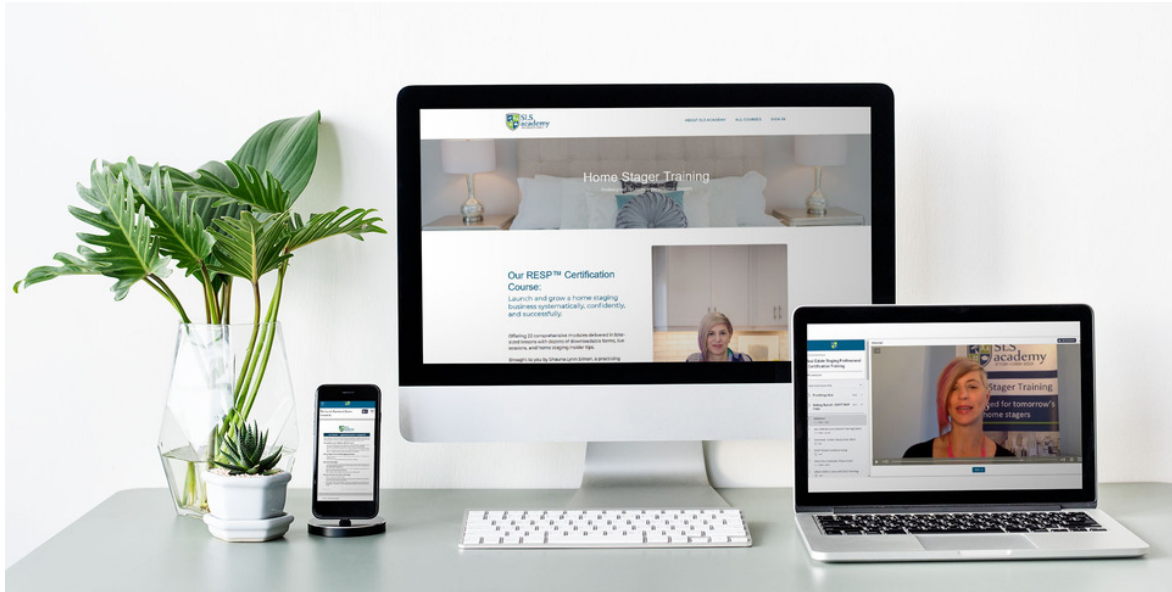




# THE REAL ESTATE STAGING PROFESSIONALS (RESP®) CERTIFICATION

22 comprehensive modules delivered in bite-sized lessons with dozens of downloadable forms, live sessions, and home staging insider tips.





## What you will learn

In addition to learning the techniques of home staging, you will learn how to meet and greet your clients, register, build, and grow your business, and how to manage your home staging projects from start to finish.

You will learn how to provide professional home staging services (not just make a home look pretty), manage clients, find clients, run a business, and scale. All without burning out.

This training provides extra focus on the psychology of both home buyer and home sellers, and how to address various challenges presented by clients.

- How the home staging industry works from the inside out
- How to stage professionally inside and out
- How to price your services
- How to manage clients and consultations
- How to create contracts and clauses
- How paperwork and policies work
- How to manage your inventory
- How to build your portfolio and find clients

## Bite-Sized Online Lessons

The RESP Certification is broken up into bite-sized videos complemented with notes and templates. This ensures maximum learning and retention. You will be tested on your knowledge as you learn, so there's no big final exam to worry about.

# What's included



## Your Physical Workbook & Consultation Toolkit

We mail (yup, real snail mail!) you a training module binder for your course notes, a resource guide binder, your toolbelt and around 27 home staging tools.



## 22 Modules & Countless Templates

Bite-sized videos, written notes, plus a bunch of useful templates (hello business plan!) and checklists.



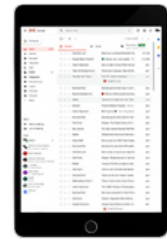
## Course Completion Certificate

Get a completion certificate in the mail when you finish the course. Plus a digital badge to use on your website.



## RESP® Members Only Area

Includes access to wholesale suppliers, trusted service providers and training discounts.



## Unlimited Email Support

Struggling with a section of the course? Stressing out before your first consultation? Send us your questions.



## Exclusive Facebook Group & Weekly Live Training

Connect with stagers, build your network and stay sharp with live training from Shauna Lynn.



## Lifetime Access & Updates

Access to this course never expires. You will be first to get updates and new templates.

# Bonuses Exclusive to the RESP® Certification



## The Award-Winning Client Care Package (value USD \$229)

- Set of customizable client-facing templates
- Includes easy checklists for clients to work through
- Wow clients before you even start staging
- Shave 10+ hours off planning and prepping for a new consult
- Get SLS Academy's most popular resource!



## Webinar Replay All Access Pass (value USD \$700)

Access to All On-Demand Webinar Replays  
(valued over \$700).

- Instant access to every webinar replay SLS Academy has ever recorded
- On demand access to all future recorded webinars for no extra charge
- Over 24 videos and counting!



## About Your Instructor

# Shauna Lynn Simon

Shauna Lynn is not your typical sales-talking, pant-suit wearing, basic business owner. An expert in business, motivation, empowerment, and branding, she is a self-confessed cat lady who never fails to inspire and educate students.


After transitioning from a full-time analyst to an entrepreneur in 2008, she built her home staging empire from the ground up. Next, she founded Styled, Listed, and Sold (SLS) Academy to share her home stager secrets with the world and help take the industry to new heights. Voted Top 75 Most Influential People In Real Estate Staging by the Real Estate Staging Association.

*"In high school, I was ridiculed for doing anything that was different. As an adult, I'm praised for my bravery. Don't be afraid to be yourself – discover your inner strength and thrive in the comfort of being you – there's no one else out there that can do that."*



**Winner of 18+ industry recognized awards**



**K-W Oktoberfest Rogers Women of the Year** 



# What we cover in the modules

Module 1 will be available immediately, with each following module released daily. We send you an invite to our private Facebook group straight away, where you can connect with other home stagers.

**Module 1:** Ins and outs of the Real Estate Market, the key players and how home staging fits in, plus an outline of various business structures, creating your business plan, and registering your new home staging business

**Module 2:** Creating your staging plan by addressing buyer perceptions, decluttering, and eliminating distractions

**Module 3:** Furniture selection and placement for optimal flow and buyer appeal

**Module 4:** Step-by-step to the home staging evaluation

**Module 5:** Accessorizing techniques for selling

**Module 6:** What role textures and fabrics play in home staging and design

**Module 7:** Organizing spaces for selling and living

**Module 8:** Repairs and updates – what to address and how to understand the value and impact of each recommendation

**Module 9:** Creating curb appeal and lasting first impressions

**Module 10:** Identifying design styles and working within them

**Module 11:** Creating and preparing accurate floor plans

**Module 12:** Color theory – using the color wheel as a tool in color palette selection; understanding the components and significance of colors

**Module 13:** Preparing your home sellers for the process of selling their home, including managing seller expectations and resistance

**Module 14:** The home staging consultation, from start to finish

**Module 15:** The people factor

**Module 16:** Managing your owner-occupied and vacant home staging projects, start to finish, and building your portfolio

**Module 17:** Behind-the-scenes: set up your office to run efficiently and effectively to keep you out meeting with clients and building the business; creating contracts (including sample contract templates)

**Module 18:** Subcontractors, Health & Safety, insurance, and setting your policies and procedures for smooth operating practices

**Module 19:** Inventory management and best practices

**Module 20:** Costs to expect both in launching and operating your home staging business, and how to outline your services and set your pricing

**Module 21:** Redesign and other complimentary services to add to your portfolio

**Module 22:** Managing relationships, plus tricks of the trade, including the most common rookie mistakes

# What graduates are saying...



## **"Get unstuck and moving forward in your new staging career"**

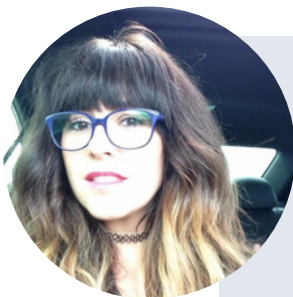
"Shauna Lynn Simon is a rock star in the home staging world. She brings a fresh, modern approach to home staging in her online courses, webinars and online "office hours," where she very generously shares her knowledge and expertise. Upbeat and inspirational, Shauna Lynn will help you get unstuck and moving forward in your new staging career."

**Anita C. Doleman**  
RESP Graduate

## **"She is, without a doubt, one of our top stagers in the nation"**

"I honestly cannot say enough good things about SLS Academy. I have had the opportunity to learn from Shauna Lynn Simon a few times now. She is, without a doubt, one of our top stagers in the nation. When you learn from her, you are learning from the best. I have completed the RESP training programs as well as all the additional courses she offers."

**Shari Fogg**  
RESP Graduate



## **"This experience enriched my life and made my dreams a reality"**

This has been the best investment I have made in myself and in my future. The Real Estate Staging Professional Course is full of informative content that I have been able to apply to my business and personal home-styling. This online course is simple to navigate and is well designed-- making it easy to revisit for reference &/or review later in your career... The knowledge gained during this online course totally surpassed my expectations!!! Founder, Shauna Lynn Simon's expertise of; business, motivation, empowerment, style & partnership has made this experience enrich my life and made my dreams a reality. Well done SLS Academy, I am honored to be a student.

**Jeanette Soscia**  
RESP Graduate



**You get a 7-day money-back guarantee  
PLUS a full refund if you are unsatisfied after  
completing the certification.**

Invest in your own professional development and reap the benefits in your career without fear with our money-back guarantee.

If for any reason you feel that our course is not of an acceptable standard, or does not deliver what we promised, we would be happy to provide you with a full refund.

In order to be eligible for our RESP® money-back guarantee, you must contact us within 10 days of completing your certification. You will be asked to complete a feedback questionnaire to help us to best understand your request and we will process your refund.

**"My mission is to motivate stagers at every level to exceed their own expectations and reach for their dreams without holding back."**

– Shauna Lynn Simon, Lead instructor of SLS Academy &  
Founder of Beyond the Stage Homes





## Pursue your creative side with confidence

What if, instead of focusing on the fear of moving forward with home staging and business, you started with training that covers every aspect of launching and growing a successful business.

## Why invest your time in certification?

Unlike real estate, you can choose to ignore professional training and jump right in with zero experience. But people who do often struggle with confidence, fall into debt buying excess inventory, and give up within their first year of business.

You simply don't know what you don't know.

Professional certification gives you clarity on exactly what steps to take from the get go. You won't waste time panicking about your first consultation, setting service prices, researching beginner questions or getting stuck in a cash flow crisis.

Launching into a new career takes bravery. But successfully maintaining your month-to-month earnings and lifestyle... that takes education.

The time you spend completing professional certification will pay itself back tenfold in the future - in skill, money, and freedom.



## "Exactly what I needed"

"I had done a lot of research and attended information sessions for other home stager training programs prior to learning about the SLS Academy. My search stopped there. Shauna Lynn's approach blew the rest out of the water with her real-life perspective. Never did she say that starting a home staging business would be easy - and she is absolutely right. But the abundance of resources and tools she provided (not to mention the in-person job shadowing opportunity) were exactly what I needed to launch my business systematically, confidently, and successfully.

I am now 8 months into my business and the post-course support she provides is also a huge asset. I would highly recommend the SLS Academy's RESP Certification Training!"

**Julia Metaxas**  
RESP Graduate





## RESP® Certification

### What's included:

- 22 Video Modules
- Templates and Notes
- Physical workbook
- Access to All On-Demand Webinar Replays (\$700)
- Client Care Templates (worth \$299)
- Lifetime Access
- Email Support
- Facebook Group and Weekly Live Training
- Money-back Guarantee

3 Monthly payments of

**\$575 USD**

**OR**

One single payment

**\$1,495 USD**

**save \$230**

To sign up, go to: [StyledListedSold.com/certify](https://StyledListedSold.com/certify)



**CHAT WITH SHAUNA LYNN DIRECTLY**

## Make sure this is right for you

Book a free no-pressure 20-minute career planning meeting with Shauna Lynn Simon.

To book a call, visit: [StyledListedSold.com/careerconsult](https://StyledListedSold.com/careerconsult)