

20 “Out of the Box” Alternative Income Revenue Streams in 30 Minutes

Keys to Selling Success:

1. Finding the target market with need
2. Packaging the service
3. Pricing it right
4. Visually marketing the service, so it's completely understood to the target market

Staging Services - Cues from Your Location Demographic!

- ❁ **Vacation Rentals – Search - Vacation Rental Websites:** www.vrbo.com, www.vacationrentals.com, www.homeaway.com, www.vacationhomerentals.com **Create Deliverable:** Package of “Vacation Staging” including day of staging, photos, shopping recommendations/accessories brought in for free, listing creation and some syndication (www.postlets.com) **Sell:** Go to the sites above and email owners your package information, ideally referencing/linking to a home you've done, as well as to your website.
- ❁ **Multi-Unit Rentals/Property Managers – Search - Regular Rentals and Property Manager Websites:** www.rentals.com, www.forrent.com, local newspaper **Create Deliverable:** “Staged to Rent” Package – A one-time fee includes measurements taken, furniture chosen, brought in and placed, main rooms completely furnished and beautifully photographed to stand-out online. **Sell:** Target property managers as part of their service to clients OR a service they recommend to clients receiving a \$100 referral bonus.
- ❁ **Real Estate Investors – Search and Network Investor Associations:** www.nationalreia.com, www.reiclub.com, www.allinvestornetwork.com **Create:** “Investors package” ½ down and other ½ paid at closing, no more than 4 months rental cost, LR, DR, K, 1 Bedroom for \$1200/mo. **Sell:** This will be a HUGE success in 2012 where banks are expected to “dump” properties to clear inventory to investors...”standing out” will be key to investors success.

Rental Services – Build Your Hard Inventory for Maximum Occupied Staging Profit!

- ❁ **Art Rentals for Occupied Homes – Search:** Buy art at “to the trade” discount at: www.art.com, www.printscapes.com, www.fineprintcollection.com, www.imagekind.com or HomeGoods (each should typically cost \$60-\$140) **Create Deliverable:** “Custom Art Rental Package” – Photograph each painting and feature in photo book for client to view and choose during consultation. Charge \$20.00+/mo. rental for under 5 paintings and volume discount from there. Within 3-7 months of rental, art is pure profit! Bring paintings into home during “Staging Day” and hang during using “Monkey Hooks” you can find at Target.
- ❁ **Kids Room/Guest Room Rental Package for Occupied Homes–** Emphasize “buyer demographic” to sellers on these packages. Note if there is a downstairs bedroom/bath, make sure to stage as a guest room. **Create Deliverable:** Use two plastic bins to hold, air mattress, bedding, kids accessories, etc. to build out kids rooms easily. Use empty bins to prop up mattress and lay bedding over. Rent entire room for \$100/mo.
- ❁ **Accessory Rental Packages –** This works particularly well when you are trying to infuse a “style” into the home on a budget sellers can afford. **Search:** Create tablescapes, centerpieces and kitchen trays that easy to add/remove for showings. **Create Deliverable:** Similar to the Art Package, photograph your accessory creations and

include in the same photo book that can be shown to clients at the time of the consultation. It's all in the details!

Redesign Services that Sell!

- ✿ **True Move-In Design Solutions** – What do new home owners usually do when they first move in? They change flooring, some finishes/electrical and window coverings. **Search:** Connect to local “to the trade” wholesalers for these cosmetic changes (ProSource, Windows, Paint Companies). **Create Deliverable:** Use your “To the Trade” discounts to create a “benefit sheet” or brochure that explains why using you for “Move-In Design” makes financial sense and actually saves them money because of your connections. Once you’ve assisted with cosmetic changes, help them create a “Priority Purchase” list for the items that work best in their new home.
- ✿ **Redesign Classes** – **Search:** Find appropriate venues (recreation centers, club houses, libraries, book stores, and furnishing stores) where you can hold 20+ person, 2-hour classes on various redesign subjects. **Create Deliverable:** Charge \$20/pp and create classes on: Rules of Arrangement, Top Ten Entertaining Tips, Color Rules, Finding Your Home Style and many other fun, redesign topics you think would appeal. You just made a healthy \$400 on a two-hour class that very likely will bring you many more clients and is re-usable. Spread the word about your class through flyers, the venue, Craigslist, online city calendar, etc

Partnering Services

- ✿ **Color Consults for Paint Companies and Painters** – **Search:** Approach local painters with mutual referral proposition: If I refer you a job that is over \$2000, then my “Color Consult” is included in that job (for the client) while you can pay me \$300 for the referral/consult. Ask for reciprocal referrals from them. **Create Deliverable:** Create “Benefits Sheet” describing your color process and the paint vendors you recommend (from your contacts above). (Do the same for General Contractors, creating a “Finish Consult” for light remodeling).
- ✿ **Redesign Partnerships with Home Furnishing Stores** – **Search:** This can almost go hand-in-hand with the “Redesign Training” venue you are using. Approach local home furnishing stores offering redesign consults for their clients assuring them that the referral will keep your shopping dollars in their store. This can even work with large, home furnishing stores you already get a “To the Trade” discount from when you approach the managers/clerks about passing out your card for folks who need a little redesign guidance.
- ✿ **Fellow Stagers and Designers** – Contact stagers at a distance and ask for reciprocal referral bonuses if you refer business their way that was too far. Contact stagers with inventory and ask to see if you can use their inventory to stage your homes or vice versa modeling after what Tammy does in Denver (Darby Systems).
- ✿ **Become a Staging Mentor!** Are you a leader, trainer and mentor? Join Staging Mentors and get paid to allow a fellow stager to “shadow” you for a day (or two).
- ✿ **Staging and Design Network** – See Tricia about this wonderful opportunity for stagers!
- ✿ **Duplicate Yourself on the Cheap!** Okay, so you’ve incorporated some of the above ideas in your business and you’re going a million miles an hour...what do you do? Partner with your local university for design interns by posting job on Craigslist. You can also pay independent contractors (with experience) to work for you giving them creative freedom in the home and a process to follow.

Holiday Services

- ✿ **Holiday Entertaining and Decorating Classes** – In the same way you created quick classes for redesign, so too can you create various Holiday Decorating and Entertaining Classes during the slower staging months to hedge your business. **Create Deliverable:** Charge \$20/pp and create classes on: Creating Family Holiday Memories, Top Ten Holiday Entertaining Tips, Finding Your Holiday Home Style and many other fun, redesign topics you think would appeal. You just made a healthy \$400 on a two-hour class that very likely will bring you many more clients and is re-usable every year. Spread the word about your class through flyers, the venue, Craigslist, online city calendar, etc.
- ✿ **Package Services that Fit Each Class You Give: “Christmas Decorating and Dreaming Day” “Holiday Event Staging” “Holiday Décor Shopping at a Discount”** Sell to students in the classes you provide and expect to have clients pay you to help them sort through their current décor and assist them in creating a style that works for them! Couple a “holiday shopping” service where you are providing your “To the Trade” discounts at places they like to shop during the holidays: i.e. PierOne, Pottery Barn, Ballards, ZGallerie and other holiday décor stores you’ve created trade partnerships with.
- ✿ **Retailer Holiday Design and Merchandising Package: Search:** Small business retailers in your area (start with the retail complex centers) and offer holiday decorating and merchandising for their stores. Retailers rarely have the time and/or expertise to decorate their store for the holidays. **Create Deliverable:** Package your service much like your staging where you provide brief consult, assess their need and charge for your shopping time, products, as well as the time spent decorating the space. Create “Benefit and Pricing Sheet” and hand these out ideally with testimonials and referral story of the store next door. Expect to be busy every holiday season!

Re-Think Your Current Proposals and Process

- ✿ **Always Include Recommended Shopping Time and Budget in Your Proposals!**
- ✿ **Always Include/Offer to Handle Vendors and Cosmetic Repairs at Your Hourly in Proposals**
- ✿ **Always Ask Client to Hold “Open Houses”** – After you do any work at all make sure to ask the client to hold a drinks and appetizer “Open House” to brag/show their friends the fabulous job you did! Assist in the planning and decorating and bring plenty of business cards.



Audra Slinkey
President of HSR

Stop Reinventing the Wheel!

Did you know that HSR provides the forms, PowerPoint presentations, benefit sheets, proposals and everything mentioned above already in its **21-Day Certification Course**? The first 3 days are about the “basics” and the rest is advanced, business modeling, marketing, service and pricing tactics for our industry! We provide ongoing support, mentorship, collaboration, networking and leads as part of your membership at one low price of \$945, so join today and grow your business for 2012!!

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