



Home Staging Report

U
ULTIMATE
ACADEMY

2023

Ideal Qualities of a Home Stager

1

You love being creative - you have a flair for colours, decorating and design

Perhaps you have decorated your friends' and family's homes for years - for free. Now, you can use those talents and **earn money** doing it!



2

You are a "people person" - you enjoy interacting with others

So much of being a home stager is developing relationships with individual clients and realtors.

People move for many different reasons and your ability to help **everyone** meet the objective of selling their home for top dollar is key.

3

You want a flexible work schedule. Whether part-time or full-time, you welcome the *unlimited* income opportunities

You can work alone as an entrepreneur (either part-time or full-time) or build a team comprised of yourself and other USC™ Stagers - every option is available to you!

4

You love the idea of owning your own business - you crave the independence of being your own boss

Perhaps you have worked for other people your entire adult life - it's time to create something just for you.

If this doesn't *describe you* - if you do not want to own your own business - that is ok too! There are different options available such as collaborating with other USC™ stagers, working as teams, or working for staging companies.

6

You are customer-service oriented - you are a good listener and care about your client's experience

Providing your clients with a stress-free and seamless experience is important to you. You deliver your message with personality, enthusiasm and confidence and clients will want to work with you, resulting in sustainable relationships and long-term success.

5

You are genuine and sincere about the passion you bring to your career - you relish the idea of connecting with other professionals, as well as homeowners

Clients will be drawn to your authenticity - when you love what you do, it shows. Genuine interactions create sustainable relationships with every client - from homeowners to builders and realtors.

7

You are hardworking - you take pride in everything you do!

Working hard benefits everyone around you - your efforts will create great results and client satisfaction.

This will lead to referrals, which will enable your business to thrive and grow.

8

You love taking on new challenges – you embrace the idea of tapping into your creativity, finding solutions for each challenge

Every home-for-sale is a blank slate, just waiting for your decorative touch!

10

You are tactful and gracious – diplomacy comes easily to you

These qualities are beneficial as you will be working with a team of people – from your clients, such as agents and homeowners, to colleagues, to a variety of vendors and retailers.

9

Your talents are varied – you embrace the idea of diversifying your services

USC™ Stagers have the option to offer a full menu of services in addition to Home Staging such as Professional Organizing (moving, downsizing and decluttering packages) and Decorating & Redesign (full-service transformations and consultations).

USC™ Stagers can also offer Feng Shui services that bring in positive energy, expanding the market opportunities for the home.

Your diversified services will enable you to upsell and provide multiple services to one client!





WHY HOME STAGING WORKS

Most buyers have difficulty envisioning themselves using the space differently than presented

That's why USC™ Stagers show a home-for-sale with the function of each room clearly emphasized.

Home staging is marketing – USC™ Stagers learn how to present a home *well* – to attract the right buyer and to achieve an optimum sale.

390%

RETURN ON A HOME SELLER'S INVESTMENT

73%

LESS TIME ON THE MARKET THAN AN UN-STAGED HOME

86%

OF POTENTIAL BUYERS FIND IT EASIER TO VISUALIZE THEMSELVES IN A STAGED HOME

<https://www.thezebra.com/>

Many home purchases are based on emotions – buyers must like what they see and *feel* immediately

As a USC™ Stager, you are appealing to a buyer's head and heart.

Home staging creates a positive first impression that creates mass appeal – most buyers decide whether they like a home within the first *six feet* of entering it!

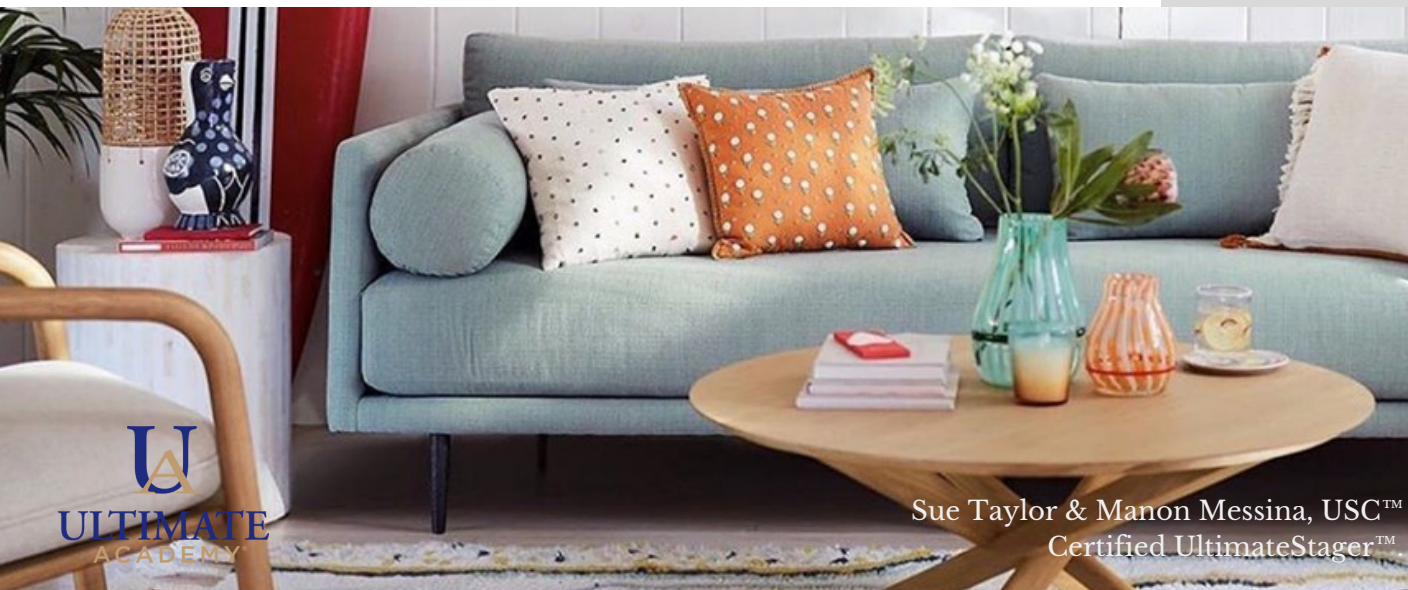
As professional stagers, we understand the psychology of buyers. We know what today's buyers are looking for.

Home staging facilitates in selling a property faster and for top dollar – staging can yield a *390% return* on a home seller's investment

USC™ Stagers create welcoming and appealing spaces for buyers to fall in love with, through proper furniture placements, the right colours, décor, wall art and lighting.

Staging creates a positive first impression for buyers – home stagers use specific techniques to show a home's potential and ultimately increase its value

The objective of staging is to highlight a property's best features and minimize any negatives.



The Ideal Real Estate Market for Home Staging

Every real estate market is the ideal market for home staging!

- When the market is hot, there are many homes that require your home staging services. A professionally staged home will highlight the features and benefits of any space and stand out in a competitive market.
- When the market is cooler, even though there are not as many homes for sale, the need for home staging services is greater as homeowners are even more motivated to make a larger investment in home staging to achieve that optimum selling price.
- In any market, professional staging services is a compelling way to persuade buyers to act!

The Common Misconceptions of Home Staging

Myth: You need to have a background in sales

Fact: Most of our Students have no sales experience. Through our comprehensive business, sales and marketing training, you will master the concept of self-promotion and confidence!

Myth: Most home buyers can visualize the potential of un-staged homes

Fact: Only 10% of buyers can visualize the potential of an un-staged home.

Myth: You need to be aggressive when talking to potential clients to secure their business

Fact: Our proven method for attaining clients works. Using our marketing system, rather than aggressive sales techniques, leads to success as a USC™ Stager.

- Studies have shown that when a consistent, professional marketing system is used, results are significantly increased.
- Using our marketing scripts – in emails sent out to homeowners and real estate agents to introduce your business and services, as talking points when you are networking, or as content for your social media, website, etc., – will enable you to build trust and credibility with the clientele you would like to work with.
- The key is to learn how to speak about your services confidently – how to share the merits of home staging – how to showcase the features and benefits of yourself and your staging company – how to introduce your services to your own community – in a way that is comfortable yet successful.

Myth: Home Staging is the same as decorating

Fact: A decorated home appeals to a homeowner's lifestyle and personal taste.

- USC™ Stagers transform and style properties for sale, to create mass appeal to potential buyers.

Myth: Anyone can stage a home

Fact: Professional staging is part art, part science and a whole lot of passion. The USC™ Staging System is a proven system that will transform any home to look its best.

Myth: Home staging costs too much money

Fact: Staging is an investment – U.S. research shows that on average, there is a 390% return on a home staging investment.

Myth: Home staging is only for vacant properties

Fact: Professional home staging works to sell all kinds of properties – optimizing furniture placement will enhance the layout of a room, maximize space, and highlight each room's potential. This creates good traffic flow which equates to good energy that the buyer will feel!

Myth: Home stagers require a huge inventory of furniture and accessories

Fact: Your success as a USC™ Stager does not require an investment in big ticket items – you can rent everything you need, using our world-class 63-page Vendor List.

The Key Techniques USC™ Certified UltimateStagers™ Use

SKILLS



1. USC™ Stagers *edit, depersonalize, and de-clutter* a client's home

Editing a home helps the potential buyer to envision the space as it is meant to be.

Depersonalizing a property encourages buyers to see *themselves* living within it.

Decluttering a home-for-sale presents ample storage space and allows the home's natural features to be highlighted or minimized.

2. USC™ Stagers present every home in its best light.

By marketing a home for potential buyers, home stagers ultimately increase its property value.

SKILLS

3. USC™ Stagers apply *colour theory* and utilize *furniture placement* to highlight a home's positive features and minimize its negative ones.

Professional home staging is all about understanding the psychology of buyers



THE DIFFERENCE OF USC™ STAGERS

USC™ Stagers offer a customized solution for every home.

Each property is unique – we examine each home to determine what it will require to look its best, so that it will sell for the *most*.

This is opposed to our competitors who offer a “cookie cutter” approach to home staging – a “one-size-fits-all” approach – where every home receives the same look and the same accessories.



At Ultimate Academy®, we use a unique business model that is based on the concept of renting in two ways:

RENT OUT ACCESSORIES

You rent out your beautiful accessories to homeowners – earning you additional income. Easy to purchase – easy to store.

Clients love these beautiful accessories – this is a great way to differentiate yourself in the market with your unique selection of accessories!

RENT OUT FURNITURE

No need to output funds, purchase furniture or have a basement full of furniture, as we work on a rental basis.

Our Vendor List provides you with access to millions of dollars' worth of furniture and accessories – available whenever you need it.

We provide our incredible 63-page International Vendor List that is unique in the industry.

With this Vendor List, you will receive exclusive access to the best vendors across North America, as well as preferred pricing as a USC™ Stager.

USC™ Stagers can diversify their services – meeting the needs of every client, in every situation.

There are amazing synergies between the courses offered at Ultimate Academy®.

For example, by becoming a UCPO™ Certified Ultimate Professional Organizer™, you can offer decluttering and downsizing services in conjunction with your home staging services – this makes you unique in the industry.

UCPO™ Professional Organizers provide decluttering and organizing services, as well as moving and downsizing packages.

As a UCPO™ Organizer, you can facilitate the entire move – assisting in decluttering, packing, organizing, and booking vendors, as well as unpacking and organizing in the client's new home. Imagine the peace-of-mind that offers your client!



Staging a home transforms it – clients are amazed at how their space looks.

Why not showcase your decorating skills in their new home? As a UDRC™ Certified Ultimate Decorator & ReDesigner™, you can!

You will be able to transform any room into 1 of 14 different Interior Design styles such as Industrial, Contemporary, Traditional, Transitional and Rustic, just to name a few.

As a UDRC™ Decorator & ReDesigner™, you can make their new home a true home – by decorating it according to their personal tastes and lifestyle and by transforming it into a space that looks and feels like home.

Window treatments, furniture, accessories colour choices – the possibilities are endless when creating a space that echoes their vision. As a UDRC™ Decorator & ReDesigner™, you will be able to supply your clients with beautiful furniture and accessories from top vendors.

Appealing to *broader markets*, makes you unique in the industry. Incorporating the concepts of Feng Shui into your USC™ Staging services, ensures you stand out.

UFSC™ Certified Ultimate Feng Shui Specialists™ use specific techniques to promote positive energy. Not only does this impact the current home's environment, but it once again, showcases your ability to transform the client's new home.



UFSC™ Specialists ensure each area of the home has positive energy. The new home's environment will be balanced and harmonious.



By offering package deals for your clients, you gain a competitive advantage over other home stagers.



As industry leaders, Ultimate Academy® is on the forefront of tomorrow's trends.



Since our inception, we have been innovators in training home stagers that can offer a full menu of services. We believe that is the future of this industry.



Dynamic home stagers utilize a full spectrum of skills - professional Home Staging, Organizing, Decorating & ReDesign, as well as Feng Shui services.



Whether you would like to offer multiple services or focus solely on home staging, there are opportunities for success for both options. The choice is yours!



The USC™ Certified UltimateStager™ Seal



The USC™ Certified UltimateStager™ seal is awarded to all graduates of the Home Staging program.

Our USC™ designation is a globally recognized certification.

This certification verifies your professionalism in the industry and provides you with exceptional home staging credibility.

Displaying the USC™ certification reflects that you have been expertly trained and operate under a Code of Conduct reflecting the highest ethical standards, while exhibiting honesty, integrity and professionalism.

Graduates can display the official seal as a USC™ Certified UltimateStager™ on all their documents including their website, business cards and social media.

The Latest Trends in Home Staging



Home staging is in demand - according to CareerBuilder, of the top 7 jobs poised for continued growth, Home Staging is number 1!

Staging multi-functional spaces, such as a home office in a bedroom or an exercise room in a basement, allow the potential buyer to see the true potential of a home.

The environment is a priority for many buyers – highlighting green features and utilizing environmentally friendly methods and materials, helps to create a sustainable home.

Eco-friendly USC™ Stagers incorporate natural fabrics and materials such as cotton, jute, seagrass, and bamboo.

Home Staging is the go-to marketing strategy for selling homes. Originating over 30 years ago, it has become a key component of selling real estate and in many areas of North America, the majority of homes for sale are professionally staged.

- As an *essential service* in the real estate industry, many agents offer home staging as part of their real estate service.
- In a 2021 survey of 4,600 properties, homes that were staged sold approximately 9 days faster than the average Days On Market, and 73% sold over list price.



Minimalism is not only a popular aesthetic, but it also allows for an unobstructed view of the home's interior.

Bringing nature indoors – USC™
Stagers know the importance of incorporating greenery.

Plants provide cleaner air as well as mood enhancement.

YOU HAVE A LOT TO OFFER!



Wherever your starting point is, success is within your grasp!

Worried you don't have any related experience or natural talent? That's ok – your desire to help people – to do something different- are all you need.

Many of our Graduates Have:

1. Recently immigrated
2. Worked in an unrelated field
3. Taken an extended break from the workforce

4. Experience in customer service

7. Social and caring qualities

5. Talents that are suited to social media

8. A passion for decorating

6. The ability to speak more than one language

9. A desire to do something for themselves with unlimited earning potential

Your personal and professional experiences make you unique – leverage your invaluable knowledge, skillsets, and experience - and use them to start your new career as a USC™ Stager!



Over the past 13 years, the **USC™** **Staging System** has been used by thousands of graduates of Ultimate Academy®, proving it to be a leading Staging System across North America.

Become a **USC™** **Stager** and leverage this proven model – start your business with a competitive edge!

THE USC™ STAGING SYSTEM EFFECT

Used by thousands of USC™ Stagers, in thousands of homes across North America, **this system has helped generate millions of dollars' worth of revenue for homeowners.** Each time a client sells their home for \$20,000, \$50,000 or \$100,000 more, our home staging services have played a vital role and our system's value increases exponentially. Proving once again, that our system provides you with an advantage.



Many of our graduates have experienced tremendous success.

From coast-to-coast, they continue to build prosperous companies – thriving careers – using the full-spectrum of courses available at Ultimate Academy®. Entrepreneurial or team-based, part-time or full-time, our graduates' businesses are built to flourish!

If you are ready to start your new career and pursue a lifelong dream, reach out to us today and speak to one of our friendly course advisors.



**We look forward to helping
you turn your passion into
your career!**



**Want to Learn More
About a Career in Home
Staging?**

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