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So you want to be a stager?

Did you know Entrepreneur Magazine recently named home staging as a “hot” new business?

With the popularity of television programming focused on the home staging, decorating and the real estate market, staging is finally getting much-deserved recognition as a valuable tool to sell homes quickly and for more money. Not surprisingly, people are increasingly looking for ways to take advantage of this trend. Impact Interior Design Solutions has been educating sellers on the benefits of staging for over five years, and it seems that every week we receive at least two calls from individuals interested in becoming home stagers or asking about how to start a home staging business.

The recently published “Fab Job Guide to Become a Home Stager” was written to help aspiring entrepreneurs by providing insights and guidelines on starting a home staging business or becoming a stager. Impact was honored to have been selected as a contributor to the book, which features several “before and after” photographs of homes that we have staged.

The guide provides specific details on becoming a successful home stager, and focuses heavily on the business aspects of staging. Being a good decorator is only part of the equation. Understanding how to manage a small business is the key to success in any small business; home staging is no exception. I always tell aspiring stagers, “Be prepared to spend 20 percent of your time and effort staging, and 80 percent on everything else.”

The timing for this new guide is perfect as it coincides with the launch of our new Intern Program; a experiential program that provides hands-on, real life experiences to help you decide if a staging career is right for you. For a nominal investment, aspiring stagers can get real-life experience, then determine if they want to partner with us.

We are currently interviewing intern candidates for the fall program. Perfect candidates have a flexible schedule, be willing to put in 40 to 60 hours over a 3 month period gaining first-hand experience, and be interested in possibly partnering with Impact upon completion. Candidates should call Darla at 248-761-3320 to learn more.

We believe it is important for aspiring stagers to understand their options and we are happy to share our insights and help them determine how they will use the education they receive.

If you are interested in finding the Fab Job Guide, you can find it online at fabjob.com or other retail and online booksellers

