

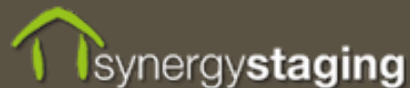


Streamlined Staging Proposal and Professional Business Policies

Making sure your business is represented to your clients just the way you want it to be.



Presented by David Peterson





First Steps First

- ◆ This is a Workshop to bring up topics relevant to our business, and is in no way a substitute for legal consultation or advise.
- ◆ There are as many ways to stage as there are stagers. You must determine how you specifically want to handle all aspects of your business.
- ◆ Each section will require you to make choices about the expectations you place on your client, fees, notification periods, loss of furnishings, etc.

Do you have a Staging Proposal?

What To Include in Your Proposal

- ◆ Date
- ◆ Client Name
- ◆ Property Address
- ◆ Tentative Staging Dates
- ◆ Intro Statement
- ◆ Rooms to Stage
- ◆ Pricing
- ◆ Services
- ◆ Preparation Notes / Contract Highlights
- ◆ Links to website / reviews / testimonials / gallery

What Not To Include

- ❖ Detailed List of Staging Items
- ❖ Contract Terms
- ❖ Consultation Info / Property Suggestions

STAGING SERVICES PROPOSAL



Date: XXXXXXXXXX
Prepared For: XXXXXXXXXX
Property Address: XXXXXXXXXX
Tentative Staging Dates: XXXXXXXXXX

Thank you for welcoming us into your property. Please don't hesitate to contact us with any questions or concerns. In order to move forward with our services we require a signed staging contract which will secure the date for staging your property. The staging contract will be prepared upon acceptance of this proposal.

Main Areas to be Transformed:

Front Room Home Office
Living Room
Dining Room
Kitchen and Kitchen Nook
Powder Room
Two Upper Level Bathrooms
Master Bedroom
Master Bathroom

Home Staging Investment:

\$X,XXX.XX is the total investment for staging design, installation and the initial 30 days rent as well as removal of furnishings. Payment is due at the signing of a Staging Agreement.

If required, the optional monthly renewal rate is **\$XXX.XX** and will continue until you terminate the Staging Agreement.

Staging Service Includes:

Staging Design
Selecting Furnishings
Packing and Loading
Furnishings Delivery
Staging Installation
Furnishings Rental
De-Staging and Inventory Pick-Up

Our staging will compliment the style of the house as well as appeal to the lifestyle of buyer who will most likely be interested in the property.

Place any other relevant info here:

Property prep, notes about the home, staging dates, etc.

Synergy Staging requires that the Property be "Stage Ready" upon our arrival, or a fee will be assessed and the appointment may be rescheduled. Stage Ready includes completion of construction, painting, repair or remodeling work, and the house must be professionally cleaned (including all surfaces, carpeting and windows professionally cleaned) and removal of unnecessary items prior to the agreed upon staging date.

In addition we require that the property have running water, electricity, and working heat during staging dates.

For safety and efficiency, we request that no one be at the property during staging installation. We will contact you upon completion.

Please be sure to visit our website at www.SynergyStaging.com to view our portfolio and read our client testimonials. We are excited for the opportunity to showcase your property beautifully and help you sell your listing quickly for the most money possible.

Why do I need Business Policies?



Home Staging is a **creative** and **demanding** business. The fewer the obstacles, the better the results. Proper business polices **empower** you to do a successful job.

Setting up all expectations for your client up front ensures a project will run smoothly without any unexpected issues.

Well – there will always be unexpected issues – so try to plan ahead for a the best possible client and staging experience.!



**What are some primary
Business Policies?**

1. Your Client

- ◊ Who is your Client?
 - The Property Owner?
 - The Listing Agent?
 - Someone else?

2. What Services Do You Offer

◊ What is your menu of services?

- Home Staging Consultation (with or without report)
- Occupied Home Staging (with or without enhancement)
- Vacant Home Staging
- Redesign Consults
- Other Interior Design services

3. Payment and Term

- ◆ Prices of your Services and the term
 - Do you have a Fee that covers everything
 - Fee cover the first 30 days? 60 days?
 - Break out the Staging from Rental
- ◆ Recurring rental fee
 - When is it charged? Charge a Deposit or Pay in Full?
 - How do they cancel? Removal notice period.
 - Do you Pro-rate your rental?
- ◆ When do you expect to be paid and how?
- ◆ Will you take payment out of closing?
- ◆ What is the consequence for non-payment?

4. Damage or Loss to Furnishings

- ◆ What do you do if Furnishings are damaged or stolen?
 - Is client responsible for everything in the home?
 - How are they invoiced for the items if something happens?
 - What is your mark-up for replacing furnishings?
- ◆ Handling of Furnishings
 - Nothing shall be moved or removed from Property
 - No painting, repairs, or pest treatments
 - How do you handle linens and towels? What if they are used?
- ◆ What do you do if work needs to be done after Staging is complete?



Two cabinets were damaged by the cleaners
Client had to purchase them

5. The Nightmare Client

- ◆ How do you terminate your services?
 - How many days notice to terminate?
 - What constitutes a default?
 - Remedies for outstanding monies owed



6. Client Consent

- ❖ Warranty that they own the Property
- ❖ Permission to move anything in the Property
 - Note any exceptions
- ❖ Stager has complete discretion on the selection and placement of art, furniture, and accessories. Client understands this may not to be their personal taste.
- ❖ Cover the installation of mirrors and artwork.
 - Permission to put holes in the wall
 - Is touch-up work the responsibility of the owner or do you do it?

7. Industry Reminders

- ◆ We are Stagers – Not Realtors
- ◆ We are Stagers – Not Cleaners
- ◆ We are Stagers – Not Magicians
 - Stagers cannot guarantee success or a result regardless of company statistics
 - No warranty of a faster sale or highest market value

8. Photography & Publicity Release

- ◆ Get permission to Photograph the property
- ◆ Do you treat vacant homes different than occupied?
 - Stager owns all rights to such photographs (that you take)
 - Client holds Stager free from any claims arising from use



9. Insurance

**All staging companies need to have
Liability Insurance!**

- ◆ When do you provide proof of insurance?
- ◆ Do you require Client to have their own insurance?
- ◆ In the event of a claim – what do you ask of Client?
- ◆ Do you carry Worker's Comp Insurance

10. Property Preparation & Day Of

- ◆ How do you define Stage Ready
 - Completion of construction, repairs, remodeling, painting
 - Professionally cleaned / Windows too?
 - All items prepared as recommended by Stager
 - Running water, electricity, working heat, air conditioning
- ◆ What is fee and/or consequences if not Stage Ready?
- ◆ No one can be at property during Staging w/o approval
 - No showings can be scheduled
 - Pets offsite or contained / not responsible if go outside
- ◆ When can you reschedule - inclement weather, etc.

11. Property Access

- ◆ Do you require a key for the Property?
- ◆ Do you allow a Contractor Box?
 - Recommend code be changed after all work on the house is done so only you and the Client know the code





What else should you consider?

Policies to Consider

- Notice period for postponing Staging. Is there a fee?
- Do you have a fee for late payments?
 Importance of accepting Credit Cards
- Keep Property clean during Staging
- Can Client smoke in the house? What about pets?
- Permission to advertise in Property (not in an Occupied)
- If Agent is the client it is a good idea to have the Owner of the property sign an addendum that gives their permission for the home to be staged (and they approve that their listing agent has contracted with you to do the staging). Include what happens if they 'release' the agent.



Questions and Answers



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