

25 Streams of Home Staging Income

1. **Color Analysis**- Can be used as a stand- alone or value added service. It is perfect for sellers, agents that don't want to give negative feedback and builders. You can charge \$97-\$997 for this service depending upon the scope of the project. If you did one color analysis a month and charged \$297 on average, you would make an **extra \$3,564/year**.
2. **Live Stage**-This is the most complete home staging service. Generally speaking you will do each room in the house and often do decks and curb appeal as well. This type of staging requires some furniture which can be rented, staging stock or existing furniture provided by the seller. The average range of pricing for this type of staging is \$497-\$4997. If you did one Live Staging per month and charged \$2000 per job, you would make an **extra \$24,000 per year**.
3. **Bang for the Buck**- Staging the 3 Key rooms in a home. It always depends upon the home as to which rooms you will stage, but a safe choice is the Kitchen, Master Bedroom and master bath. A great room or family room is also a good choice. You can charge \$497-\$997 for this service depending upon the area of the home and size of the rooms. If you did one Bang for the Buck service per month and charged \$750, you would make an **extra \$9,000 per year**.
4. **Digi Stage**- Digi is a "foot in the door" service. You can charge a small amount such as \$97 to get acquainted with the seller or agent and then use this service to up sell to a live staging or additional sub-services. The Digi-Stage service gives you an alternative to free consultations. Generally you can charge anywhere from \$97-\$997 for a digi-stage service. The average service is \$397. If you did on Digi-STAGE per month for a year, you would make an extra **\$4,764 per year**.
5. **E Stage**- E-Stage is a similar service to Digi-STAGE but it all happens from your home computer. Your client will send you photos and you will then 'stage' the photos into your digital recorder, write notes in your APSD E-STAGE guide and then send the entire package to your client. This is perfect for busy clients, those that want a more cost effective service or those that may be new to staging and need to know what to expect. You can charge either a flat rate, by the hour or by the room. Overall the range of pricing on an E-STAGE

service would be \$97-\$997, the same as Digi-STAGE. The average service is \$397. If you did on Digi-STAGE per month for a year, you would make an extra **\$4,764 per year**.

6. **Furniture Rental to Client** – You can always charge an extra 10-20% of the actual charge from the furniture rental company and incorporate that into your quote. If your client is paying \$500/month for furniture rental, for a 2 month minimum, you can charge \$1100 instead of \$1000 and keep the \$100 for your expertise and shopping time. If you did this for your staging clients for one year, averaging one staging per month, you could **make an extra \$2,400 a year**.
7. **Furniture Sale**- If you buy furniture on a discount you can easily add a surcharge on it if you client would like to buy it. If you receive a 10% professional discount on a \$100 item, and your client wants to buy it. You might decide to sell it for 10-25% over the retail price. So instead of your \$90 that you paid, you would add the additional % to the \$100 retail price for a sales price to your client of \$110-\$125. This is always fair as again, you are choosing items for them and their home based on your expertise, time and education. If you did this with just one client a month, you could make an **extra \$400 per year**.
8. **Furniture Kick Back**— If you rent furniture for a staging you can expect the store to give you approximately a 10% commission based on the total dollar amount rented. Most stores require a 3 month minimum rental but you can negotiate 2 months for your clients and you should as it speaks to your staging success. You can expect to make **an extra \$6,000** minimally per year on furniture rental from the furniture store.
9. **Furnishing Kick Back**- This is the same as furniture. If you rent furnishings for a staging you can expect the store to give you approximately a 10% commission based on the total dollar amount rented. Most stores require a 3 month minimum rental but you can negotiate 2 months for your clients and you should as it speaks to your staging success. You can expect to make **an extra \$3,000** minimally per year on furnishing rental from decor stores.
10. **Curb Appeal**- As a certified home stager you probably have an eye or have been trained in effective curb appeal. While you can hire this service out or use it as a consultation service, you can also apply curb appeal to your clients property when appropriate. It may be a part of a live staging or a stand-alone service. On average you can charge \$197-\$1997 on curb appeal depending upon the scope of the project. If you only did small curb appeal projects and charged \$297 per curb appeal job and did one each month, in a year, you could add an **extra \$3,564** of additional income.

- 11. Maintenance Program**-Maintenance Program is also considered to be a 'sub-service' of APSD home staging services. Here, you can offer additional services to the seller or client such as weekly home cleaning, newspaper and mail pick-up services, lawn care, etc. This works especially well for vacant homes where the seller is unable to maintain the home on a weekly or bi-weekly basis. On average you can charge between \$50-\$400 a month for these services, depending upon the needs of the property. If you added the maintenance program to only one house per month for an average of \$200 per month you could make an **extra \$2,400 per year**.
- 12. Painting/Contractor**-one time- When you work with a client on a property and together you decide it needs to be painted, you can contract a painting company to do the work. When you do this you can charge as a General Contractor, making yourself responsible for the workers, completion of the work, as well as quality. Most General Contractor's make 10-12% of the total cost of the project. In addition, you can also charge a referral fee to the painting contractor which they will be happy to pay in order to get the work. Again, this might be 10% of the total work booked. So, if the job is \$7500, you can get 10% as the GC which would be \$750 and 10% referral fee from the painting company which would be another \$750. Not a bad fee since you don't have to do the work, but keep in mind, you are putting yourself in the position of responsibility. If you did just one a month for the next year, you could make an **extra \$18,000 per year**.
- 13. Cleaning/Contractor**-one time- This is similar to hiring a painting contractor. You can hire a cleaning crew for a move-out, move-in or maintenance cleaning. This time you might charge the client \$200 per cleaning and pay the cleaners \$150. That means that you get to keep the \$50 extra. It also means that you are responsible for paying the cleaners and the quality of their work. If you did this for one house a month in one year you could make an **extra \$600 per year** without doing any of the work.
- 14. Landscaping/Contractor**-one time- Again, you will find this to be similar to that of hiring a painting contractor or cleaning crew. The fees can vary enormously depending upon the scope of the project. On average you can expect a Landscaping contract to charge anywhere between \$497-\$4997. If you hired a crew for only one house per month and received 10% referral fee and the average price per house was \$1997, you could make an **extra \$2,400 per year**.
- 15. Rehab-Contractor**- A Rehab Contractor would work the same as a Painting Contractor where you can act as the GC if you so choose and charge a contractors fee while, at the same time, accept a referral fee from the contractor. The average price of a Rehab would

be between \$5000-\$25,000. If you did one a month for 12 months with an average rehab being \$12,500, and receive 10% on the front end and 10% on the back end, you could make an **extra \$30,000 per year.**

16. **Curb Appeal Consultation**- Curb Appeal Consultation falls under the heading of 'Sub-Services.' At APSD we have a 37 Point curb appeal consultation program for the APSD Certified Home Stager to use to walk through the entire process with their client. On average you can expect to charge between \$97-\$497 for this consultation depending upon the property as well as the location. If you were to do just one a month and charge \$297 per consultation for one year, you could make an **extra \$3,564 per year.**

17. **Color Analysis Consultation**- Color Analysis Consultation falls under the heading of 'Sub-Services,' just like Curb Appeal Consultation. It is different than an actual hand's on service as it is simply a consultation for a specific area. At APSD we have a Color Analysis Consultation program for the APSD Certified Home Stager to use to walk through the entire process with their client. On average you can expect to charge between \$97-\$497 for this consultation depending upon the property as well as the location. If you were to do just one a month and charge \$297 per consultation for one year, you could make an **extra \$3,564 per year.**

18. **Reset Fees**- These fees can be a part of the Maintenance Program or stand-alone fees. Usually a property needs to be reset if it has active showings about every 2 weeks or after an Open House Event. If you have effectively staged the home, prospects will like looking at everything, touching items, picking them up and you may even have kids playing with toys you have left in the home. Those are the reasons for a 'reset.' In general, you can charge \$47-\$497 for reset fees depending upon the amount of furniture, décor items and need. If you reset one house a month for the next year with an average fee of \$197 you could make an **extra \$2,364 per year.**

19. **Marketing Homes**- Believe it or not most sellers, investors and agents don't know how to market their own homes or listings so this is a big opportunity for you. Marketing can be one of the most lucrative forms of income as an APSD Certified Home Stager or other qualified professional. Marketing can vary drastically in price due to the needs of the seller or client but on average you can expect to charge \$497 for very little marketing to \$19,997 for a more extensive marketing project . If you did marketing for only one house a month for the next year with an average fee of \$2500 you could make an **extra \$30,000 per year.**

20. **Open House Events**- Open House events are today's Open Houses. If you really want to drive traffic to an open house it needs to become much more of an actual event instead of just placing a sign in the yard and an ad in the paper. You literally need to create an event with a spectacle, PR and it must have the feel of a real party. It is not an easy task but the rewards are plentiful. If you did the planning and production for only one house a month for the next year with an average fee of \$5000 you could make an **extra \$60,000 per year**.
21. **Furniture Rental to Client**- Just like you can receive a fee from the furniture and furnishing store, you can do the same with your client. If you already have an abundance of furniture or décor items that you use to stage your clients property, you can charge them a monthly holding fee. The average is \$47-\$1500 per month depending upon the amount of items and the location of the property. If you leased your items to only one client per month for the next year with an average fee of \$197 you could make an **extra \$2,364 per year**.
22. **Pick Up**- Generally speaking most people charge a drop-off and pick-up fee for the staging décor and furniture. While these fees are not substantial, they do add up. On average, these fees range from \$50-\$250 per house. If you charged a pick-up and drop off fee to only one client per month for the next year with an average fee of \$150 you could make an **extra \$1,800 per year**.
23. **Moving/Packing**- Nearly all of the clients that are selling, need to move. Some of them, on occasion will have already moved while other properties may be vacant and distressed, but most will still need to make move-out and move-in arrangements. This can work in two different ways. You can either use your team to help handle the move, rent trucks and storage units or you can treat it as a contractor job and hire professional movers that you oversee. Because of the different ways in which you can handle this service, you can expect to charge between \$500-\$20,000 for your services. . If you charged move-in and move-out fee to only one client per month for the next year with an average fee of \$2000 you could make an **extra \$24,000 per year**.
24. **Organizing**- When a home is being prepared to be sold, one of the most important things that should happen is organization. This will help you do a better staging, will help the agent or investor with showings and ultimately make the move much easier for the seller. Offer to organize the property as part of your staging and you will find your results increase ten-fold. Professional organizers tend to charge per hour but I would encourage you to charge a flat rate as it makes you look far more professional and you will make more money. The fee depends upon how much organization is needed and the time it will take. You can expect to charge between \$250-\$5000 for organizational services. If you organized one client per

month for the next year with an average fee of \$500 you could make an **extra \$6,000 per year.**

25. **Teaching APSD Certified Home Stager Courses-** As you develop your staging and communication skills you will become a qualified candidate to teach APSD Certified Home Staging Courses. This was the 'game-changer' in my business. When I started my home staging business, I made \$53,000. Then I added multiple streams of income and made six figures. My next step was training and I was able to build my business to nearly \$500,000 within 24 months. You can expect to charge between \$297-\$14,997 for an APSD professionally certified Home Staging Course, depending upon the course. On average, if you only taught one class per month, with 10 people in each class and each person paying only \$997 per course, you could make an **extra \$119,640 per year.** Imagine if you taught the \$14,997 course!

In total, if you only added one of these services or classes each month to your existing home staging business, you could make, on average (keep in mind that we are not even anywhere near to top of the fee schedule with the average prices noted above) **\$368,152**...imagine if you added 2 per month!

