

100+ Home Staging Resource Forms Index

**Denotes a new form

Name of Form

Example Letterhead for Electronic Forms
Blank Example Training Calendar

Target Market & Area of Usage

General Business
General Business

Training Information About the Form

See video about headers in Week 1>Staging Forms
Set training goals>HSR Example Calendar in Week One

Home Staging Forms

Sales Emails and Letters

Marketing Contacts Spreadsheet
Home Staging Quick Pitches

Contact Management
Verbal Sales
Realtor Sales and Contact
Progression

Week 2>Identifying Heavy Hitters
Training Manual>First Fifty Marketing Guide #10

Realtor Occupied Intro Email 1
Realtor Occupied Intro Email 2
Realtor Occupied Intro Email 3
Realtor Vacant Listing Intro Email
Realtor Example Letter on Stationary
Home Seller Letter
Home Seller Neighbor Letter

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Home Seller Sales and Contact
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Week 2>Wave Marketing Section
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"
Week 2>Direct Mail Section
"

Sales Handouts - Pick Your Favorites!

Top Dollar Guide or Seller's Essentials
Merchandising Your Space
Three Keys to Selling Your Home
Top Ten Reasons to Stage
Let's Talk Buyers
Why You Made a Great Decision to Stage
2011 HomeGain Stats in Word
RESA Staging Statistics Report

Home Seller - Handout or Download
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Week 3>HSR Guide to Success
Design Modules
HSR Library>Educating Clients>Understanding Buyers
n/a
HSR Library>Educating Clients>Understanding Buyers
HSR Library>Educating Clients>Understanding Buyers
HSR Library>Educating Clients>Staging Statistics
HSR Library>Educating Clients>Staging Statistics

25 Real Estate Mistakes	"	n/a
Example Brochure to Customize	"	In Microsoft Publisher
Vacant Staging Sales Sheet	Vacant Home Seller - Handout	Week 2>Vacant Home Staging
Realtor Staging Partner Plan	Realtor - Handout or Download	Week 3>Realtor Partnerships
Top 5 Reasons to Use a Home Stager	Realtor - Handout or Download	Week 3>Realtor Partnerships
Email for Realtors who Will Pay for Consultation	Realtor - Email to their clients	Week 3>Realtor Partnerships
Realtor Sales Powerpoint Presentations		
Top Ten Reasons to Incorporate Staging - 30min	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
Home Staging 101 - 45min	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
**Top Ten Reasons to Stage Your Listings	Realtor Powerpoint Presentation	Week 2>Realtor Office Presentations
Staging Price Sheets & Proposals for Occupied Homes		
Simple Pricing Model - Proposal Consultation	Price Sheet	Week 1>Pricing and Service Guide
Simple Pricing Model - Work/Report Consultation	Price Sheet	Week 1>Pricing and Service Guide
Proposal for Work - Simple Pricing Model	Proposal for Client	Week 1>Pricing and Service Guide
**Decision Tree for HSR Packaged Proposals	Deciding on a Proposal	Week 3>HSR Guide to Success
**HSR Recommended - Packaged Pricing	Recommended Price Model	Week 3>HSR Guide to Success
**HSR Recommended - Packaged Pricing for Website	Price Model for Website	Week 3>HSR Guide to Success
**Proposal for Work - HSR Packaged Pricing	Proposal for Client	Week 3>HSR Guide to Success
Hourly Timesheet - Project Pricing	Working Notes Pricing	Week 1>Pricing and Service Guide
Creative Pricing and Packaging	Example Price Model	n/a
Example Realtor Partner Packages	Realtor Example Price Model	Week 3>Realtor Partnerships
Staging Consultation Forms		
Realtor Pre-Appointment Order Sheet	Realtor Phone Order Sheet	Training Manual>First Fifty #29 & Consultation Guide
**Seller Pre-Appointment Order Sheet	Seller Phone Order Sheet	Training Manual>First Fifty #29 & Consultation Guide
Extra Agent Questions Sheet	Realtor Extra Questions	Consultation Guide
Pre-Appointment Research Sheet	Researching the Home	Week 1>Consultation Guide Video
Quick Consultation Checklist	Consultation Preparation	Training Manual>Consultation Guide

Example Accessories to Bring List	Consultation Preparation	Consultation Guide
**Staging Toolbox List	Consultation Preparation	Consultation Guide
The Process and Plan	Reference	Training Manual>HSR Guide to Success
Three Phases of Home Staging	Educational Handout	Training Manual>HSR Guide to Success
**Staging for Optimum Results	Educational Handout	Week 3>HSR Guide to Success
FEEL HOME Staging Process - 8-steps in every room	Educational Handout	Training Manual>HSR Guide to Success
First Impressions Questionnaire	Seller Walk Through Questions	Training Manual>HSR Guide to Success

Staging Agreements - Please consult with attorney as these are strictly examples!

**All Inclusive Staging Agreement	HSRSTAGERS-in docs to add	
Simple Agreement	Agreement	Consultation Guide
Complex Agreement	Agreement	Consultation Guide
**Example Accessory Rental Agreement	Agreement	Vacant Staging Guide
Liability Waiver for Possessions	Agreement	Consultation Guide
Photo Release Form	Agreement	Consultation Guide

Post Consultation Handouts

	Seller Home Prep List for Staging	
**Home Preparation Plan	Day	Week 3>HSR Guide to Success
**Recommended Vendor List (stand alone)	Educational Handout	Training Manual>First Fifty Guide #25
Customer Feedback Form Example 1	Testimonial	Week 2>Referrals and Testimonials
Customer Feedback Form Example 2	Testimonial	
Open House Checklist	Educational Handout	n/a
Closet Checklist	Educational Handout	n/a
**Three Steps to "Less is More" and Loving What You Have!	Educational Handout	Design Modules
**The Hard Truth About Toys	Educational Handout	Design Modules
**Staging Follow-Up Thank You Email	Redesign Up Sell Email	Week 3>HSR Guide to Success

Home Staging Action Plans

Staging Report - Customizable Word 26 pages	Client Action Plan	Corresponds to Staging Report Proposal
Staging Report - Home Stagers Notes	Stagers Reference	Corresponds to Staging Report but has stager's notes
**Quick Staging Report - Same as above but shortened	Client Action Plan	Shortened Staging Report
HSR Action Plan - Corresponds to FEEL HOME Steps	Client Action Plan	Week 3>Action Plans
General Walk Through Plan	Client Action Plan	Week 3>Action Plans
Top Ten Priority Report	Client Action Plan	Week 3>Action Plans
"Do It Yourself" Manual - Room by room	Client Action Plan	Week 3>Action Plans

Vacant Staging Forms and Pricing

Vacant Staging Sales Sheet	Sales Handout	Week 2>Vacant Home Staging
Example Vacant Process One	Price Sheet	Week 2>Vacant Home Staging
HSR Recommended Vacant Pricing & Process	Price Sheet	Week 2>Vacant Home Staging
HSR Recommended Vacant Proposal	Proposal for Client	
Example Vacant Process - Based on square footage	Price Sheet	Week 2>Vacant Home Staging
Example Vacant Process - Stager owns inventory	Price Sheet	Week 2>Vacant Home Staging
Vacant Staging Timeline and Checklist	Process and Reference	Week 2>Vacant Home Staging
Furnishings Needed to Stage a Vacant Home	Educational Handout	Week 2>Vacant Home Staging
Inventory Guide	Excel Spreadsheet for Accessories	Week 2>Vacant Home Staging
Furniture Cutouts	Reference Tools	Week 2>Vacant Home Staging
Office Furniture Cutouts	Reference Tools	Week 2>Vacant Home Staging
Graph Paper	Reference Tools	Week 2>Vacant Home Staging

Additional Staging Target Market Forms

Public Relations Forms

News Resource Directory by State	Research Reference	Week 2>Public Relations
Example PRWeb Press Release	Online Marketing	Week 2>Public Relations
Example Home Staging Press Release	Online Marketing	Week 2>Public Relations

Example "Company Launch" Press Release
 **Example Vacant Home Sales Press Release

Online Marketing
 Online Marketing

Week 2>Public Relations
 Week 2>Public Relations

Redesign Forms

Sales Handouts

Color Meaning for Your Space

Educational Sales Handout

Design Modules - Color Module

Redesign Consultation Forms

**Redesign Pre-Appointment Order Sheet
 **Design Introduction Email
 **Initial Lifestyle Questionnaire
 **Detailed Design Questionnaire
 **Design Proposal
 **Next Steps and How I Work
 **Redesign Example Agreement
 **Post Consult Email with Shopping Links
 **FEEL HOME Process for Redesign
 **First Impression Redesign Question Sheet

Phone Order
 Email after Phone Order
 Design Questionnaire
 Consultation Questionnaire
 Proposal
 Agreement
 Agreement
 Email after Consultation
 Educational Handout
 Educational Handout

Week 3>All About Redesign
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