

# Becoming a RESA Approved Instructor

*Staging to Sell  
What Every Agent Should Know*

# What I Will Cover

- Benefits of teaching the course
- The process of becoming an instructor
- Marketing
- How continuing education works
- Application process
- Course preview

# The Benefits of Teaching the Course

- Position yourself as an expert in your field
- Market yourself as an expert in your field
- Educate potential clients
- Grow your business
- Directly influence the climate of the real estate industry on your local level

# How It Works



# Approved States

- CA 2 Hours
- CT 3 Hours
- CO 2 Hours
- GA 3 Hours
- IA 2 Hours
- NJ 1 Hour
- NC 4 Hours
- OH 2 Hours
- TX 3 Hours
- TN 2 Hours
- WA 2 Hours

# States Common Language

- MCE - Mandatory Continuing Education
- MU's - Mandatory Units
- CE - Continuing Education
- CEC - Continuing Education Credits
- Credits, Hours, Units

# States Common Departments

- Board of REALTORS
- State Board of REALTORS
- Real Estate Commission
- Department of Realtors
- Department of Regulatory Agency

# Credit Approval In Your State

- Approved Provider/Sponsor
- Approved School (some states)
- Course Approval
- Instructor Approval (some states)



# Becoming a RESA Approved Instructor

Only **RESA approved instructors** may offer the Staging to *Sell What Every Agent Should Know* class **and** offer continuing education credits to agents that attend.

Requirements vary by state.

# Fees

- RESA approved instructor application fee of \$149.00
- RESA status renews annually \$99.00
- Must purchase the class \$99.00
- Fees vary by state
- Refund policies

# Qualifications

- Minimum one year in business as a full-time home stager.
- Previous speaking/teaching experience preferred.
- Must be a **RESA-PRO**.
- Ability to engage an audience and present well.

# Application Process

## **Step 1 Determine the requirements in your state.**

Subject a letter of interest to: [Shell@RESA-hq.org](mailto:Shell@RESA-hq.org) Put RESA Approved Instructor in subject line.

Include in email:

- Brief description of yourself and where you are in your business.
- What state you live in.
- A link to the governing entity in your state who oversees Realtor Continuing Education.
- I will review and if possible to obtain credits, we move to step 2.

# Application Process

**Step 2 Buy the application RESA Approved Instructor.** Its located on the home page of the RESA website.

**Include with your application:**

- Your resume, showing public speaking experience and staging experience.
- A speaker demo. If you don't have one, set up a webcam or video camera and give a 15 minute monologue on the subject of staging. The monologue should be as if you were teaching directly to agents. You may choose to do your monologue on how an agent can change their listing presentation script by adding in home staging or explaining the benefits of home staging to an agent.

# Speaker Demo Tips

- Make it stellar
- Speak with passion
- Forget you are being recorded
- Use a tripod
- Wait a few moments before you start speaking so you have room to edit
- Get help if you need it
- Make it stellar

# Application Process

---

**Step 3 RESA application review.**

**Approve or deny**

- Move to step 4

# State Application Process

## **Step 4 RESA National Will Submit the Application to the State.**

- If the state requires an instructor application, I will forward it to you. You will return to me with a check made out to the state for their fee.
- I will fill out all the applications and submit.



# Application Process

## **Step 5 State approval**

- Once approved by the state, I will create a compliance manual to explain the program in your state, how it works, and your responsibilities.
- If the state denies our application, we will refund your RESA application fee of \$149.00

# Before Your First Class

## **Step 6 Practice, Practice, Practice**

- In Texas you may be required to audit 2-3 classes with an approved instructor and co-teach 1-2 classes before you are able to teach the class on your own.
- You will take the train-the-trainer webinar.
- You will do a demo webinar with Shell for experience and feedback.
- To confirm you are ready to teach, you must pass a written exam.

# Preparation is Key

- Know your material. Practice, practice, practice.
- Invest in a projector. Prices have really come down in years. It's worth it and it's a write-off.
- Feel free to ad-lib. Insert your own photos and talk about those.
- Use your own stories and statistics.
- Slow down and don't rush.
- Face your audience. Avoid turning your body towards the screen.

# What the Course Covers

- What is home staging and what is included in home staging
- The cost and value of home staging, **ROI factors.**
- Importance of leveraging marketing efforts with staging, photos and internet presence
- How buyers think and how staging influences them to buy

# What the Course Covers

- Home staging statistics and facts
- Why sellers respond better to professional stagers advice
- Why agents shouldn't stage
- How to collaborate with a home stager
- How to present home staging to your clients and overcome objections
- **50 Red Alert Tips**

# Why Educate Agents?

- Some agents are **uneducated** or **educated incorrectly** on the facts and benefits of home staging
- Many agents are unable to communicate and sell the benefits of home staging to their clients
- Educating them provides them with the **correct information** so they can give this information to their clients

# Big Picture

- Educated agents hire stagers and add staging to their marketing program
- One stager can't service everyone. It's important to **have qualified stagers** in your network
- The more stagers working successfully means more work for everyone
- Educating agents helps to further **legitimize** home staging

# Marketing Your Business Through Educating Your Target Audience

By becoming a **RESA Approved Instructor** you are:

- Changing the way you get new business
- You are no longer “**fishing**” for business
- You are having potential clients come to you, instead of you trying to find them
- Becoming a known **expert**



# How to Market the Course

1. Partner with a company that has a database of agents, Ex: Realtor Association, WCR, Title Companies, Mortgage Lenders, etc.
2. The lender or title company will “sponsor” your event. They will market the event because they want to get agents into their offices. Most have a conference room they will allow you to use.
3. Serve food. Most sponsors will bring in lunch. You can also split the cost of lunch with them.
4. Workshops can be free, but consider charging a small fee so attendees show up. Use that money to pay for lunch and anything let over is profit.

# Create an Amazing Flyer

- Get creative with your flyer
- Don't use a typical portrait flyer made from Publisher or WORD
- Use Power Point to create your flyer and try landscape
- Include all information including your sponsor's info, any state requirements, your photo etc.



Sponsored by  
WCR

# Home Staging What Every Agent Should Know

3  
MCE

## Home Staging What Every Agent Should Know

### Course Covers

What is home staging and what is included in home staging

The cost and value of home staging, ROI factors

Importance of leveraging marketing efforts with staging, photos and internet presence

How buyers think and how staging influences them to buy

Home staging statistics and facts

Why sellers respond better to professional stagers advice

3 MCE Credits Provider Number 8030 Course Number 1313  
Sponsored by: Chicago Title

Date:

Time:

Where:

Admission:

RSVP:



Shell Brodnax  
Home Staging Expert

### Course Covers

What is home staging and what is included in home staging

The cost and value of home staging, ROI factors

Importance of leveraging marketing efforts with staging, photos and internet presence

How buyers think and how staging influences them to buy

Home staging statistics and facts

Why sellers respond better to professional stagers advice

Why agents shouldn't stage

How to collaborate with a home stager

How to present home staging to your clients and overcome objections

WCR Office  
123 Main St  
Valley Springs  
2pm-5pm  
Call to Register  
209-555-1212



Shell Brodnax  
Home Staging Expert

Provider # 8080  
Course # 1515

# STAGING TO SEL

## What Every Agent Should Know

### Course Covers:

- What is home staging and what is included in home staging
- The cost and value of home staging, ROI factors
- Importance of leveraging marketing efforts with staging, photos and internet presence
- How buyers think and how staging influences them to buy
- Home staging statistics and facts
- Why sellers respond better to professional stagers advice
- Why agents shouldn't stage
- How to collaborate with a home stager
- How to present home staging to your clients and overcome objections

**1-888-123-4567**  
CALL NOW FOR more information  
[info@company.com](mailto:info@company.com)

Sponsored by:  
The Women's Council of REALTORS

Provider Number 9806  
Course Number 03-00-106-27982  
3 MCE

March 17, 2015  
125 Main St.  
Valley Springs, CA 95252  
10:00 am to 1:00 pm



Presented by  
Shell Brodnax  
Home Staging Expert

# Marketing Tips

- Start marketing 4 weeks prior to your workshop.
- Send emails out to your database. Have your sponsors also send out emails once a week.
- Use Constant Contact, if possible. They have a great events module that will allow RSVPs and payments. May use RESA CC.
- Create a speaking engagements/workshops page on your website and post the events with all important information.
- Deliver flyers to real estate offices.
- Make workshop announcements at real estate marketing meetings, WCR meetings and any real estate related events.

# Things to Have at the Course

- Notepad and pens. (sponsor usually have these, but ask)
- Lunch- Sandwiches, chips, soda, water. Don't do messy food items like pizza, pasta with red sauce etc.
- Handouts- You can print the Consumer's Guide to Real Estate Staging, the RESA Statistics Report or take information from those and offer a condensed version, changing your listing presentation script, etc. Buy some of the "*Consumer's Guide to Real Estate Staging*" DVD. RESA members can buy for \$14.95 you can sell them for up to \$19.95
- Nice bowl for a drawing. Have a drawing for a free consultation or a DVD
- Plenty of your business cards and/or brochures

# The Intent of Teaching

- Teach the course with the **intent of providing education to the attendee** in order to improve the industry on the local level.
- Don't sell your services, sell yourself as an expert. This means don't give a sales presentation, give them education as if it didn't matter if they hired you or someone else. **By you being the expert you are "sold" by default.**
- Don't criticize other stagers, even if someone asks your opinion.

# Best Practices

- Be professional.
- Dress professional.
- Know your material.
- Thank everyone for coming.
- Do a raffle a consult or DVD.
- Have plenty of food and drinks.
- Have your business cards, brochures, handouts, etc. at the back of the room.



# Best Practices

- Send a handwritten thank-you note with one business card to every attendee. At a minimum send a thank you email.
- Send a handwritten thank-you note to your sponsor and you may want to consider a small gift.
- Set another date for 4-6 weeks and start the process over.