

HSR Certification and Training Details and Pricing



Our complete, all-inclusive, [RESA Accredited HSR Certification Program](#) offers the most advanced and comprehensive Home Staging and Redesign Training in the industry! Our training is comprised of a self-paced, online, mixed media training that uses live teleconference webinar sessions, on-demand videos, forms, step-by-step home staging training guides and visuals in order to get your business up and running quickly and professionally! **Call 1-888-563-9271 to speak to a representative!**

All-Inclusive, Advanced, RESA Accredited HSR Certification in Staging and Redesign Includes:



- ☞ **100% Online Training** - Videos, Forms, Guides, Tools, Teleconferences, Customer Support & Training Manual at your fingertips!
- ☞ First and One of the Only **RESA Accredited Training Programs!**
- ☞ **Completely Self-Paced** - Does not need to be completed in 21 days
- ☞ **No Expensive Travel** - Completely From the Comfort of Your Home
- ☞ Toll Free Number Available for Member Questions
- ☞ Instant All Access, All the Time, 24/7!



HSR Membership Has its Privileges!

- ☞ Access to the 21-day Certification Training for a year!
- ☞ [Business Directory listing](#) in the most trafficked staging directory on the Internet* so you get calls right away!
- ☞ Access to ongoing training additions, advanced training, discounts and tools!

We Connect You for Ongoing Growth, Development and Support:



Live Teleconference Webinars at the Click of a Button

Teleconference, webinar training on a weekly basis with Audra Slinkey, President of HSR and personal mentor to over 2000 successful stagers and redesigners! Pre-recorded sessions are also available 24/7. Members can jump in a call with others and get all their questions answered every week throughout their membership!



Exclusively Private Social Network for HSR Members Only

- ☞ Live Scheduled Chat Room, Blogs, Forums, Videos and Groups for Members to Connect, Evolve and Grow Their Businesses
- ☞ **Photo Critique** - Upload your photos for instant advice from other members!
- ☞ Membership to Stagers Connect NEVER expires



Free Membership to the American Society of Home Stagers and Redesigners

We think it's critical that you connect and mentor at the local level, so we're providing a year membership to [ASHSR!](#) Network, market, educate and impact your local area through our many local chapters.



Designer Discounts - The largest list anywhere with over 60 vendors!

- ☞ Furniture Rental and Retail Companies
- ☞ Window Covering Companies, so you can offer this easily!
- ☞ Flooring, Tile and Paint Companies
- ☞ Business service companies like BuildASign and RESA
- ☞ Furnishing and art companies like Pottery Barn, Williams Sonoma, Pier One, Kirklands, West Elm and many more...



On-Demand Staging Training Videos - Over 40 Hours and 20 Homes!

- ☞ We use mixed-media training that employs a lot of on-demand video, so that you can see what it is we are talking about.
- ☞ Join in a webinar class where we pick a home from the MLS, review the photos, follow our consultation process and stage each room.
- ☞ Every Listing Critique is recorded, so there are several Videos available
- ☞ Detailed Staging Day Videos show you exactly what was done, why we did it, how we did it and what we brought

We Provide You With the Tools and Resources You'll Need for Success:



300+ Page Training Manual

- ☞ Walks you step-by-step through each week of the training, so you have clear goals and guidelines for building your business.
- ☞ **Corresponds with Online Member's Area** - Read through the manual, use the checklists and go online for further video instruction for a complete, mixed-media training experience!
- ☞ **In Printed Hardcopy and Designed to Notate** - Members agree that the manual is something they continually access, take notes in and refer back to over the course of their business!
- ☞ Includes all of the Guides below (except the Daily Design Modules)



The Definitive Guide to Home Staging, Redesign and Color - Daily Design Modules Over the Course of the Training

- ☞ 300+ pages, photo-filled, downloadable, design lesson plans to help you refine your art and communicate what you do, so that clients understand it!
- ☞ *Principles and Elements of Great Design, Comprehensive Color Guide, Feng Shui Staging, Window Covering Resales, Room-by-Room Arranging* and more...

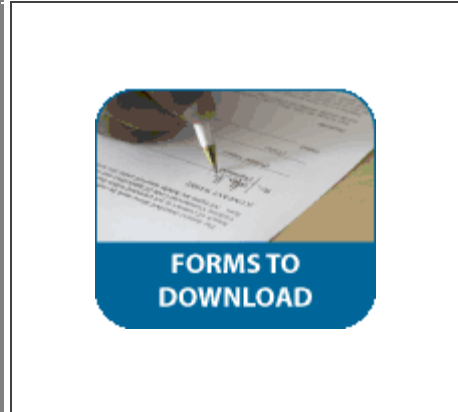
[Click for Details!](#)



HSR Planning Checklist and Calendar to Keep You On Track!

- ☞ Organized Training in Checklist Format
- ☞ Example Training Calendar, Marketing Calendar and Blank Calendars to help you set goals and complete tasks. Here is a link to our example calendar:

[Click to View Calendar](#)



Never Reinvent the Wheel!

- ☞ Over 100+ Forms in Word to easily download and customize!
- ☞ Forms for contracts, marketing, services & pricing, proposals, invoicing, Client Action Plans and much more, so you are NEVER reinventing the wheel!
- ☞ Over 100+ Headers to download and customize to brand your forms - Video

[Click for Details!](#)



Easy Action Plans and Walk Through Guides

- ☞ **We provide over four different styles of Client Action Plans!**
- ☞ Room-by-room and step-by-step, photo-filled staging/redesign checklists and action plans for you to fill out and provide to your clients.
- ☞ **40+ Page DIY Manual** - Imagine a product you can tailor and actually deliver to clients for upwards of \$300 as an additional revenue stream. This 40+page, step-by-step, photo filled plan for the "do it yourselfer" is a guide designed around our trademarked 8-step process.
- ☞ Live Training and Videos on best practices using these plans



Enticing Offers, Statistics, Articles and Materials in Word

- ☞ **Enticing Offers for Your Clients** - There is no reason for you to reinvent the wheel when we've already created reports like our "*Staging and Selling for Top Dollar Guide*" for you to download, customize with your tailored company header (see forms) and make your own!
- ☞ We also provide ongoing newsletter content, [videos](#) (for you to put on your website or email) and statistics, so you look good!



Real Estate Agent Partnership Pricing and Plans

- ☞ **10-Page Real Estate Partnership Plan** in Word that details how to incorporate your staging business easily into an agent's listing presentation
- ☞ We also provide you with our **4-Step Partner Process** that includes videos and forms as hand-outs to your agent partners.
- ☞ **Realtor PowerPoint Presentation Examples!**



Online HSR Library of Resources, Links, Photo Ideas and Videos

- ☞ **Large Real Estate Resource and Knowledge Base Training**
- ☞ **Photo Idea Galleries, Quick Fixes and Member Photo Videos**
- ☞ **Home Staging and Redesign Training Library and Links**
- ☞ **Printable "Do It Yourself" Guides and Videos to Provide Clients**
- ☞ **Member Veteran Interviews and Tales from the Trenches**

We Are Very Specific About How You Should Create, Structure, Price and Build Your Successful Business Model:



How to Start Your Staging and Redesign Business

- ☞ Video training to correspond with the "First Fifty Guide"
- ☞ Checklist Worksheet to correspond for easy organization
- ☞ **Personal Development Section** - Defining your goals, style, mission statement, business plan, "why", finances, etc...
- ☞ **Planning Section** - Business structure, plan, your team of support, practical matters, licensing and name choosing.
- ☞ **Preparing Section** - Advanced competitive research, service and offering studies, dealing with vendors, inventory, organizing, etc..



Creating a Perfect Portfolio Easily

- ☞ Where to buy your portfolio to showcase your work
- ☞ What should be included in your portfolio - We provide the forms!
- ☞ How to create gorgeous before-and-after photos
- ☞ Picture tips, best cameras to buy and how to work like the pros!
- ☞ How to easily edit your photos, add your company text and drop shadow
- ☞ How to create photo shows with our free online service; use them for your website, branding, email and YouTube for maximum exposure!



Consultations That Deliver Results

- ☞ We detail **exactly** what your Consultations should look like in Guides and Videos for maximum credibility, results and up sell!
- ☞ Hours of video that show you how to research, prepare, what to say, how to structure and conduct successful Consultations
- ☞ Five Biggest Mistakes Stagers Commonly Make and How to Avoid Them!
- ☞ 7 Steps to Research Success - How to research the listing online, understand the Buyer Demographic, and deliver credible, market information
- ☞ Consultation Forms and Checklists, so you are always prepared!



Pricing and Service Strategies and Forms

- ☞ We detail **exactly** how you should price your business giving you the pros and cons of each strategy
- ☞ We provide the forms for pricing and proposals for *every occasion*
- ☞ We discuss how to close the sale and take payment
- ☞ We give you a pricing model that allows you to slowly build your business and add alternative income streams along the way
- ☞ We discuss how to *Price for Optimum Results vs. Budget Considerations*



HSR Guide to Business Model Success

- ☞ We walk you through a process for both staging and redesign that leads to success!
 - ☞ Use our 8-step plan that clients understand and agents love!
 - ☞ The Secret to so many of our Member's success!
- *Similar to a franchise, we give you a process and plan to follow based on a successful track record but without all the royalty fees.



Definitive Guide to Home Staging Vacant Homes

- ☞ We detail **exactly** how easy it is to tackle vacant homes right away!
- ☞ Discounted furniture rental relationships
- ☞ Videos to show vacant staging tips and tricks using your own inventory
- ☞ **Extensive Forms** - How to price the service, how to deliver a proposal, sell sheets and inventory sheet
- ☞ **Virtual Staging Section** - Consider offering virtual staging using an easy room planner and furniture placement software

We Use Advanced Marketing Training to Boost Your Business Instantly:



An Easy To Follow Marketing Plan for Your Business!

- ☞ We detail **exactly** what your 5-Step Marketing Plan should look like for both Staging and Redesign in our Guides, live Webinars and Videos
- ☞ We have a "no cold-calling" approach for connecting with clients
- ☞ Marketing Calendar, forms, reports, scripts, PowerPoint presentations, newsletters and videos are all at your disposal to make you look great, market your business and "never reinvent"
- ☞ Internet research for identifying prospects, building a database and staying in-touch automatically



Advanced Marketing and Sales Training to Build Income Streams

HSR is head and shoulders above any other competitor in this area because we spend an entire week showing you step-by-step, how to use advanced marketing and sales techniques to build your business!



Exactly What To Do, Right Away To Build Your Business!

- ☞ You will be prepared to launch your marketing plan the moment you finish the training
- ☞ **Define and Research** - Defining your niche, exploring Target Markets, creating a brand and building your sales confidence
- ☞ **Establishing Your Image, Brand and Approach**
- ☞ **Marketing On A Dime to Real Estate Agents** - Tons of tips!
- ☞ **Marketing On A Dime to Home Sellers** - An automated process!
- ☞ **Out of the Box Marketing Ideas** - Set your business apart!



Building a Website that W.O.R.C.S for Your Business!

- ☞ We detail best practices in home staging and redesign websites!
- ☞ We are experts in search engine optimization and Internet marketing, so we detail how you should build/develop a website that grows your business.
- ☞ We give you a step-by-step plan for your website marketing



Email Marketing Advanced Training

- ☞ We show you how to set up a Contact Management System, so you are organized and can email your clients at the click of a button!
- ☞ We provide you with emails, content and videos that work to capture your clients attention and benefit their business
- ☞ We show you how to automate your contacts for maximum efficiency!



Virtual Tours Made Easy

- ☞ We supply you with a free virtual tour/photo show resource to showcase your work via email, on your website, in blogs and in YouTube
- ☞ Use the photo shows for Realtor Partnerships and to market listings



Get Found in the Three Main Search Engines!

- ☞ We show you how to be found on Google, Yahoo and Bing through our live training, videos and Members Area.
- ☞ We have an entire section on Search Engine Optimization, so that your website is found online and you are getting calls from clients!
- ☞ We help you research your key words, build a website that Google will love and we submit your website to hundreds of search engines for you!



Connect Your Business to Online Directories and HSR's Own Exclusive Directory Partnerships

- ☞ HSR has formed exclusive partnerships with leading real estate websites for directory search!
- ☞ We have instant links to over 20 Free Directory Websites that you will want to be listed and discovered in!



Article and Blog Writing for Internet Exposure and Credibility

- ☞ Five Tips for Writing Successful Articles and Blogs
- ☞ Direct links to the best places online to post your articles and blogs for maximum exposure!



The Art of Getting Great Public Relations and Referrals

- ☞ HSR makes it easy for you to get the word out about your business by giving you a step-by-step guide to public relations
- ☞ Six Tips for Successful Public Relations
- ☞ Direct links to every publisher in the country, so you can connect easily
- ☞ Example press releases and referral forms for you to use in Word



Direct Mail and Advertising for Home Stagers and Redesigners

- ☞ Seven Rules of Direct Mail - Best Practices
- ☞ Direct mail to sellers, agents and new home owners easily
- ☞ Online tools and resources for automating your direct mail campaign



A Wave Marketing Contact Plan for Optimum Results

- ☞ A non-cold calling plan for *intentionally* marketing your business!
- ☞ How to research and find the heavy hitters - Video and Links
- ☞ How to create a contact process that puts you in front of prospects
- ☞ Scripts, video, links, email examples and realtor presentations



Using Social Media Efficiently to Build Your Business

- ☞ An easy plan for connecting your business to social media outlets
- ☞ 7 Steps to More Internet Traffic Using Social Media - Video and Links
- ☞ Shortcuts to posting and commenting

**All of the Above for Only \$945.00! OR Add the Marketing Solutions Package (below)
\$945 + \$499 = \$1,444.00**

Buy Today - \$945

Call Today to sign-up by phone: 1-888-563-9271
Click for more packages, payment and partner options!