**STAGING AND BUSINESS IDEAS – 2015 ASPM Educational Symposium**

1. Before I get going each day, I write 2 personal notes to clients
2. Sponsor a real estate school class
3. Find affiliates – and form a networking group - host a client appreciation event, do office drops, co-market – affiliates help pay for events and all benefit with the networking
4. Make your own art – use color, color pops, pick a color to go around the room and incorporate that into the art
5. Wall art cart – and hand cart can be used to roll artwork and décor right onto trucks versus having to pack individually
6. Use touch note – send pictures to clients of staged rooms to give them a “sneak peek”
7. Consultation tip – ask sellers to “compromise with you” when it comes to things they might be resistant about
8. Mascara is good for touching up artwork, furniture dings, etc.
9. Find a moving company and see if there is warehouse space available in the same bldg – then you have ready-made movers available to help with your projects. No having to pay for arrival time because they are already there
10. Take care of clients – be the chosen one
11. Do task with quality
12. Instead of storing bedding and/or throws in bags – use commercial clothing rack and hangers – drop cloth over bedding to protect it – but it hangs in your storage or warehouse area so you can see it
13. Put in your Staging agreements a clause about any weather related delays
14. Dyson portable vacuum is a great thing to have in your tool “bag”
15. Offer to help with an Open House with food – and make sure to bring your Career Book
16. When shopping, take lamps so you know size and scale
17. Take room by room videos sent to real estate agents
18. Don’t overlook tables that may be damaged – can use glass/mirrors as tops – even scraps work for this repurposing tip
19. If wood is scratched use black tea bag over scratches. The tea soaks into the scratch and it is gone
20. When a client loves something – find a way to incorporate it into the Staging – such as if they love dogs
21. Join BNI networking group
22. Spread kindness like it’s money and spend it – give back to community and put your charitable work on your business materials so others know you care
23. Join local RE Association Boards – market there – and show up to their meetings
24. When there is no towel bar in a bathroom, fold the large towel with a pocket and put the washcloth or hand towel in the pocket like a fan
25. Always have clothes to change into when going shopping – may meet a prospective client or a client
26. For exterior Staging – do a drive by of the house to view curb appeal. Make the first impression and entrance to home welcoming
27. For business expansion – consider niche services including redesign, color consults, mantlescapes, and landscaping
28. Passive marketing tool – put logo on pens – and incorporate the Power of the Pen
29. Keep a positive attitude at all times – it is a privilege to help others
30. Value added service – get a good photographer that you incorporate into your Staging bids and include their services as part of your overall package. Not only does this ensure great photos of your work but it saves the Realtor a step
31. Ask if I can enter the house – shows honor to the client
32. Moving can be hard for some kids – always ask permission to enter their rooms
33. Always have light bulbs, toilet paper, back up bin of things in your vehicle that you might need on site
34. When attending a Broker’s Open – you get to the house you Staged first and help by turning on lights – bring food too
35. Spray paint sculptures glossy white – it is fresh and updated
36. Get a welcome mat and give as a gift to the seller – this ensures there is a welcoming entry and the seller’s appreciate it
37. For older people – go back to them and make sure to ask if they have any questions about the Staging plan
38. Do a drive by Staging – give impression to Realtor of exterior of house
39. Use Sherwin Williams reps – they are knowledgeable and have mobile apps we can use with our clients
40. Every room needs greenery – get vases with small necks because they need fewer flowers to fill the neck and make a statement with a larger bottom
41. Embellish artwork with paint – can paint over existing things or add to a canvas to create a whole new look
42. Look at a community storage building – little less in the winter months – get own commercial broker and sublet space in a storage facility
43. It’s not about us – it is all about the Realtor and Seller
44. Be grateful and pat yourself on the back for what we are doing – give ourselves credit without ego
45. Refer business to public storage places – and get your storage unit for “free” with all the referrals
46. When working with Seniors – they like to learn about you in the Career Book
47. When they have kids – put a Career Book together for them of the photos of the things in the house that is being sold so they have the memories