Front and Back

Warning! You won't sell your home unless you talk to us ...

zoe it

416.786.3636
www.zoeit.com

After

Before

There is an 80% chance that you won't sell your home in the present market!
But this one sold on the 1st day!
We can show you HOW - with Your home !

Your neighbor's house just SOLD -- after we Staged it!

If you know anyone who can benefit from our service, please send them this card!

Check out our website for:

- . Top Ten reasons that You Should Professionally Stage Your Home
- . How we can solve 8 major home sellers' problems
- . More "before" and "after" photos
- . Success Stories

www.zoeit.com 416.786.3636

zoe it

You can't afford NOT to Stage your home.

An investment in Home Staging is much less than your first price reduction! It's the best investment you can make to secure your equity.

Have your house staged first!

Homes that sold after four weeks on the market sold for 6% less than ones within the first four weeks!
Don't be in a position where you have to lower your price!

CALL NOW to book a HomeStaging Consultation, or we will help your competitors!

Decorate your home to sell faster and for top dollar!

Thankyou Postcard Front and Back



Thank you for your business!

zoe **it**

www.zoeit.com 416.786.3636

*Decorate your home to sell faster
and for top dollar!*

Referral Form

Coupons for you!

Name _____;

Address: _____

We have a great way to treat your friends as well as yourself!

Just give the coupons below to two friends who will sell their home soon. Each coupon entitles them to a \$68-off Consultation.

And there is more. Once a coupon is used by a new client, we'll give you a half-price Decoration Consultation for your new home. So, if both coupons are used, you will get a FREE Decoration Consultation.

It's our way of thanking you for introducing your fellow home sellers to all the service ZOEIT has to offer. We know we can help them to move on with their life just like we helped you. ZOEIT is always ready to make everyone's sell experience a pleasure.

The attached coupons, which can only be used by someone other than yourself, are good for 2 months. And your offer is good anytime you are ready to move in your new home!

If you have no-one to introduce, we will still give you a \$50.00 off Decoration Coupon, for you to use in your new home design. This is our way of thanking you for your business with ZOEIT!

So, tear off the coupons now and give them away.

Of course, you've now come to the only problem with this offer: who are you going to give them to? Have fun deciding!

Name & Phone

- 1. _____
- 2. _____
- 3. _____

Detach coupons here and give them to two friends.

To redeem, present this coupon at consultation for \$68.00 off. ↵
↵
Exclusively for the friends of ↵
_____ ↵
USED BY: ↵
Name (please print) _____ ¶
Address _____ ↵
↵
Redeem before _____; *Only* one coupon per property. No coupon facsimiles accepted. ¶
www.zoeit.com ¶
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ¶

To redeem, present this coupon at consultation for \$68.00 off. ↵
↵
Exclusively for the friends of ↵
_____ ↵
USED BY: ↵
Name (please print) _____ ¶
Address _____ ↵
↵
Redeem before _____; *Only* one coupon per property. No coupon facsimiles accepted. ¶
www.zoeit.com ¶
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ¶



This one is for YOU

Thank you very, very much!

Zoe Zhao

Conclusion

Home staging is a tremendous option, especially if you have a longing to design.

However, it can also be an excellent option for those who want to run their own business, yet have no interest or talent in the design area.

If you follow the clear-cut, simple rules laid out in this eBook, you will be able to begin, develop and grow your home staging business, no matter where you want to be in the business.

Home staging is a tremendous tool for real estate agencies and individual agents; you can make a fantastic living by helping these professionals.

Of course, a home staging business can easily lead to other avenues involving design, simply because quality interior designers and even exterior designers are in such high demand.

Follow this guide and find your path to success!

Zoe Zhao

[Another eBookWholesaler Publication](#)