



Q. What does a Home Stager do?

A. A Home Stager designs interiors of homes that are for sale so that they sell faster and for more money. You can also re-design homes that people live in giving them a fresh new look.



Q. How is Interior Design different from Home Staging?

A. A Home Stager simply rearranges and designs spaces that appeal to the masses so they sell faster. Interior designers tear down walls and make permanent, life changing design decisions based on home owner's style preferences and budget. They need a vast knowledge of styles, periods and access to all types of vendors and products.

Q. Can anyone become a Home Stager?

A. Yes! Of Course! A variety of different people are becoming certified Home Stagers every day. This is a ground floor opportunity with little competition in most of the country. For those of you who are creative and have an eye for design and color, you'll feel right at home.

Q. Are people really making money in this field?

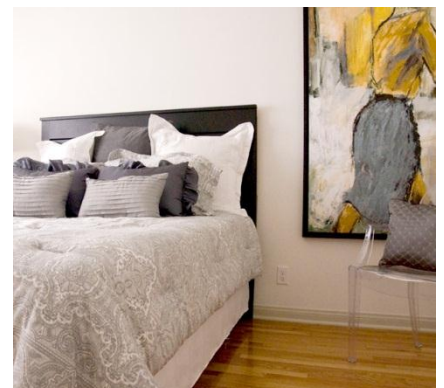
A. Yes. And many are extremely successful (Like Me) and others are making an incredible supplemental income. There are many households as well as homes on the market with a dire need for Home Staging. According to the National Association of Realtors, 25% of homes are now being staged compared to only 5% a few years ago.

Q. What is a realistic amount of income to earn in a year for a Home Stager?

A. The sky is the limit and many dedicated Home Stagers earn upwards of 6 figures a year by their 5th year in business. On average, Home Stagers around the nation charge \$75-\$150/hr and earn 50K- \$100/ yr.

Q. Do I need previous experience to become a Home Stager?

A. No. We assume that all of our students come to us for the most complete training available in the industry. The Academy's Advanced Home Staging Certification program starts at the beginning with Certified Instructors mentoring you step by step through advanced design and business strategies all the way to the end. And it doesn't stop there. Our hands-on training helps develop



advanced design and business skillsets critical to your success. In addition, at The Academy, you receive a business cd with contracts, proposals, job worksheets and ready to print advertising pieces to get started the day you graduate the program.

Q. Is Home Staging an expensive business to start?

A. No. You can start you Home Staging business with very little start-up costs. Most people already have the basic tools they need to get started like computer, email, phone, vehicle, basic tool kit and camera. What you will need in addition is a business name, depending on where you live possibly a business license, website and business card. Included with your tuition is our business cd with contracts, proposals, job worksheets and ready to print advertising samples saving you hundreds of hours and dollars, allowing you the time to focus on your business and get going right away. In addition, with The Academy's exclusive insider knowledge training, you will learn how to grow your staging inventory with no upfront costs.

Q. Do I need to be Certified to start a Home Staging business?

A. No. There are no Home Staging police who will come knocking on your door if you operate without Certification.

However, most people recognize that to be viewed as reputable and credible by the Real Estate community who will be recommending Stagers to their clientele, that it is best to have every advantage in their corner when starting a Professional Home Staging Design Business. Our Certified Instructors are leaders in the Home Staging industry and coach and mentor you every step of the way including over 10 hands-on and field exercises. The Advanced Home Stager Certification is the most complete and advanced training available and the AHSC designation is good anywhere in the world.



Not sold yet? How much does little or no education cost you in the long run of building your business? Here is an excerpt from our home page:

How this Course Pays for Itself - Add \$20,000 more a year to your bottom line when you utilize the trade secrets revealed in my course. Learn from experience!

- ◆ Save thousands when you learn the 30+ ways to advertise and market your business for little or no money including getting on the first page of Google!
- ◆ Receive advertising and business templates, contracts and formulas that will save you hundreds of hours and \$\$\$\$
- ◆ 30 day start up plan gets you up and running quickly so you can be earning money faster
- ◆ Learn the insurance secret that cost me almost \$5,000 my first year and a half in business.
- ◆ Discover the little known trade secret that can boost your income 10k or more every year.
- ◆ Once you learn a skill, that knowledge continues to build and transform into new ideas, career directions and experiences for a lifetime. In this course, you will discover over 30 additional creative design services you can offer once you have learned the design concepts taught in our Certified Home Staging course.

Q. How long does The Academy of Home Staging Advanced Certification course take?

A. The Academy of Home Staging course runs 5-6 days concurrently so you are fast-tracked into your new business as quickly as possible. Our 6 day courses offer additional areas of study and some with dual designations being offered.

Q. Is a 5 day course more effective than a 3 day course?

A. If you're main interest in taking a Home Staging Course is more for fun and a hobby, then a shorter course is better than not taking any course at all. But if you're main focus is on building a successful, lucrative and thriving new Home Staging Design business with professionalism and confidence, then you will want the most education you can possibly experience. At The Academy, our Certified Instructors are Home Staging industry leaders that personally coach and mentor you every step of the way through advanced design and business strategies and over 10 hands-on classroom and field exercises – the most available in any Home Staging training. Plus you also receive a cd with all business documents including contracts, proposals job worksheets and ready to print advertising pieces included in your tuition which is not typically offered in other programs included in the tuition. This is one of the huge time savers when building a business, not only in time but in \$\$\$ paying someone to design advertising and business documents for you. Also, not typically included in other programs but included in ours is 2 months of coaching, advanced audio classes and unlimited email support included in the tuition at no cost to you and you may elect to remain in the program as long as you like.

Q. There are so many programs, how do I choose wisely?

A. Although there are new programs popping up all the time, many of them are very short programs that may seem attractive due to time and fee investment. However, these programs take advantage of consumers looking to save a buck and unable to ascertain what critical pieces might be missing from the training. Due to the intricacies of building a Home Staging business, The Academy stands in integrity to only offer a minimum 5 day course to ensure students receive the most complete education in the design and business arena to be successful. There simply isn't a way to deliver an adequate scope of skills in less time. At The Academy, you will experience over 10 hands-on class room and field exercises, side by side with your Academy Certified Instructor. At The Academy, we hand pick proven leaders in the Home Staging community to mentor and coach you every step of the way. You are able to ask questions at any time. That is because we take only 8 per class to ensure everyone has an opportunity to learn, experience and grow.

Q. I already owned a business before, why would I need training to start a Home Staging Business?

A. How fantastic! You will have more advantage than others just starting out. Home Staging is its own animal and quite different from other business. I wouldn't pretend for a second that I couldn't learn a lot about starting an organizing or event planning business from an industry leader even though I have built my own successful Home Staging business. Learning about what not to do combined with insider information and strategies to building your business, can exponentially earn you tens of thousands more than stumbling through the process yourself.

Save time and money – you will earn your tuition back in your first job or two which you will acquire more jobs and in shorter time with the knowledge you will gain.

Q. I am already an Interior Designer, why would I want to take training for Home Staging?

A. Although Home Staging is much less involved than Interior Design of a home, the credibility you establish with a designation in the Real Estate world is very helpful. Most Real Estate Agents are required to continually accrue ongoing education credits putting education at the forefront of individuals they refer to their clientele. If you seek a more affordable option, see our online or home study courses.

Q. Can people learn Home Staging from an online course?

A. Absolutely! Every year there are more and more classes available online. The students benefit in a multitude of ways, such as: Lower fees, total flexibility, convenience, and the ability to work at their own pace. This is why The Academy of Home Staging offers an online Home Staging Course that is our entire live-recorded training brought to the comfort of your living room tv or computer .

Q. Do I have to travel to take The Academy of Home Staging Course?

A. Most of our students travel in from all around the country and even from outside the country. Our one of a kind approach to working with you and mentoring you every step of the way combined with our exclusive hands-on exercises has earned us the reputation of providing advanced design and business strategies in an easy to learn format. Many of our students compliment us on the extensive amount of information they learn and more importantly, comprehend. Our training programs are available in Los Angeles, Tampa, Washington DC, Dallas, New York, and Seattle. We also offer an online home study course making it possible to become Advanced Home Stager Certified from anywhere in the world.

The Academy Of Home Staging Certification is good anywhere in the world!

Talented people who have an enormous contribution to make to the world want to be financially rewarded TOO. The truth is you can do both.

How often do you give yourself the gift of doing what you love? How many times is there an opportunity to change your future in just 5 days and begin trading passion for money instead of just logging in time? This training event can be the best investment of time and money that you'll ever make. If you're serious about turning your passions into your career this year, you need to be here.

I know that there's more than enough success, fun and abundance for everyone and I can't wait to share that success, fun and abundance with YOU!

Call me and get started on your new lease on life today.....

Kim Kapellusch

818.726.6429

<http://www.TheAcademyOfHomeStaging.com>