



Building a Successful Home Staging Business: Proven Strategies from the Creator of Home Staging (Hardback)

By Barb Schwarz

John Wiley and Sons Ltd, United Kingdom, 2007. Hardback. Condition: New. Language: English . Brand New Book. Let Barb Schwarz the creator of the Home Staging concept show you what it takes to make it in the Home Staging industry. In 1972, Barb Schwarz coined the term Staging to refer to the process of preparing a home for sale, and turned her idea into a brand new industry. Today, thanks to Schwarz s pioneering efforts, Home Staging has become a big business with enormous profit potential. If you are thinking about starting a Home Staging business of your own or just want to improve upon an existing one, then Building a Successful Home Staging Business is the book for you. Written in a straightforward and accessible style, this practical guide will show you exactly how to set up a Home Staging business, and help you run and maintain the business as it grows. Some of the issues outlined throughout these pages include: How to write a business plan, market your company, and make the most of your resourcesHow to work through the consulting, bidding, and Staging processesHow to establish solid relationships with real estate agents and brokersHow to obtain your...



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