

# Course Outline

---

01

## Introduction to Home Staging

In this module we'll delve into the principles and purpose of home staging. Home staging is the strategic and artful process of preparing a property for sale. It involves optimizing its appeal to potential buyers by enhancing its visual and emotional appeal.

04

## The 4 Stages in Staging

This module explores the 4 stages that most home staging jobs undergo - Consultation, Pre-staging, Staging, and Post-staging. Participants will learn what each one of these stages entails and how to navigate through them without stressing out their clients but rather encourage their involvement.

02

## Understanding the R.E Market

We'll navigate the dynamic landscape of the real estate market. Understanding the market is fundamental to effective home staging. It's not about following trends blindly but strategically aligning your staging efforts with the current pulse of real estate.

05

## Identify Your Project

In this module we'll learn about the different type of properties we come across in the staging realm, their requirements and how to work with them. Such as occupied, vacant, Airbnb, STR, etc.

03

## Basic Design Principles

Participants will be introduced to the fundamentals of design, including color theory, balance, and furniture arrangement. Practical tips and hands-on exercises help students apply these principles effectively in the context of home staging.

06

## Room By Room Staging

This module explores the specific challenges and strategies for staging various spaces, including living rooms, kitchens, bedrooms, and bathrooms. Participants gain insights into creating appealing atmospheres and addressing unique considerations for each area.

# Course Outline cont...

---

07

## Curb Appeal / Exterior Staging

Emphasizing the importance of first impressions, this module focuses on curb appeal and outdoor staging. Students will learn strategies for enhancing landscaping, and outdoor spaces to maximize visual appeal.

10

## Marketing and Presentation

Highlighting the role of effective marketing, this module covers photography, presentation, and creating marketing materials. Participants learn to showcase their work professionally and engage in collaborative discussions on marketing strategies.

08

## Staging Techniques and Tips

Building on foundational knowledge, this module introduces advanced staging techniques. Participants explore adaptability to different architectural styles and gain insights into addressing challenging spaces.

11

## Final Assessment & Certification

The second last module includes a comprehensive course review, a final assessment involving a final quiz and the awarding of certificates to participants who successfully complete the course. Participants reflect on their learning journey and growth.

09

## Case Studies & Practical Examples

Participants analyze real-life staging success stories, exploring before-and-after examples of successful projects. This module encourages collaborative analysis and knowledge sharing through a dedicated forum.

12

## Home Staging As a Business

The last module briefly introduces participants to the idea of establishing a home staging business. We'll walk through the practical aspects of it, covering legal considerations, compliance, pricing strategies, contract creation and much more.