

## General Outline: HOW TO GET AGENTS TO HIRE YOU...

**Universal fact:** *IN STAGING, AS IN REAL ESTATE  
...EVERY MARKET IS UNIQUE.*

Constants that exist no matter what market you work in...

- 1) **Realtors compete for listings.** They want to stand out and have an edge. Help them shine when they ask for your assistance.
  
- 2) **Realtors like to have a team they can rely on.** (Favorite escrow officer, lender, appraiser, stager)
  - Be reliable in all aspects of your business...(on time, on budget, on design, etc.)
  - Be consistent on the product you deliver and the promises you make.
  - Even better...Under-promise and Over-Deliver! *A tried and true concept that never goes out of style.*
  
- 3) **Realtors need allies.** (Someone to back them up or help their cause when things get “sticky”).
  - Sometimes Realtors need your help in convincing a homeowner to make changes (i.e., paint color, specific editing, etc.)...suggestions that the Realtor may have met some resistance to from the Homeowner. **If appropriate**, and you feel the Realtor’s point is valid, back him/her up and (*again*) come in as the expert on why the proposed changes will benefit the seller. In your discussion with the Realtor prior to meeting the homeowner, tell him/her you will give your honest recommendation. Remember: More often than not,  sellers are a “one time deal”. **The Realtor is the one**

**who has the opportunity to hire you multiple times.**

It's a delicate dance that stagers do all the time, but with the right skills and panache, you can pull it off and be respected on both sides of the fence. ;)

↙ 4) **Realtors also need collaborators.** (*be an expert at what you do without attitude*).

- Know your craft and own that knowledge you have about furniture, scale, color, floor function, etc. Realtors want to be able to rely on your expertise.

- Become the “go-to” person for expert advice. (*This should happen organically as you build your business*)

- Stay in touch and in tune...not only with your industry, but also with the market in which you work. (*Are you aware of the real estate values in the areas you conduct business?*) Realtors love working with stagers/designers who are hip to the market they work in. It shows that you are in tune to what they need to accomplish. **KNOW YOUR REAL ESTATE MARKET.** (it doesn't mean you have to get a real estate license...there's a difference).

5) **Be excited about each project** (i.e., try your best to be enthusiastic about the transformation you can accomplish. A positive approach is always better received than one of doom and gloom. *There will always be challenges with certain homes and buildings. Realtors (and homeowners) love working with stagers who are enthusiastic about the project.*

6) **Most Realtors are loyal to colleagues that “come through”**


- yep, it's true. And it will create repeat business for you and recommendations to other Realtors.

7) **You will not always be able be the right choice for every staging job. Know that, and be honest regarding your abilities, inventory, and availability.**

8) **When you're ready for a “higher level” or a different and/or expanded list of services, let everyone know.** 

- “We've moved to a larger warehouse!”  
- “We've expanded out inventory due to increased demand!”

*you get the picture ;)*

 9) **If the Real Estate office allows, leave some brochures with the front desk, or ask if your marketing material can be put in the agent's mailboxes.** (believe it or not, agents don't get as much paper mail advertising as they used to. Like sending a letter, brochures are becoming less and less, so when a beautiful postcard, or high quality tri-fold with fabulous staging photos comes in, it's kind of a treat now!) **Don't be**

**skimpy on your brochures. Show them you've got style and design ability.** Realtors will save these marketing pieces.



**- Send out a News blast**

\* email newsblast (sourcing local offices or through your local MLS (check with the Board).

\* Join your local real estate board if necessary (*like joining your local chamber of commerce only better*).

\* "Snail Mail" the brochures if the real estate offices you visit don't allow 'drop offs'. Just get it out there. No one is going to know who you are or your availability until you let them know.

**IF YOU'RE A NEW STAGER JUST GETTING STARTED AND DON'T QUITE HAVE A PORTFOLIO YET...**



Create a mock staging in your warehouse, home, or friends home if need be to provide your own photo shoot. Make it look amazing.

10) **Your work speaks for itself. Recognize the best opportunities to **advertise the installations you want others to connect as 'YOU' (your work).****

11) **Practice the same concept (as above) with your website. **It's the first impression you have** outside an actual staging installation. And it's typically the first place the Realtor will direct their client to view samples of your work.**

- 12) **Don't screw around with mediocre photography. If you can't take a good picture, get someone who can.**
- 13) **Help a Realtor with an open house you've staged for them.** (bring cookies, brochures, cards, and a smile. You can be there to greet other agents and buyers. *A "meet the stager" event*). **Again, pick the installation you think best represents your work...(i.e., YOU!)**
- 14) Some stagers use social media to showcase a new listing they just staged and tag their Realtor as the contact person for the property. **Now...what Realtor doesn't appreciate that kind of free advertising?!!**
- 15) **Ask agents you've worked with if they have an inter-company trade referral list that is shared with everyone in the Company. If so, ask if they wouldn't mind adding your name and business to that list!!**

16) **Ask a local RE office or company if you can speak/present at one of their weekly or monthly sales meeting. Make sure your presentation is two to three minutes MAX!!! (the shorter the better...and leave your marketing material and let everyone know you'd love the opportunity to work with them). *Sponsor the breakfast for that morning if appropriate.***

17) **Above all, be GENUINE, be CAPABLE, and be the person you'd like to work with if YOU were doing the hiring.**

### **DON'TS...**

\* Don't randomly telephone agents to sell your services. Save those phone calls for agents you know or have already worked with. Agents on average receive 2 or more "sales" calls a day from various agencies wanting a piece of their business, etc. Don't become an "irritant". ☺

\* **Try not to waste your time with offices where everyone there is a "non believer"**. If you want to make headway with these agents it's going to have to happen organically. Go work with agents (competitors) that DO believe in staging and spend your energy with those offices. As they start to get more listings, and their properties begin to sell faster (and for more money), you can bet your boots that "other" office/agency will take notice and figure it out. It takes time, but their competitive nature will make them take notice.

## Truths to live by...

- It's not always going to be a blast.
- You will, on occasion, want to strangle the realtor and/or homeowner you're working with. **Take a deep breath and handle it.** You can gently reel them back to their senses. It's an art [pardon the pun], but you can do it. At the end of the day, it's just furnishings and accessories. Don't sweat the small stuff. 😊
- Like show business performers, we love the "applause". **Always strive to make each installation applause worthy.**
- **Dress the part** you want to portray whenever a first impression is being made. Only you know the look that boosts your confidence and makes you shine.

**Remember: Your main goal is to get other Realtors in your community talking about you. They are going to be your biggest referral source to other agents.**

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**David Ames**

**Zephyr Real Estate** 4200 17<sup>th</sup> Street / San Francisco  
[davidames@zephyrsf.com](mailto:davidames@zephyrsf.com) / 415.271.2071