



# CSP<sup>®</sup> Stager – *Your*

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**I**f you are a successful real estate agent, you probably recognize that staged properties sell at a much faster rate and for more money than vacant ones. What you might not

realize though is that a stager with the right credentials can help you sell your listings *even faster* than you're accustomed to.

Are there new stagers in your area? Probably. More and more people are getting into staging and likely, these are talented people with know-how. Maybe you've contracted with one or two of them, yet within that group there are some who lack proper training and miss an opportunity to become a true sales partner with an agent like you. Training makes all the difference when it comes to understanding how to successfully combine all aspects of the staging process. It's not just about rearranging furniture in rooms; it's about providing a multi-faceted service that ultimately highlights the *right* selling features of the property so it stands out from the competition.

CSP International™ Business Training Academy provides its students with critical knowledge and teaches them how to elevate a talent for decorating into a notable skill for staging to sell. CSP trains its students using numerous methods and specific formulas. This strategic combination sets its graduates apart. When choosing a stager, make sure to look for one who has received this exceptional training so that you can rest assured that your stager is truly Elite. Here is some advice to help assess which stager is right for you.

1. Make sure your next stager doesn't miss addressing major issues that could deter a potential buyer. A CSP stager has a trained eye for detail from creating curb appeal, to recognizing what features make the first impression when you walk in, to finding each and every opportunity for enhancement within the home's nooks and crannies. All of these details will increase the value of the home.
2. Make sure your next stager takes every advantage to engage the seller in a conversation about the condition of the property and provides them with an easily digestible, prioritized, to-do list. The seller is already overwhelmed with the process. Who likes moving anyway? It makes

people feel scattered and uneasy. The seller needs the stager to help them to focus. There are methods taught in CSP training to tackle this with ease.

3. Make sure your next stager does follow up and follow through with you. You don't want to miss out on a prepped property going to MLS at the perfect time. Your stager should function as a liaison so all parties are on point and on time.
4. Make sure your next stager stays in bounds when making recommendations. It's critical that they don't take the seller down the renovation road if it's not necessary. There are certain fixes that can make or break a sale, and a stager who knows this difference can save your seller time and money.



A CSP stager combines the knowledge, skills, and ability reinforced in training with proven methods to tackle all of the above as a savvy professional. Even as a new graduate, CSP stagers leave the classroom with hands-on expertise.

When the first opportunity to talk to a potential partner fell into my lap, I had no business cards, no website, no references—literally nothing to prove that I could stage; I only had my CSP credentials. Without a doubt, I was prepared to describe how the process worked, clearly state “what’s in it for them,” and coach them on what would get their property sold faster. Because I had, what I would call, a perceived understanding of the industry, I became both credible and believable. The prospect on the other end of the phone, having not met me in person or seen any of my work, obviously felt this. It was

# Elite Partner



palpable because what followed was an opportunity to become a national builder's go-to stager. He trusted my expertise as if I was a veteran.

In a similar fashion, I moved quickly and seamlessly into occupied staging consultations. Because of my training, I had the tools and templates to utilize and I was able to craft the knowledge gained into precise skills and execute for my partner

(and maybe I had a little internal gumption too), because as a "newbie," I didn't make a single misstep.

So remember, for your reputation and your continued success, seek a CSP® trained staging professional who will make the right partner. Don't be afraid to bring on a new CSP stager; you can rest assured you are getting the best of the best—the elite—at any point in their career. ■