



Pricing Strategies for Stagers & Designers
Presenter: Ashley Whittenberger
RESA International Conference - January 26, 2010

General Steps for Establishing a Price:

1. Develop your marketing strategy
2. Make marketing decisions (i.e. defining your offering, services, distribution, promotions.)
3. Estimate the demand curve (demand as it relates to pricing)
4. Determine your cost
5. Identify Environmental Factors (Context, competitors, legal issues)
6. Set Pricing Objectives
7. Determine pricing

A PLANNED MODEL FOR YOUR ECONOMIC SUCCESS:

Description	Time
1 Occupied Staging Consultation =	_____ hours
Drive Time =	_____ hours
Total Hours Per Unit =	_____ hours
_____ per day =	_____ hours
_____ days a week (Billable Hours)	_____ hours
Business operations =	_____ hours
Total Work Week =	_____ hours

Description	Time
1 Vacant Staging =	_____ hours
Planning, Loading, Shopping, etc. =	_____ hours
Total Hours Per Unit =	_____ hours
_____ per day =	_____ hours
_____ days a week (Billable Hours)	_____ hours
Business operations =	_____ hours
Total Work Week =	_____ hours

WHAT IS YOUR TIME WORTH?

How much NET income you earn in 1 year =

\$ _____ ÷ # of working weeks in a year = _____

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of working hours in a week = _____

\$ _____ = Your Hourly Rate

Example:

12 x \$50 = \$600 per week

\$600 x 50 (wks) = \$30,000 a year

\$30,000 – OE /VE (20%) = \$24,000

\$24,000 – income tax = \$19,200

\$19,200 ÷ 50 (wk per year) = \$384 (week)

\$384 ÷ 60 (hrs per week) = \$6.40

Actual Hourly rate = \$6.40 an hour

Time is Money. Money is Time.

“The understanding of this inverse truth is one of the best realizations you can have when it comes to time and money.” Darren Hardy

WWFY (What Works For YOU?)

Expense/ Income	Example	Actual
Target Net Salary	\$65,000	
Fixed Expenses	\$10,000	
Variable Expenses	\$10,000	
Taxes	\$15,000	
Total Target Revenue	\$100,000	
Hourly rate	\$75	
Annual Hours to Bill	1350	
Monthly Hours to Bill	112.5	
Weekly Hours to Bill	27	

REGISTRATION

Name	
Company	
E-mail Address	
Website	
Phone	



Would you like to apply the course credit for *Pricing Strategies for Stagers & Designers* to your RESA-PRO designation?

YES

NO

NOT SURE

RESA CONFERENCE GROUP COUPON

The Interiority Complex University Online Courses & Business Tools:

- *The Secrets of Staging to Sell - \$129
- *Color Consultations De-Complexified - \$99
- Window Coverings 101 - \$249
- *Insider Marketing Secrets - \$99
- *Pricing Strategies for Stagers - \$99

Total = \$675

RESA CONFERENCE SPECIAL: \$199



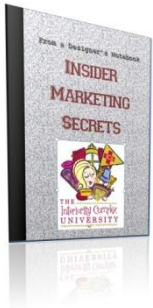
FREE BONUS OFFER: Purchase before the end of conference and receive our most popular business tool.

THE REAL ESTATE STAGER'S LUNCH & LEARN SUCCESS KIT (REGULARLY \$149)

**Courses which are approved for RESA-PRO DESIGNATION Credits.*

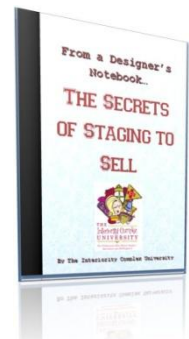
Coupon Expires 1/31/10





Insider Marketing Secrets – Don't guess about your marketing plan or procrastinate on writing one any longer. During this course, we share our successful and proven marketing system suited perfectly for stagers. Course includes: A sample marketing calendar you can customize, a sample marketing plan template, our signature forms, systems and processes for conducting a winning, memorable and productive Realty office presentation. **Regular Price: \$99**

The Secrets of Staging to Sell - So you know the concepts of good design and you know how to create a beautiful space, but do you really know The Secrets of Staging to Sell? Do you know how to effectively communicate home staging strategies and statistics to Realtors and sellers? It's one thing to know how to design a space to sell, it's another to be able to position yourself as an industry leader, community expert and respected professional. This 3-hour course is like no other staging course. It will give you the confidence to sell your ideas and services. This course is for professionals who are ready to take their business to



the next level. **Regular Price = \$129**

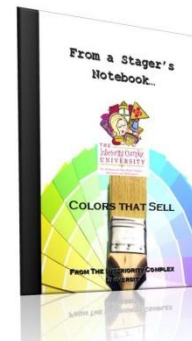
Window Coverings 101: A 4-PART ONLINE WORKSHOP - Start selling window treatments today! Learn the basics of adding this highly profitable revenue stream to your business!
Regular Price = \$249



Color Consultations De-complexified

The INTERIORITY COMPLEX® 7-Step Process to Help You and Your Clients Overcome Chromaphobia, Paint-aholicism and Fear of Color Commitment. Topics we cover are: Mastering the basics of color, Knowing & Understanding the Nuances of Color, Paint colors for dwelling vs. colors for selling, Steps to a Successful Color Consultation. Color exercises & tools you can use to enhance your ongoing knowledge of color. - Plus...**Colors that Sell** (Color names &

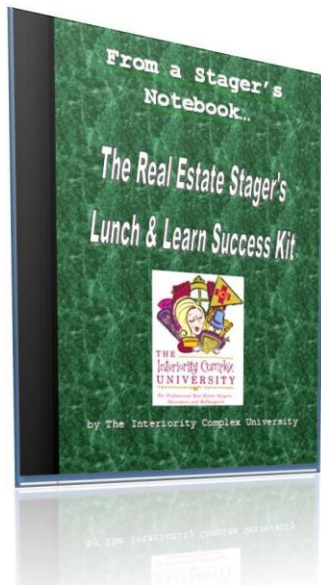
numbers you can use!) **Regular Price = \$99**





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***THE REAL ESTATE STAGER'S LUNCH & LEARN SUCCESS KIT
(REGULARLY \$149)***



Use this ready-made & professional kit to offer your own lunch & learns or educational events to the Realtors in your market.

Included in this kit are:

1. A highly visual and content-rich Power Point Presentation written just for stagers to use in 45 minute to 1-hour Lunch & Learns and Realty Office Presentations. (You can customize the length and customize with your own branding, contact information and before & after photos.)
2. Forms, Systems & Samples you can use for marketing, scheduling, conducting and following up after your presentation.

3. The handouts you can customize and deliver during your presentations.

4. A recorded online class on how to deliver the presentation so that you can implement this tool and start generating new business right away!



This tool is perfect for conducting Lunch and Learns and Realty Office Presentations that will help position you as the expert in your community AND build your database (and your bottom line!) **Regular Price = \$149**