



Is a staging career right for you?

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 real estate industries, staging is finally getting much-deserved recognition as a valuable tool to sell homes quickly and profitably. Impact Interior Design Solutions has been educating sellers on the benefits of staging for over five years, and lately it seems we receive at least two calls a week from individuals interested in becoming home stagers or asking us about how to start a home staging business.

This interest has spurred Impact to create a first-of-its-kind “Stager Apprentice” Program. While staging is depicted as “fun” and “glamorous” on television, the reality is that staging is hard work. Being a stager is physically demanding and running a staging business takes more than just a good eye and some paint brushes. Our apprentice program will help those considering a staging career; determine whether this path is right for them, through hands-on experience and real-world situations and projects.

We’ve created this program to help stager candidates determine what direction they really want to take. Not everyone is cut out for owning and operating a small business. We believe real-life experiences will allow stagers to get into the business with appropriate expectations and the knowledge required to be successful. Upon completion of this program Impact promises candidate will be able to go forward with their staging dream and successfully participate in this industry at a level that is an appropriate fit for them.

We believe it is important for aspiring stagers to understand their options. We are happy to share our insights and help novice stagers determine how they can use the education they receive. If aspiring stagers are interested in a classroom setting or other alternative training method, we are happy to share our insights about those programs, as well, and allow those interested in a staging career to pick a program that best fits their personal goals and aspirations.

Impact is currently interviewing apprentice candidates for spring 2010. Potential apprentices should have a flexible schedule, be willing to commit 40 to 60 hours over a 3 month period and be interested in possibly partnering with Impact upon completion. This is a fee-based program. Candidates should call Darla at 248-761-3320 to learn more.

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