

Home Staging Business: How To Dominate Your Market In 1 Year (real Estate Ebooks)

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How to Dominate Your Market in 1 Year By Zoe Zhao How to Own and Operate Your Own Home Staging Business and Dominate Your Market in 1 Year Subject: Home Staging Domination If you are looking for a lucrative new business you owe it to yourself to investigate home staging. While the economy is in the current slump, homes are still selling. Those homes that are turning over do so because the agents use every avenue available to insure the sale. One of the "must have" tools is having a designer stage the home for optimum effect. But, don't think you have to be a designer to take advantage of this terrific opportunity. What you need is to learn the ins and outs of the "business end" of home staging. Become a home stager and learn how to dominate your market in 1 year. We aren't going to "spill the beans" here but let's just say you'll be pleasantly surprised inside our "How to Dominate Your Market in 1 Year" guide. It's not as difficult as you may think. Our "How to Dominate Your Market in 1 Year" is based on "elemental lists" that will help you begin your staging business and carry you through from the very beginning to a fruitful ongoing conclusion. You will learn what to do every day, every week, every month and every year. Learn: * What to do for every project * How to build relationships with realtors and affiliates * What to do to take your business to the next level and, * How to truly dominate the market "How to Dominate Your Market in 1 Year" will teach you great marketing that costs almost nothing to implement. Also learn about how to acquire and keep great customers. We teach you how to limit debt, get recurring income and operate in a niche. All told, you can even sell this business if you choose. But, don't just take our word for it. Find out for yourself. Grab your copy and see just how much fun you can have providing this lucrative service to those who need it! Table of Contents Introduction 1 Getting Started - Understanding Home Staging This Book Is For Two Groups of People What You Will Not Find In This Book: 2 Where to Start - Defining the Steps to Success The Steps Defined An Aside from Rob Minton Following the Steps to Success STEP 1 Find Your Niche Market STEP 2 Design Your Company Signage STEP 3 Setup your portfolio STEP 4 Get Your Own Website STEP 5 Start to Collect Realtors' Names STEP 6 Locate all the Real Estate Offices in Your Area STEP 7 Design and Print Postcards for Direct Mail Marketing STEP 8

Print all the Forms You will Need STEP 9 Use a Reliable Email Contact Management Service STEP 10 Start Writing Articles about Home Staging STEP 11 Talk to Newspapers and Community Organizations STEP 12 Give Your Articles to the Media STEP13 Prepare a Presentation for Realtors STEP 14 Get Company Insurance STEP 15 Post your Advertisements on Free Web Sites 3 The "Every" Lists The Every Day List Understanding the "List" Why Do You Need to Follow These Steps? The Every Project List Tips For Meeting with Potential Clients During the Meeting: After the Staging: Work with the Neighbors The Every Week List Understanding the List The Every Month List Understanding the List The Every Year List Understanding the List 4 Building Your Success Indicators of High-Quality Service Reaching the Upper Level Building Relationships for Success 5 Choosing Great Designers Choosing Designers A Review of the Top 9 Qualities Example Postcards and Referral Form Postcard #1 Front and Back Postcard #2 Front and Back Postcard #3 Front and Back Referral Postcard Front and Back Thankyou Postcard Front and Back Referral Form Conclusion About The Author Zoe Zhao Zoe Zhao started her home staging business on her own. She did everything herself at the very beginning; marketing, consulting, on-site staging, purchasing inventory, storage, moving and bookkeeping ... everything small business owners have to deal with. But now, she only does marketing and delegates all of the other work. She makes more and works less. She has 3-4 designers on her team and each of them get about 1 project every week in the busy season. Her team has staged over 200 homes in 2 short years. One of them said that "You are the smartest designer I have ever seen." She has written articles for major newspapers for years, and a TV program about her service is about to launch in Toronto . Her designers always wonder how she does her marketing; that has been her biggest secret! Since there are so many homes in the market that need help from stagers, she thinks it won't hurt if she reveals her marketing secrets to designers in other cities. And, she wants more people to get the great help from stagers, sell their home quickly and move on with their lives. That is why she wrote this e-book. It's not a book about how to design, but how to be a most successful Home Stager. With this guide you will receive all of the information you need to start your own business and make it succeed! P.S. Please don't order this book if you are looking for a book about design. You won't find that here. This books is all about making money in the home staging business. Period!

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