



**PROS AND CONS OF GETTING
A REAL ESTATE LICENSE**

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STAGER OR STAGENT?

Do you want to be a Stagent or do you want a license to grow your staging business?



REASONS TO GET A LICENSE AS A STAGER

- Additional income through referrals
- Access to MLS
- Access to Lockbox keys
- Access to agent meetings



PROBLEMS YOU MAY HAVE

- Agents may not trust you with their clients
- Attend and pass real estate school
- Continuing education requirements
- Fees



wikiHow

WHAT ABOUT BEING AN AGENT

- Other agents not trusting you to staging their customer's homes
 - Confidentiality agreements and ethics
- Difficult to balance roles
- Which hat do you wear?
- Time considerations
- Charging customers for staging?
- What other reasons do we already use to tell Realtors they should hire stagers?



FEES INVOLVED

- Real Estate School
- Test fees
- State licensing fees
- State and local board dues
- MLS Dues
- Office Fees
- Splits with Brokers



About \$1500 - \$4000 per year depending on area

POTENTIAL INCOME OPPORTUNITIES

- **Referrals to agents**
 - $\$400\text{K} \times 3\% \times 25\%$ referral = $\$3000 \times 50\%$ broker split = $\$1500$



- **Agents who list get more \$\$**
 - $\$400\text{K} \times 3\% = \#12,000 \times 60\%$ broker split = $\$7200$

HELPING TO GROW YOUR STAGING BIZ

- Access to MLS for stats and farming
- Access to lock box key
- Search properties over 30, 60, 90 days
- Gather data base of agent info (?)
- Broker/agent access and networking



QUESTIONS?

