



CERTIFIED STAGING PROFESSIONALS™

HOME STAGING is our EXPERTISE!

No matter the level of home staging expert you are or want to be
- Our programs are for you!

Determine which CSP™ Program is best for you:

✓ I am looking to start a home staging business:

30hr CSP™ Staging Program

Challenges you may be facing: How to get started? Choosing a staging training program that teaches: staging process, design elements, business start-up, target marketing, marketing strategies, pricing, contracts, experience, how to communicate with clients, gain real estate industry knowledge, and will give you the confidence and know how to build the foundation of a successful business.

CSP™ is the answer: CSP™ is widely recognized in the real estate industry as leaders...others follow. When you register for the 30hr CSP™ program you immediately receive some step by step modules to follow to get your business started prior to the workshop. The CSP™ course content is the most comprehensive in the industry; you will learn eight different pricing models, a proven staging process, design elements that will have your clients saying "wow" after showcasing, a special marketing program for CSP™s to communicate with clients and much more. In addition, the class provides hands-on experience. For credibility you must pass two written exams, and one practical assessment with 75% or higher.

✓ I don't want to run a staging business, but I want the designation:

30hr CSP™ Staging Program

Challenges you may be facing: I want to work in home staging and I want credibility and learning, which staging designation will give me the best return on investment? Should I learn the business aspect of the staging business too? How do I know what staging companies are hiring?

CSP™ is the answer: The CSP™ designation is the CRS of Real Estate or the PHD at the academic world and is more than any one could ask for in a resume. Learning the business aspects of the staging business will help you recognize how you can help your potential employer, you will know what they are looking for! CSP™ graduates have access to the CSP™ Resource Centre, which includes a job board. Staging business owners look within their own network for qualified home stagers to help in their projects.

✓ I have a home staging business but I don't have any formal training:

30hr CSP™ Staging Program

Challenges you may be facing: Taking longer to get up and running; you have to develop marketing materials from scratch; struggling with securing clients. Not knowing the right words and message to educate potential clients about home staging and why you should be the one to hire. You are learning the hard way how to develop the right contract, agreements, quotes and paperwork to protect you and your company. Not having access to updated industry news, Not having a network of successful staging consultants to rely on when you have a large project. You spend lots of time and effort to get the best deal possible from suppliers, now you want to leverage your marketing efforts.

CSP™ is the answer: CSP™ specializes in providing access to marketing tools to help staging consultants deliver their professional marketing message fast so they can realize a quick return on their business investment. CSP™ teaches how the right words make the difference between a "yes" and "no" from a potential client. The CSP™ 450 page Resource Manual includes samples of contracts, agreements, quotes and no stager will graduate from the program without understanding the importance of proper policies. CSP™ members have access to the CSP™ Resource Centre, which is updated monthly with news and resources to keep you top in your field. The same resource centre offers a forum where consultants share news, tips and network. CSP™ leverages the size of their network to get CSP™s the best supplier preferred pricing, for both the stager and their client (Example – paint suppliers, furniture rental companies, storage solutions and more!)

✓ I own an existing staging business (2+ years)

30hr CSP™ ADVANCED Staging Program

Challenges you may be facing: Not earning the highest income potential. Your company has hit a plateau. Your company takes up all your time; you can not see how you can get more profit from it when your time is maxed. You want to build a team and don't know where to begin. More and more competition is out there, and you find although you are doing well, you need to do something else to keep your company as one of the leading staging companies in your area.

CSP™ is the answer: CSP™ 30hr Advanced training class is developed with you in mind! Taking existing staging companies to the next level is the main purpose of the Advanced class. Attendees will also learn to create and build on your business model, pricing models for your business and demographic, forecasting future marketing income, how to incorporate new revenue streams, build a staging team and make more money exponentially, add to your business skill set and create a profit centre as well take advantage of cross promotion and economy of scale.

✓ I am a Real Estate Agent and would like to learn more about adding home staging services to leverage in my marketing:

One day CSP™ Realtor staging course

Challenges you may be facing: Although you recognize that home staging is essential, you are unsure of what you need to do to make it happen. You find it difficult to find the right marketing message to leverage home staging; you don't have the time to develop the content for your website and marketing pieces. You are unsure how to find the right home stager in your area that you would like to work with. Others have a designation with home staging and you want to be able to have a home staging designation that shows your clients you are well educated on the subject.

CSP™ is the answer: The CSP™ one day realtor program is for you! Earn a CSP™ Elite Realtor designation when you attend and pass the CSP™ exam. You will learn: How home staging is changing the industry and how it effects your business, how to differentiate your real estate services with home staging, Why home staging is not a trend and is here to stay. You will have access to statistics and industry related news to keep you informed and more! With the CSP™ designation you will be eligible for the CSP™ Elite Program where you can elect to purchase an already built listing package, electronic files for your website and marketing promotion. Through this special program you will also have access to a network of highly trained CSP™ Elite Stagers, who honor uniformed pricing on consultations and will be in contact with your client within 12 business hours.

The CSP™ Association are EXPERTS at assisting home staging professionals to be the EXPERT in their field.

Call 1-888-STAGING (782-4464) to enroll in the best course for you!