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Impact Interior Design Solutions is announcing a new program that can help you take your business to the next level. Be the first in your office or selling area to provide a truly full-service experience for your clients, by incorporating home staging into every listing.

PREFERRED REALTOR AFFILIATE PROGRAM

This limited time opportunity will allow realtors to partner with Impact to provide staging services to each of your listing clients. Staging enhances the salability of the homes you list, which in turn provides greater commissions for you. It's a win/win for you and your clients. It's also a market differentiator for you: a value-added service that will give you an edge over your competition.

How it Works

As a Preferred Realtor Affiliate, you will benefit from:

- ***Free staging consultations for any new listing.*** Sellers will have an opportunity to learn about staging. During the consultation we will provide information about staging, show before and after photos, and discuss staging statistics, service options and, ultimately, provide a bid for services if your client is interested. (Beginning in 2010, non-affiliates will be charged a \$50.00 fee for this service. Meeting time not to exceed one hour.)

Note: Consultation does not provide specific ideas or information about the individual listing. Rather, it is an opportunity for the seller to learn about the process, fee structure, and the benefits of staging and to ask questions. It is an opportunity for the stager to evaluate the house in order to provide a bid for services.

- ***Free Virtual Tour for your staged listings.*** This free service, available beginning in 2010 will be available to Preferred Realtor Affiliates, for staged properties that meet our established criteria for staged homes.

- ***Free “After” photos.*** Presentation-quality photos of the staged property will be provided for your use.
- ***Preferred Realtor Affiliate listing on our website,*** to maximize your SEO (search engine optimization) and make your business and your listings easier to find during internet searches.
- ***Your staged listings and sold staged homes featured in our monthly newsletter.*** You provide a testimonial about your success; we’ll attach the photo then link back to you so others can find your listings.
- ***Free staging content for your newsletter or website.***
- ***Referral exclusivity for the city of your choice (one city per affiliate).***

PROGRAM BENEFITS

- Your listings sell faster and for more money.
- More listing opportunities and exposure.
- Clients who are proactively involved in the selling process and better prepared to list their homes with you.
- You’ll sell more because your properties will be more desirable.
- Impact gets to have the difficult conversations with your clients regarding the condition of their property and the work needed to get it ready for sale.
- Your clients become better educated about the preparation process, and will have a clear understanding of the consequences of their decisions regarding readying their home for sale. We will prepare them for the likelihood of a price reduction on an un-staged home. In either case, we will help manage expectations and make the home more marketable for both you and your clients.

ADDITIONAL SUPPORT

We will also provide:

- Training regarding how to educate your clients about staging; what it is and why it works.
 - Marketing materials that explain our services and various pricing options
 - Professional portfolio of services and testimonials
 - Marketing flyer
 - Success metrics and statistics
 - Current pricing guidelines and examples
- Information explaining that staging is a service that is provided over and above Realtor commissions; a separate specialized skill (similar to an inspector or appraiser) that enhances the salability of the property.

- Customized flyers featuring your success stories and testimonials, as they become available.
- Priority scheduling for staging your properties.

REALTOR PARTICIPATION REQUIREMENTS

- Realtor must have the desire to build and enhance their business.
- Must be a full-time Realtor
- Must have access to listings that are non-foreclosure or non-short-sale
- Must be willing to share the closing stats on staged properties; days on market and final price after closing
- Realtor must agree to present staging as an option to all non-short-sale and non-foreclosure listings. Realtor also agrees to refer new home buyers to Impact for post-sale services whenever possible.
- Affiliate realtors should explain differences in pricing strategies for staged vs. non-staged homes.
- Must agree to refer a minimum of six staging or post-sale service opportunities per fiscal year

- *Pre-Sale Referral Opportunities*

- Staging reports (project plan, priorities, staging details, list of repairs or minor updates for lived-in homes)
- Staging services for vacant houses
- Pre-sale prep services (organizing, rearranging and editing of furniture and décor items)
- Project management support for minor updates in preparation to sell

- *Post-Sale Referral Opportunities*

- Decorating support for new space; color, furniture, organization
- Space Planning
- Consultations for paint, carpet and other details
- Project management for implementation of updates
- Reputable trade referrals/contacts to help buyers with larger projects

To participate in this contact Darla @ 248.761.3320, or email Darla@impactids.com
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