

# WEBINAR CONTENT SHEET

## Finding the right partners for your staging business

- A Q&A with Elaine Penhaul from Lemon and Lime Interiors

*Presented by the Home Staging Association*



## TOP TIPS FOR FINDING PARTNERS

- Target who you want to work with, don't just go to all the agents in your area, choose the ones who sell the types of houses you want to stage



- Find a name and personal email for the key negotiator in an office before you contact them
- **DON'T** phone first on a Monday or a Friday!

- Explain as little as possible on the phone, your aim is to get an appointment to see them, people work with people not businesses. Build the personal relationship before you ask for referrals
- Turn up on time, return phone calls and emails – the obvious things are often overlooked
- Make sure you have a portfolio of your own staging projects. You **NEED** professional photography for your after shots
- You're not selling your ability to make houses look nice, you are selling the fact that they can achieve higher fees more quickly
- Be gently persistent



- Be prepared to give something away – free consultations, a commission, a free first staging
- Take brochures/flyers or business cards they can use in their pitch packs
- Make sure your marketing literature is aimed at the part of the market you want to work. If you are going 'high-end' **EVERYTHING** has to scream 'high-end'