



# The CSP Elite™ Agent Program

## Maximize Your Client's Equity Through Property Staging



*A Marketing Training Program Designed Specifically For Real Estate Agents and Professionals*

"The program is excellent! A wealth of information I will use in my business; I look forward to moving forward with the designation and integrating the staging process into our business model. Thanks!"

~ Jackie Martin, Sales Representative at L. H. Lind Realty Inc

"All of my questions were answered. The course was very informative, especially the benefits of staging. "

~ Jim Bodedistle, ON

[www.StagingTraining.com](http://www.StagingTraining.com)

## The CSP Elite™ Agent Program for Real Estate Professionals – A Certification Course

*Learn From Real Estate Staging Expert And Visionary Christine Rae:  
Two Dynamic 2-Hour Webinars Which Show You Exactly What You Need  
To Achieve or Maintain A Marketing Edge With Your Clients  
For Top Dollar Transactions*

### Property Staging Has the Power to Take Your Real Estate Business to the Next Level...

Real estate agents have always wanted the best for their clients but the reality of helping them move furniture sends the wrong message about your expertise.

Much like Home Inspection services, the staging industry has grown exponentially as a critical adjunct support service to help real estate professionals get listings sold faster while securing more money for your client. Staging is now a necessity service to facilitate your transactions for speed, satisfaction and revenues.

CSP International™ firmly believes real you should be freed up to focus on marketing and selling and the stager you choose to work with should focus their expertise 100% to support you and your clients in maximizing the equity of the property for sale.

**Working WITH a Stager lets you focus on what you do best,  
ensuring the property is positioned for maximum success!**

The Real Estate Staging Association (RESA), through whom CSP® is accredited, reports that staged listings spend almost 90% less time on the market than non-staged. That means staged properties reflect maximum values for your clients and create connections between potential buyers and your client properties.

So...the question is... How do you sell your CLIENTS on staging?  
That is exactly what you will learn by participating in the CSP Elite Agent™ Program.



*"I could not be more thrilled to support you in your decision, to become a professionally certified Elite Agent™ through CSP International™ Training Academy. This is one of those pivotal moment that changes not just your business through maximizing your clients' equity but also your career as you learn communication techniques you will use for the rest of your life. It is a power-packed course and totally worth the investment of your time, money and energy – I guarantee it."*

~ Christine Rae  
Founder and President of Certified Staging Professionals®

## **Real Estate Professionals Are Learning How to Understand, Use And Sell Staging Services As Part Of Their Responsibility to Maximize Client Equity And Gain / Retain The Marketing Edge**

Staging is an approach to real estate that was literally created in a slow market to move properties faster and easier; now it's growing by leaps and bounds as a necessity in any property sales transaction!

Staging Professionals certified through CSP International™ Staging Training Academy use a proprietary three-step process that begins with a consultation to get the property ready for 'showtime', using lifestyle selling techniques to merchandize the space and create positive buyer impact points so the emotional connection starts the minute they drive up or walk through the door.

Armed with the invaluable information you learn during the CSP Elite™ Agent Program, you will be able to not only inform your clients about staging, you will be able to make the case as to why it's necessary, share direct benefits and return on their investment, answer their questions and refer to the right staging resources to get their property ready for listing.

You'll also discover what to expect from a stager, how to choose the right staging professional to work with you in a collaborative effort in serving your clients and even leverage staging as a marketing tool to attract and secure more listings.

### **Become A Certified CSP Elite™ Agent (CSP Elite™ Affiliate in Ontario)**



The exclusive CSP Elite™ Agent designation represents the time and effort you made to be more of an expert in maximizing your client's equity through the staging process. It enhances your reputation, credibility and lets your current and potential clients know

that you are the "go to" person in your community when it comes to getting their property ready for sale.

### **You Will Learn...**

- The impact home staging has on buying and selling decisions
- The evolution of staging over time - **and why** you need to know
- Case studies and statistics – and how to integrate them into presentation packages
- Benefits for you, your seller and the buyer to implement staging in the process
- The five factors which determine a sale
- Facts, trends and statistics you can use to communicate effectively
- The difference between a good and a great photograph – and the effect they have on property sales
- How to get the seller involved in the staging process - and how the stager keeps your client motivated throughout the process
- Cost vs. value - which projects bring the biggest return on investment
- The types of staging consultations
- Curb appeal, color and room design principles – and how to present them to your client
- Pricing for staging services - and who pays
- A script for presenting to the seller ...Plus MUCH more...!!!

To be clear, **you will NOT learn the art and science of staging** or how to build a staging business.... The last thing you need is another job 😊

You **WILL** learn how to incorporate staging services into your existing real estate business so you will earn more, list and sell more.

## How Staging Helps Your Real Estate Business

You will discover how to market staging to attract more listings, how to use staging services to close those listings faster (and with better results) than if staging was not included in the marketing process.

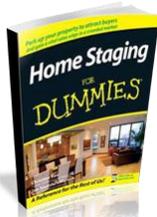
Of course, you'll also learn how to communicate effectively with the property owner to have their cooperation in preparing for the sale and the information needed to choose the right professional stager for you to implement this successful marketing strategy. This comprehensive workshop provides insight, principles, best practices and strategies for agents to assist property sellers to maximize equity gain during the sale of a property.

### The Details

- You will attend 2 x two-hour webinars, taught by Christine Rae personally; live or recorded is your choice
- A companion workbook, *Maximizing Your Client's Equity with Staging*, with the lessons and information for easy reference.
- An open book exam to certify your knowledge post-training, which is needed to earn your prestigious CSP Elite™ Agent designation plus you are granted permission to use the CSP Elite™ Agent logo in all marketing and promotional pieces for two years from your date of completion (renewal thereafter is \$50 yr).
- A Home Staging Information Kit which includes the script and articles-everything you need to easily and effectively present staging to your client (think of it as your marketing edge strategy in action).

#### **BONUS OPPORTUNITY offer to purchase:**

- 2 educational DVD's - *The Seller's Edge™* and *The Agent's Edge™* to use in your office and with clients are bonus marketing items you can choose to purchase in support of your decision to integrate staging into your business also the book that revolutionized the industry and that now serves as a staging textbook in several colleges:



#### *Home Staging For Dummies*

Written by your CSP Elite Agent™ Program instructor and staging industry visionary, Christine Rae.

We appreciate there are choices for training out there; CSP International™ is the leader, having operated the longest and had the most direct impact in developing the industry.

Even if you have existing knowledge about staging, you will find the CSP International Academy™ offers a comprehensive curriculum based on best practices for profitability, professionalism, business and efficiencies (many of them established by CSP®).

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### **Ten Reasons Real Estate Professionals Need The CSP Elite Agent™ Or Affiliate Designation**

10. You know staging works but are unsure of how to get your clients on board.
9. "Sell faster and for more money" has lost its impact because it's over-used and often not backed up by real statistics.
8. You negatively affected the outcome of a real estate negotiation by unintentionally offending your client through your staging suggestions.
7. You are concerned about calling a professional stager because you are not sure of the cost or your client's reaction to it.
6. Your clients think you should pay for the staging and you don't want to.
5. You know all about de-clutter and clean but were unaware there was a process to placement, color, size, scale and handling art.
4. You didn't realize architecture and demographic affects staging.
3. You have lost a potential client to a competitor who offered professional staging services as part of their listing presentation.
2. A client said "I didn't realize you have enough free time to personally stage my house as well as properly market it!"
1. You want to protect client relationships while securing the equity in their homes.

The answers to all these questions and more are taught in the CSP Elite™ Agent Program. The real estate industry has evolved and only CSP International™ has addressed the move forward with continuing education and proficiency testing for all certified staging professionals.

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## What Your Peers Are Saying...

*"This course provided additional insight I could utilize and integrate into my business. It is important to help clients more fully understand the benefits to them on protecting their equity with professional staging. I enjoyed how your class included why's, exploration of statistics and studies as well as how to integrate this as we discuss the topic with clients...it is my personal belief that education and keeping clients informed in the entire process of selling their home is a key factor to success. I tell clients we are a team and we need to make informed and smart decisions every step of the way as we work together to accomplish their goals...I would recommend your class to fellow Realtors. As Professionals, we need to continually educate ourselves and learn, get out of our comfort zones and be open to introducing professional services like these as a means to give our clients a competitive edge in selling their homes."*

**~ Sharon Walker,  
Realtor, Keller Williams in Austin, Texas**



*"I am very impressed both with the professionalism and knowledge, of the CSP® team. They are truly on the cutting edge. I feel strongly my entire team benefited immensely from the CSP Elite™ Agent certification program. This in turn will result in our sellers obtaining top dollars for their home. I have witnessed staging firsthand; it has yielded incredible results. The more knowledge and power we can bring to the table, the better we can*

*serve our clients."* **~ Sam McDadi after making it mandatory for his whole Toronto team to be Elite™ certified**

*"This class was excellent. I will certainly find a CSP® to partner with or use the ELITE Agent™ Program. I would definitely recommend this course to others - go for it!"*

**~ Helen Lightbody, ON**

*"I found the marketing ideas were very beneficial, and greatly appreciated the Trainer's knowledge."*

**~ M. Light, ON**

*"I found this class very informative and interesting, directly relating to day-to-day business. I would certainly recommend the CSP Elite™ Agent Course to others who might be thinking about taking it."*

**~ Jane Moysey, ON**

*"Excellent! Lots of ideas to use. I really enjoyed the co-marketing opportunities explanation. Definitely worth investing in!"*

**~ Betty Hancey, ON**

*"This course was great - lots of information about the staging industry. I really enjoyed Christine Rae as the trainer and found her to be very approachable."*

**~ Lucy McLean, ON**

## Frequently Asked Questions

### What is home staging?

Staging is a marketing technique used to enhance a dwelling for sale to secure the most money in the shortest time. Certified Staging Professionals® use a three-step process that begins with a consultation using their unique Room Ready Handbook™ and Staging Safe Colors™ to complete the first two steps getting the home ready for the final step - showcasing. This final step uses lifestyle-selling techniques to merchandize the space creating positive impact points for buyers the minute they walk through the door.

### Is there an annual membership fee?

There is a bi-annual (every two years) licensing fee of \$50 to renew your designation.

### How is the training delivered?

The program is delivered in two two-hour webinars, along with companion materials.

### How much is the training?

The CSP Elite™ Agent Program should pay for itself with your first listing at \$149/person. The tuition includes materials.

### Will I learn to stage?

No – you will NOT; as a real estate professional in this particular program you will not learn the art and science of staging (or how to build a staging business). This program teaches how to understand, incorporate, use and sell staging services as an adjunct to your existing real estate business. You will learn how to market staging to attract more listings, as well as how to use staging services to close those listings faster and with better results than if staging were not used in marketing the property. Participants also learn how to communicate effectively with the seller to have the cooperation needed throughout the process of preparing the property and the necessary information to choose the right professional stager to implement this effective marketing strategy.

### I want to get a certification to do the staging myself, what do I need to do?

CSP International® Business Training Academy has a designation program which teaches the art, science and business of staging. Visit [www.StagingTraining.com](http://www.StagingTraining.com) for more information on this 3-day program, regarded by many 'in the know' throughout the industry as the premier training program and only one of its kind accredited through the Real Estate Staging Association

### I'm a broker and want my entire office team to become certified.

#### Do you offer a package deal?

As a matter of fact, if you have at least eight participants, there is a broker preferred pricing plan for the CSP Elite™ Agent Program. Please send an email with your inquiry to [christine@stagingtraining.com](mailto:christine@stagingtraining.com).

## See The Value of Staging

Before



After



Before



After

## Your Invitation

Maybe the biggest reason to take the CSP Elite™ Agent Program is because your competitors are catching on! How will you feel when you learn they secured a marketing edge in your local area?)

Registration to participate in the CSP Elite™ Agent Program is easy. Simply go to [www.StagingTraining.com](http://www.StagingTraining.com) and look for the Elite™ Program on the right-hand menu – from there, follow the online directions for payment and registration!

**“Staging is the fastest way to take a property from ‘old’ to ‘sold’™. As the agent, it’s your responsibility to maximize your clients’ equity from the sale of their property. Helping your clients by hiring (or offering!) a credentialed stager allows you to do just that because the stager prepares the home to be attractive and move-in ready while you’re focusing on your area of expertise - marketing and actually selling the property! Proper staging ensures that you do what you do best – optimizing your clients’ return on their investment. And if that’s not enough to learn more about staging, know that it’s the #1 fastest growing service in the real estate industry giving real returns – and your colleagues are likely already doing it...!”**

~ Christine Rae

Staging Industry Visionary, Best Selling Author, and Founder of Certified Staging Professionals®