



The Definitive Guide to Staging & Design by Audra Slinkey





Week One – The Elements of Great Design

Day One - How to Stage an "Occupied Home" Video

<u>Day Two - The Elements of Great Design</u>

Overview

Principles and Elements of Design

- Overview
- Design Principle Cheat Sheet
- Assessing First Impression

Understanding Proportion and Scale – A Visual Reference

- Overview
- Three Step Proportion and Scale Formula

Visual Weight

- Overview
- Three Rules of Visual Weight

Rhythm and Symmetry

- Overview
- A Word About Mantels

Balance

Day Three - Listening to the Home's Style

- Overview
- ❖ A Bit About Style A Personal Experience

Architectural Styles- A Visual Cheat Sheet of Over 18 Common Styles

- Architectural Style Recap
- Architectural Space and Shape Problems and Solutions

A Bit about Home Style

- ❖ Home Style and Redesign It's Very Personal
- ❖ Home Style and Staging It's Nothing Personal
- Home Style Visual Living Room Examples
- ❖ Home Style Visual Bedroom Examples
- ❖ Home Style Visual Dining Room Examples
- Home Style General Examples
- Home Style Recap



Week One - The Elements of Great Design, Cont.

Day Four - The Secrets to "Guiding the Eye" (Emphasis)

- Overview
- Five Guidelines for Creating a Focal Point
- ❖ The Entry Area or Lack Thereof Focal Points Visual Examples
- The Living Area Focal Points Visual Examples
- The Dining Area Focal Points Visual Examples
- The Kitchen Area Focal Points Visual Examples
- ❖ The Bedroom Area Focal Points Visual Examples
- The Bath Area Focal Points Visual Examples
- The Office Area Focal Points Visual Examples
- Finding Focal Points Recap

Day Five - The Art of Arrangement

Overview

The Art of Furniture Arrangement

- ❖ Three Steps to Successful Furniture Arrangement
- Find the Lines
- Finding the Focal Point and Function
- Find the Flow
- Guidelines to Placing Your Pieces
- Living Room Furniture Arrangement Visual Examples
- Arranging for a Sofa and Loveseat
- Arranging for a Sofa and Club Chairs
- Arranging for a Sectional

The Art of Accessory Arrangement Overview

- Four Easy Steps to Accessory Arrangement
- Four Dangers to Avoid When Arranging Accessories
- Accessory Arrangement Visual Examples for Every Space

The Art of Wall Arrangement Overview

- Four Steps of Successful Wall Arrangement
- Six Wall Arrangement Dangers to Avoid
- Three Ways to Create a Grouping on a Wall Visual Examples
- Eleven Visual Unique and Easy to Create Wall Hangings
- ❖ A Word About Home Staging and Photos...My Two Cents
- ❖ A Word About Redesign and Photos...My Two Cents
- Redesign Photo Emotions for Every Room

The Art of Arranging Bookcases and Built-Ins – A Visual Reference Guide



Week Two -Room-by-Room Staging and Design

In Week Two, we explore the concepts we learned in Week One and incorporate them into room by room design and staging.

Day Eight – Curb Appeal & Extra Spaces

- Curb Appeal Overview
- Your First Impressions
- Three Key Ingredients
- Quick Curb Appeal Checklist

Extra Spaces - Entries, Halls, Stairways and Laundry Rooms

Overview

The Entryway

- Functionality in the Foyer for Redesign
- A Home Staging Perspective
- Entryways that Wow A Visual Guide
- Entry Before-and-After Case Study One
- Entry Before-and-After Case Study Two
- Entry Before-and-After Case Study Three

The Hallway

Overview for both Staging and Redesign

The Stairway

Overview for both Staging and Redesign

The Laundry Room

Overview for both Staging and Redesign

<u>Day Nine – Living, Family, Great Rooms</u>

Overview

Living Rooms, Family Rooms and Great Rooms, Oh My!

❖ Living Rooms vs. Family Rooms – A Visual Idea Reference



Week Two –Room-by-Room Staging and Design Cont.

Day Nine - Living, Family, Great Rooms Continued

Five Steps to First Impression Assess Almost Any Room Overview

Step One - Purpose – Who are we decorating for and what is the purpose of the space to them?

- Client Lifestyle Questionnaire for Living Areas
- Your Six Goals as the Redesigner and Decorator of the Space
- ❖ A Home Staging Perspective in the Living Areas
- Buyer Aspiration Cheat Sheet

Step Two - Space and Emphasis -How is the space shaped and what should the focal point be?

- Four Considerations for Assessing Space
- Living Area Focal Points Review
- Dealing with Various Shaped Living Areas
- Three Qualification Questions for Each Piece in the Living Areas Three Steps to Less is More and Loving What You Have
- Home Staging Big and Small Piece Rules of Thumb Checklist

Step Three - Balance, Flow, Proportion and Scale - Where should we put the large pieces of the room to create balance, flow proportion and scale?

- Traffic Flow
- Visual Living Area Furniture Arrangements Overview

Step Four - Rhythm, Repetition, Style and Lines – Where should we place the smaller pieces in the room to create rhythm, repetition, good style and lines?

- Rules to Consider for Finishing Pieces
- A Word About Fireplace Mantels
- ❖ A Reminder Word About Accessorizing Coffee Tables and Side Tables
- A Word About Creating "Special Spots"

Step Five – Obligations - Rooms have plenty of lighting, and are well organized, clean, repair free and have good air circulation?

Eight Considerations and Clean-Up Recommendations



Week Two –Room-by-Room Staging and Design Cont.

Day Ten - The Heart of the Home - Kitchen and Dining Areas

Overview

Five Steps to First Impression Assess the Kitchen and Dining Areas

Step One - Purpose - Who are we decorating for and what is the purpose?

- Client Lifestyle Questionnaire for Kitchen and Dining Areas
- ❖ Your Six Goals as the Designer and Stylist of the Kitchen and Dining Space
- Fulfilling the Kitchen's Universal Purpose
- Creating Space
- Functional Kitchen Desk Spaces A Visual Guide
- Fulfilling the Dining Room's Universal Purpose
- Creating Space
- Editing China Cabinets A Visual Guide
- ❖ A Home Staging Perspective in the Kitchen and Dining Area A Quick Checklist
- ❖ A Word About Easy Kitchen Cosmetic Updates A Quick Resource Checklist
- ❖ An Easy Kitchen Update Visual Before-and-After Case Study One
- ❖ An Easy Kitchen Update Visual Before-and-After Case Study Two

Step Two - Space and Emphasis - How is the space shaped and is the focal point?

- Dining Area Focal Point Review
- Kitchen Area Focal Points Review

Step Three - Balance, Flow, Proportion and Scale - Where should we put the large pieces of the room to create balance, flow proportion and scale?

Dining Area Visual Examples for Balance

Step Four - Rhythm, Repetition, Style and Lines – Where should we place the smaller pieces in the room to create rhythm, repetition, good style and lines?

- A Visual Guide to Kitchen Accessorizing
- Four Common Accessorizing Pitfalls to Avoid
- A Visual Guide to Dining Room Accessorizing for Staging

Step Five – Obligations - Rooms have plenty of lighting, and are well organized, clean, repair free and have good air circulation?

- Quick Kitchen Cleaning Checklist for BEFORE the Staging Day
- Easy Kitchen Organization Checklist for Function and Family



Week Two –Room-by-Room Staging and Design Cont.

Day Eleven - Sanctuary Spaces - Master Bedroom and Bath

Overview

The Master Bedroom

Five Steps to First Impression Assess the Master Bedroom

Step One - Purpose - Who are we decorating for and what is the purpose of the space?

- Client Checklist for Safety, Security and Sanctuary in the Master Bedroom
- ❖ A Room that Represents Gender Common Ground A Visual Guide

Step Two - Space and Emphasis -How is the space shaped and is the focal point?

- Four Considerations for Assessing Space
- Master Bedroom Visual Layouts
- Master Bedroom Focal Points Review
- Dealing with Various Shaped Living Areas
- ❖ Three Qualification Questions for Each Piece in the Master Bedroom

Step Three - Balance, Flow, Proportion and Scale - Where should we put the large pieces of the room to create balance, flow proportion and scale?

❖ Placing Your Pieces in the Bedroom – A Few Rules to Follow

Step Four - Rhythm, Repetition, Style and Lines – Where should we place the smaller pieces in the room to create rhythm, repetition, good style and lines?

- Home Staging Big and Small Piece Rules of Thumb Checklist
- Master Bedroom Aspiration Photo Guides
- Special Spots Photo Guide

Step Five – Obligations - Rooms have plenty of lighting, and are well organized, clean, repair free and have good air circulation?

❖ A Word about Closets for Staging

The Bathrooms

- ❖ Overview
- Staging and Redesign Bathroom Checklist
- Easy Bathroom Updates Checklist
- ❖ Bathroom Aspiration Photo Guides
- A Bathroom Redesign Before-and-After Photo Story



Week Two –Room-by-Room Staging and Design Cont.

Day Twelve - Designing Bedrooms and Offices

- Overview
- General Staging Rules of Thumb for Vacant Homes
- The Hard Truth About Toys

Kids Bedrooms

- Overview
- Your Six Goals as the Redesigner and Decorator of the Kids Space
- Six Steps to Redesigning and Staging Kids Bedrooms
- Beautiful Baby Rooms A Visual Photo Guide
- Little Girls Rooms Ages Three to Twelve A Visual Photo Guide
- ❖ Little Boys Rooms Ages Three to Twelve A Visual Photo Guide
- ❖ Girls Rooms Ages Thirteen and Up A Visual Photo Guide
- Boys Rooms Ages Thirteen and Up A Visual Photo Guide

Redesigning and Staging the Guest Room

- Overview
- Nine Rules for Placing Pieces in the Guest Bedroom
- Eleven Rules of Thumb for Staging the Guest Bedroom
- Guest Bedroom Visual Photo Guide
- * A Reminder Word About Closets

Home Offices for Staging and Redesign

- Overview
- Four Critical Questions to Ask for Staging and Redesigning an Office
- Redesigning the Workable Home Office for Function
- ❖ The Staged Home Office A Visual Photo Guide



Week Three -Next Steps in your Business

<u>Day Fifteen - Comprehensive Color Guide - An A to Z Practical Approach</u>

- Overview
- Nine Learning Objectives of the Color Module

Color Part One - Principles and Knowledge Overview

Attributes of Color

- Hue
- The Color Wheel
- Value or Lightness
- Chroma, Intensity or Saturation
- Tints, Shades and Tones

Color Temperature

- Don't Forget the Neutrals
- True Neutrals
- New Neutrals

Color Combinations or Schemes

and Where to Use Them

- Monotone Cheat Sheet
- Monochromatic Cheat Sheet
- Complementary Cheat Sheet
- Analogous Cheat Sheet
- Complex Color Combinations

Color With Respect to Light

- Color and Light Overview
- Color and Sunlight
- Color and Artificial Light

Color With Respect to Architecture

- Color and Space Overview Five Tricks of the Trade
- Setting the Emotional Tone
- Focusing or Diverting Attention
- Modulating Space to Feel Larger or Smaller

Color With Respect to Meaning and Emotion

- Color and Mood Overview
- Active, Passive and Neutral Colors and Emotions
- Color Meaning and Emotion Cheat Sheet

Color Part Two - Practical Use and Application

Overview

Home Cues for Both Home Staging and Redesign

- Home Color Consultation Questionnaire
- ❖ More on Color Inspiration Pattern, Inspiration, Stages of Life and Styles

Proportions of Color

❖ The 60-30-10 Rule

Audra's Can't Fail Color System and Special Vendor Relationship for You

- Paint Color Selection and Type of Paint to Use
- What's Your Preferred Palette?
- Eight Common Visual Palettes with Specific Paint Color Names and Combinations



Day Sixteen - Window Covering Resales

- Overview
- ❖ Easy Window Covering Solutions for Your Clients Special Vendor Relationship and Wholesale Discount on Every Brand

Window Coverings 101

- Overview
- Window Blinds
- Window Shades
- Valances and Cornices
- Curtains or Drapes

How to Measure for Window Coverings

- Overview
- Using the Measuring Worksheet
- Printable Do It Yourself Measuring Instructions for Every Type of Window Covering

How to Install Window Coverings

- Overview
- Hiring an Installer
- Printable Do It Yourself Install Instructions for Every Type of Window Covering for Your Client

Putting it All Together

- Purchasing Sample Books
- Window Coverings for an Alternative Income Stream and Full Service Solution Additional Answers to Your Questions

<u>Day Seventeen – Feng Shui for Staging and Design</u>

- Overview
- Roots and Progression of Feng Shui
- Western Feng Shui and Staging/Redesign Applicability Audra's Perspective
- Understanding the Ba Gua Energy Map
- Understanding the Five Feng Shui Elements
- ❖ Incorporating the Ba Gua Energy Map and Five Feng Shui Elements into the Home
- Understanding, Attracting and Controlling Chi
- Feng Shui and Clutter
- She Chi and Repairs
- Room-by-Room Feng Shui

Day Eighteen – Home Builder Trends and Model Home Photos

- ❖ Watch the video to see trends for 2016 and beyond
- View over 75 photos of multi-million dollar model homes while looking at trends