

100+ Home Staging & Redesign Resource Forms Index

**Denotes a new form

Name of Form

Example Letterhead for Electronic Forms
Blank Example Training Calendar

Target Market & Area of Usage

General Business
General Business

Training Information About the Form

See video about headers in Week 1>Staging Forms
Set training goals>HSR Example Calendar in Week One

Home Staging Forms

Sales Emails and Letters

Marketing Contacts Spreadsheet
Home Staging Quick Pitches

Contact Management
Verbal Sales
Realtor Sales and Contact
Progression

Week 2>Identifying Heavy Hitters
Training Manual>First Fifty Marketing Guide #10

Realtor Occupied Intro Email 1
Realtor Occupied Intro Email 2
Realtor Occupied Intro Email 3
Realtor Vacant Listing Intro Email
Realtor Example Letter on Stationary
Home Seller Letter
Home Seller Neighbor Letter

"
"
"
"
"
Home Seller Sales and Contact
"

Week 2>Wave Marketing Section
"
"
"
"
Week 2>Direct Mail Section
"

Sales Handouts - Pick Your Favorites!

Top Dollar Guide or Seller's Essentials
Merchandising Your Space
Three Keys to Selling Your Home
**Top Ten Reasons to Stage
Let's Talk Buyers
Why You Made a Great Decision to Stage
**Home Buyer's Red Flag Checklist
**Realtor Staging Cheat Sheet

Home Seller - Handout or Download
"
"
"
"
"
"
"

Week 3>HSR Guide to Success
Design Modules
HSR Library>Educating Clients>Understanding Buyers
n/a
HSR Library>Educating Clients>Understanding Buyers
HSR Library>Educating Clients>Understanding Buyers
Week2>Facebook Ads Done Right
Week2>Facebook Ads Done Right

25 Real Estate Mistakes	"	n/a
Example Brochure to Customize	"	In Microsoft Publisher
Vacant Staging Sales Sheet	Vacant Home Seller - Handout	Week 2>Vacant Home Staging
Realtor Staging Partner Plan	Realtor - Handout or Download	Week 3>Realtor Partnerships
Top 5 Reasons to Use a Home Stager	Realtor - Handout or Download	Week 3>Realtor Partnerships
Email for Realtors who Will Pay for Consultation	Realtor - Email to their clients	Week 3>Realtor Partnerships
Realtor Sales Powerpoint Presentations		
**Vacant Home Presentation	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
**Top Ten Reasons to Use a Home Stager	Realtor/Seller Powerpoint	Week 2>Realtor Office Presentations
Top Ten Reasons to Incorporate Staging - 30min	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
Home Staging 101 - 45min	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
**Top Ten Reasons to Stage Your Listings	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
Staging Price Sheets & Proposals for Occupied Homes		
Simple Pricing Model - Proposal Consultation	Price Sheet	Week 1>Pricing and Service Guide
Simple Pricing Model - Work/Report Consultation	Price Sheet	Week 1>Pricing and Service Guide
HSR Recommended Creative Price Model	Price Sheet	Week3>>Overview Video
Proposal for Work - Simple Pricing Model	Proposal for Client	Week 1>Pricing and Service Guide
Decision Tree for HSR Packaged Proposals	Deciding on a Proposal	Week 3>HSR Guide to Success
HSR Recommended - Packaged Pricing	Recommended Price Model	Week 3>HSR Guide to Success
HSR Recommended - Packaged Pricing for Website	Price Model for Website	Week 3>HSR Guide to Success
Proposal for Work - HSR Packaged Pricing	Proposal for Client	Week 3>HSR Guide to Success
Hourly Timesheet - Project Pricing	Working Notes Pricing	Week 1>Pricing and Service Guide
Example Realtor Partner Packages	Realtor Example Price Model	Week 3>Realtor Partnerships
Staging Consultation Forms		
Realtor Pre-Appointment Order Sheet	Realtor Phone Order Sheet	Training Manual>First Fifty #29 & Consultation Guide
Seller Pre-Appointment Order Sheet	Seller Phone Order Sheet	Training Manual>First Fifty #29 & Consultation Guide

Extra Agent Questions Sheet
 Pre-Appointment Research Sheet
 Quick Consultation Checklist
 Example Accessories to Bring List
 Staging Toolbox List
 The Process and Plan
 Three Phases of Home Staging
 Staging for Optimum Results
 FEEL HOME Staging Process - 8-steps in every room
 First Impressions Questionnaire

Realtor Extra Questions
 Researching the Home
 Consultation Preparation
 Consultation Preparation
 Consultation Preparation
 Reference
 Educational Handout
 Educational Handout
 Educational Handout
 Seller Walk Through Questions

Consultation Guide
 Week 1>Consultation Guide Video
 Training Manual>Consultation Guide
 Consultation Guide
 Consultation Guide
 Training Manual>HSR Guide to Success
 Training Manual>HSR Guide to Success
 Week 3>HSR Guide to Success
 Training Manual>HSR Guide to Success
 Training Manual>HSR Guide to Success

Staging Agreements - Please consult with attorney as these are strictly examples!

All Inclusive Staging Agreement
 Simple Agreement
 Complex Agreement
 Example Accessory Rental Agreement
 Liability Waiver for Possessions
 Photo Release Form

Agreement
 Agreement
 Agreement
 Agreement
 Agreement
 Agreement

Week 2>>Vacant Staging
 Consultation Guide
 Consultation Guide
 Vacant Staging Guide
 Consultation Guide
 Consultation Guide

Post Consultation Handouts

Home Preparation Plan (Sellers "To Do" List)
 Recommended Vendor List (stand alone)
 Customer Feedback Form Example 1
 Customer Feedback Form Example 2
 Open House Checklist
 Closet Checklist
 Three Steps to "Less is More" and Loving What You Have!
 The Hard Truth About Toys
 Staging Follow-Up Thank You Email

Seller Home Prep List for Staging
 Day
 Educational Handout
 Testimonial
 Testimonial
 Educational Handout
 Educational Handout
 Educational Handout
 Educational Handout
 Redesign Up Sell Email

Week 3>HSR Guide to Success
 Training Manual>First Fifty Guide #25
 Week 2>Referrals and Testimonials

 n/a
 n/a
 Design Modules
 Design Modules
 Week 3>HSR Guide to Success

Home Staging Action Plans

HSR Staging Report - Customizable Word 26 pages	Client Action Plan	Corresponds to Staging Report Proposal
HSR Staging Report - Shortened 10 pages	Client Action Plan	Corresponds to Staging Report Proposal
Staging Report - Home Stagers Notes	Stagers Reference	Corresponds to Staging Report but has stager's notes
Quick Staging Report - Same as above but shortened	Client Action Plan	Shortened Staging Report
HSR Action Plan - Corresponds to FEEL HOME Steps	Client Action Plan	Week 3>Action Plans
General Walk Through Plan	Client Action Plan	Week 3>Action Plans
Top Ten Priority Report	Client Action Plan	Week 3>Action Plans
"Do It Yourself" Manual - Room by room	Client Action Plan	Week 3>Action Plans

Vacant Staging Forms and Pricing

Vacant Staging Sales Sheet	Sales Handout	Week 2>Vacant Home Staging
**Vacant Planning Checklist-First Steps	Checklist for Offerring Service	Week 2>Vacant Home Staging
**Vacant Home Checklist	From Taking Order to Getting Paid	Week 2>Vacant Home Staging
**Vacant Planning Worksheet	Easy Furnishing Checklist	Week 2>Vacant Home Staging
HSR Recommended Vacant Pricing & Process	Price Sheet	Week 2>Vacant Home Staging
HSR Recommended Vacant Proposal-Client Pays Rental	Proposal for Client	
**Vacant Proposal – You pay Rental	Proposal with two options	Week 2>Vacant Home Staging
**Vacant Proposal Packages-You pay rental	Example Contract for Bundle Pricing	Week 2>Vacant Home Staging
**Vacant Contract Example – you pay rental	Example Contract for Bundle Pricing	Week 2>Vacant Home Staging
Vacant Staging Timeline and Checklist	Process and Reference	Week 2>Vacant Home Staging
Furnishings Needed to Stage a Vacant Home	Educational Handout	Week 2>Vacant Home Staging
Inventory Guide	Excel Spreadsheet for Accessories	Week 2>Vacant Home Staging
Furniture Cutouts	Reference Tools	Week 2>Vacant Home Staging
Office Furniture Cutouts	Reference Tools	Week 2>Vacant Home Staging
Graph Paper	Reference Tools	Week 2>Vacant Home Staging

Additional Staging Target Market Forms

Public Relations Forms

News Resource Directory by State	Research Reference	Week 2>Public Relations
Example PRWeb Press Release	Online Marketing	Week 2>Public Relations
Example Home Staging Press Release	Online Marketing	Week 2>Public Relations
Example "Company Launch" Press Release	Online Marketing	Week 2>Public Relations
**Example Vacant Home Sales Press Release	Online Marketing	Week 2>Public Relations

Redesign Forms

Sales Handouts

Color Meaning for Your Space	Educational Sales Handout	Design Modules - Color Module
------------------------------	---------------------------	-------------------------------

Redesign Consultation Forms

Redesign Pre-Appointment Order Sheet	Phone Order	Week 3>All About Redesign
Design Introduction Email	Email after Phone Order	Week 3>All About Redesign
Initial Lifestyle Questionnaire	Design Questionnaire	Week 3>All About Redesign
Detailed Design Questionnaire	Consultation Questionnaire	Week 3>All About Redesign
Design Proposal	Proposal	Week 3>All About Redesign
Next Steps and How I Work	Agreement	Week 3>All About Redesign
Redesign Example Agreement	Agreement	Week 3>All About Redesign
Post Consult Email with Shopping Links	Email after Consultation	Week 3>All About Redesign
FEEL HOME Process for Redesign	Educational Handout	Week 3>HSR Guide to Success
First Impression Redesign Question Sheet	Educational Handout	Week 3>HSR Guide to Success

NEW! Model Home Staging and Design

Builder Pre-Appointment Sheet Here	Phone Order	Week 3>Model Home Staging
Model Home Pricing PowerPoint Presentation	Sales Presentation	Week 3>Model Home Staging
Model Home Pricing Sheet	Proposal	Week 3>Model Home Staging
Model Home Planning Worksheet	Worksheet Planning	Week 3>Model Home Staging

NEW! Holiday Design and Decorating

Holiday Design Pre-Appointment Sheet	Phone Order	Week 3>Holiday Design Training
Holiday Design Residential Services and Pricing Example	Service and Pricing Model	Week 3>Holiday Design Training
Holiday Design FAQ's	FAQ's	Week 3>Holiday Design Training
Holiday Design Introduction Email	Intro Email	Week 3>Holiday Design Training