



## **What is Staging and Why Do You Need an Accredited Staging Professional®?**

The moment home owners decide to put their homes on the market the properties they've lived in effectively become products. Their real estate agents assess a sales price, devise a marketing plan to get the home sold and prepare to put the listing in the multiple listing service.

Especially given today's market conditions, homes will compete against a huge inventory of available homes. Now more than ever, especially in the current buyer's market, it's extremely important to make a listing stand out in the marketplace.

So what can consumers and their agents do to catch the attention of home buyers? They need to:

- Make the first impression of the home positive and inviting
- Enable buyers to envision themselves living in the home
- Show the full potential of the home
- Make the home visually appealing for online listings

In short, sellers and the real estate agents representing them need to Stage their homes with the assistance of an Accredited Staging Professional®.

### **Defining Home Staging**

Home Staging is professionally preparing homes for sale, so that they appeal to the most amount of buyers and generate the highest price in the least amount of time on market. Staged Homes traditionally present themselves better than the competition by being clean, clutter-free, and ready to show to prospective buyers.

Home Staging is NOT decorating, fluffing, interior design or redesign. Instead,

Home Staging is detailing, de-cluttering, depersonalizing and preparing a seller's home to give it a "model home" appearance so that the potential buyer can "see" themselves living in the home.

### **Introducing the Accredited Staging® Professional®**

- Accredited Staging Professionals® are dedicated professionals who have studied and learned the proven and powerful techniques of Staging® homes with two primary goals: sell faster and for a higher price.
- Accredited Staging Professional® have successfully attended and graduated from the ASP® course and have passed a required thorough examination on preparing homes for sale to earn the Accredited Home Staging Professional® Designation.
- Must pass a detailed written examination in the ASP® class. The test is 10 pages in length and created by Barb Schwarz, The actual Creator of Home Staging
- Accredited Staging Professionals® are committed to the principles and practices of marketing properties as Staged Homes
- By their membership and participation in the International Home Staging Association, IAHS®, ASPs® are held to professional ethical standards as they follow the IAHS® Home Staging Code of Ethics.

ASPs® are taught to follow the below in the ASP® Course as they earn their ASP® Designation:

- Renew yearly their detailed ASP® License agreement of membership with [Stagedhomes.com](http://Stagedhomes.com), the World's Leader in Home Staging Education
- Agree to and uphold the ASP® Code of Ethics
- Agree to and Uphold the ASP® Consumer Foundation of Service Creed
- A Business license for their ASP® Staging Business as an ASP® Stager.
- A Real Estate License if they are an ASP® Real Estate Agent.
- Staging Insurance as an ASP® Stager
- Error and Omissions insurance as an ASP® Real Estate Agent.
- A Sales Tax ID number in the state where they work as an ASP® Stager
- A commercial Checking account for their Business
- To continue their education by returning to additional ASP® Courses to stay up to date in the Home Staging Industry and their ASP® Designation.
- Hold current active membership in The International Association of Home

## Staging Professionals®

IAHSP® and the ASP® Designation are the benchmark association and designation and have been established and strongly built over many, many decades of time. This helps the public know that ASPs® are the true proven leaders in the Home Staging Industry as they serve their clients and consumers where they live and work.

### **About the Accredited Staging Professional®, ASP®, Course**

Real estate agents earn the ASP® Real Estate Agent Designation following a two-day course and after a three-day course, students earn the ASP® Home Stager designation. During the second day of training, students will go to a local home currently on the market which they will Stage while guided by professional ASP® Stagers.

The Accredited Staging Professional® Course was created by Barb Schwarz, the Creator of Home Staging®, President and CEO of Stagedhomes.com and the International Association of Home Staging Professionals. Schwarz developed the concept of Home Staging in the early 1970's and has since educated more than one-million people on the subject. She is a nationally known and award-winning speaker, author and trainer.

### **About Stagedhomes.com**

Training one person at a time; Staging one home at a time; and empowering one family at a time through the magic of ASP® Home Staging. We are dedicated to change what worked yesterday for what now excels today, and that which opens the way to tomorrow through the world of ASP® Home Staging and Training at Stagedhomes.com

### **About the International Association of Home Staging® Professionals® Foundation, IAHSP®**

The International Association of Home Staging Professionals® (IAHSP®) Foundation, a non-profit organization founded by Barb Schwarz, The Creator of Home Staging®, organizes the annual World Wide Staging Service Week, when local chapters around the United States and Canada participate in a week-long event to improve the lives of others through the magic of Home Staging. Past benefactors have included improving such places as the Ronald McDonald House, nursing homes, schools, women's shelters and assisting individuals who may be in need of selling their homes or businesses.