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Staging is the single, most effective marketing strategy for selling real estate & provides measurable value! Savvy Real Estate Professionals are cashing in by adding this service to their marketing arsenal ...**not by doing the work themselves!** Rather, they are learning how staging affects their business, its effect on consumers and the bottom line. They are also learning how to successfully articulate the value of staging to the seller.

Year over year, CSP International™ polled agents asking what they thought about staging and whether it made a difference in the real estate market. A staggering 98% of agents agreed that staging was a 'crucial and effective tool'. Unfortunately, the poll also revealed that less than 20% of agents regularly used staging. Most cited their own lack of education & understanding on topics such as cost vs. value, how to discuss staging with client's, how to deal with client resistance, how to select a great stager and why not to do the work themselves! It was this research that spotlighted the need for a different, widespread educational platform.

As a school for stagers, CSP International™ Staging Training Business Academy needed to provide a tool to connect agents & stagers; they developed and launched a training program just for real estate professionals. Since that time in 2007, that initial Elite Agent™ training has been revised several times & now totally enhanced to bring a robust, unique 2020 learning experience to agents, looking for a unique marketing edge. The program specializes in helping agents maximize profitability, resources and referrals by implementing the service of staging into their business plan. It is direct in its message for real estate agents to defer the work to a dedicated professional!

Why Not Do It Yourself? Three main reasons:

1) We believe the responsibility of securing the equity is a serious responsibility. Done well, staging involves a systematic methodology using skills, knowledge and abilities of real estate, interior design principles, renovations/upgrades that

matter most to buyers and an in depth understanding of the science behind emotional connectors. A CSP® stager studies and works at this fulltime. As a busy agent you don't have the time to invest in learning those nuances. Staging & decorating are two different things; what if, in your effort to help your client, by doing the work yourself, you compromise the equity? Think about this - your own fiduciary responsibility can be compromised.

2) What sort of impression are you leaving with your client? You think it is a positive one, of going above and beyond; but what if they are thinking "tomorrow when you should be concentrating 100% on finding a buyer for my house, I wonder will you be schlepping someone else's furniture." That is not what you want them thinking.

3) Do you know more than forty percent of a stager's work comes directly to them directly from a seller! Not because they are considering FSBO, it is because they know condition factors highly in a buyer's assessment of value and they need the time to get it right.

What you don't know: Stagers build relationships with those sellers and low and behold refer them to professional agents when they are ready to sell!

IMAGINE THAT a hidden market of listings- referrals! Without collaborating with a stager you will miss out!

Most sellers rely on their property as 60% of their overall net worth; typically, it is their single largest investment. The highest level of fiduciary responsibility for real estate agents is helping provide maximum value while protecting the sellers' best interests. A professional staging service will do that and more. **Securing equity is a serious responsibility**, not one that CSP International™ takes lightly. Enforcing certification in a non-regulated industry shows the dedication to excellence, of both the school and the graduate. It is no surprise to learn that for the newly released updated version of Elite Agent™, CSP



After



worked with a team of experts in real estate, marketing and staging; investing skills, knowledge, time and finances, compiling remarkable statistics from reputable sources such as the National Association of Realtors, HomeGain, AOL Money & Finance, Maritz Research and **actual in the field** results. These statistics show unquestionably why staging, **done well**, is so effective. The proven value of this program is in helping preserve the equity of a seller's property & is why the CSP Elite™ agent program is a vital marketing investment for every real estate agent.

The number one resistance factor agents and sellers have for not staging is not wanting to spend money in a property they are leaving. In my experience that perception of money is one of loss, when in fact, it is better to consider any condition improvements to property before selling, as an investment because they will provide a high return...therefore making you money. **A GAIN not a loss.**

INSIDER SECRET: CSP graduates the inside scoop on funding upgrades, reno's and and staging fees out of escrow. Voila! Problem solved.

CSP Elite™ is unique to the industry not only because it delivers actionable knowledge vs information, it does not rely on fluff or tired numbers & provides outstanding after training marketing support resources. It provides real tools to help educate not only the agent but the seller as well. While the course itself provides a wealth of knowledge, agents also receive, a 100+ page manual, a workbook, listing presentation material which can be used right away to help talk openly and with conviction to clients as



Before

well as **totally “done for you”** marketing portal with incredible services and resources. Brokers are receiving it well! Feedback is extremely positive.

The program recognizes an agent's time is best applied to prospecting, securing leads, working with clients, marketing & selling properties. The CSP Elite™ program doesn't teach or encourage agents to stage properties (or even pay for staging) themselves; rather it focuses on how a professional stager working with an arsenal of collaborators will enhance your team, your business, your results and your reputation.

In summary, what I know for sure is that when real estate professionals and certified staging professionals collaborate to form a mutually beneficial, co-operative alliance, quantum leaps occur in both business results and success. It is a spontaneous Master Mind that benefits not only each other's businesses but the quality of life for their shared client in moving forward to their next life chapter, having received maximum equity from their property. Time is of the essence to be sure you are collaborating with a person who can help take your business to the next level.

Act quickly! Go to www.cspelite.com now- earn the designation agents dream of having, the Real Estate Marketing Specialist(TM). ■