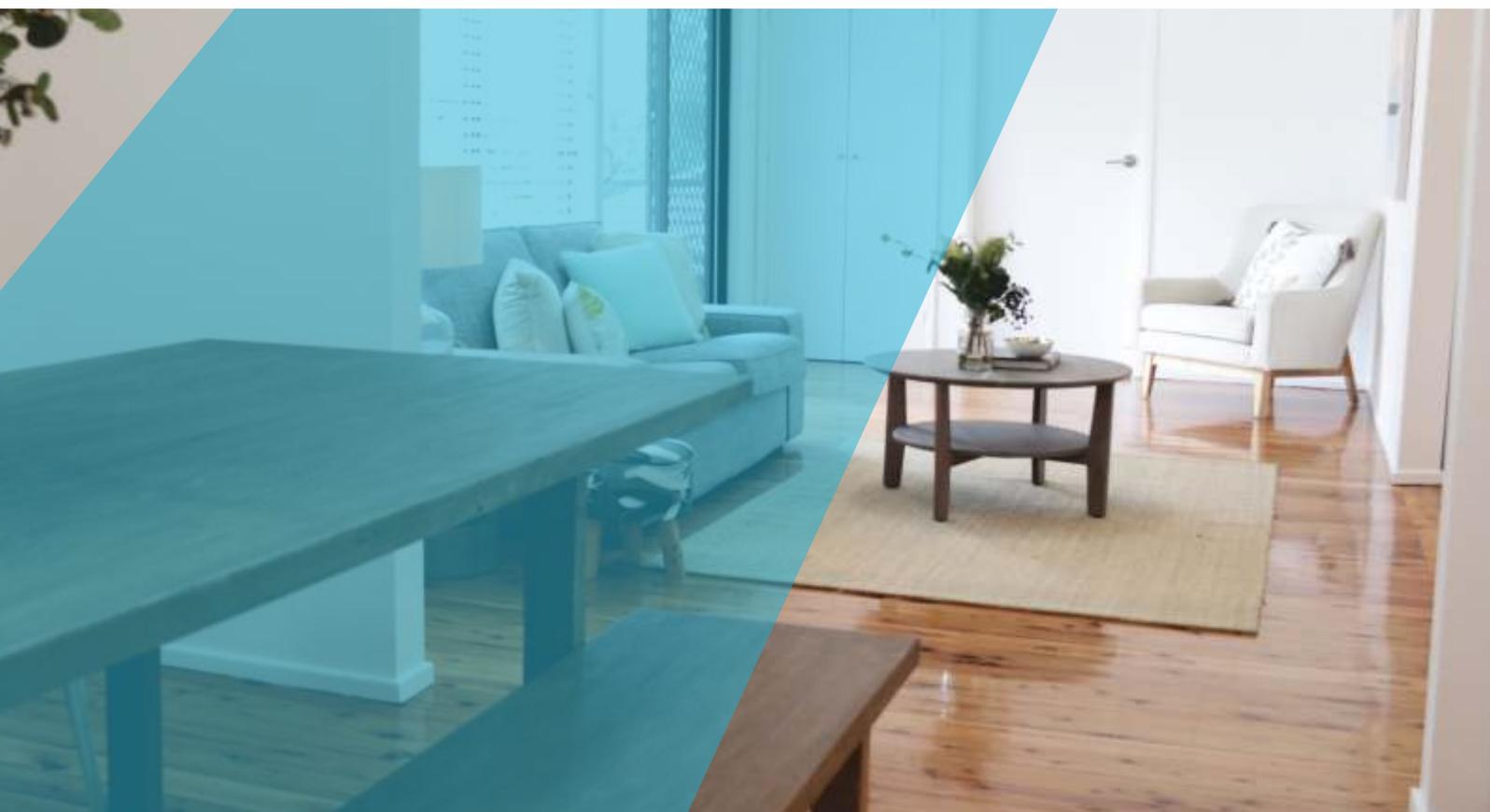




INTERNATIONAL INSTITUTE OF HOME STAGING™

BLUEPRINT: Targeting & Approaching Agents





INTERNATIONAL INSTITUTE OF
HOME STAGING™

instituteofhomestaging.com.au

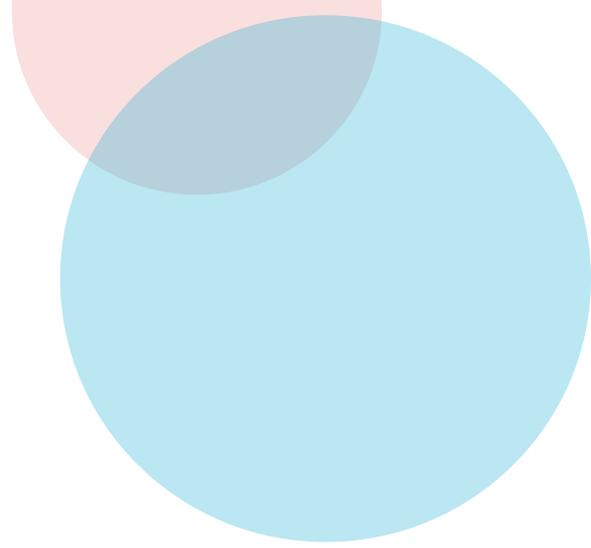
© **Copyright 2014**

Naomi Findlay,

International Institute of Home Staging™, Pty Ltd

All rights reserved.

No part of this report may be reproduced or transmitted in any form whatsoever, electronic or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the express written, dated and signed permission from the author and copyright holder.



Disclaimer

This report and its contents are provided for informational purposes only and all information and ideas are provided in good faith by the author who believes such information to be true and honest to the best of the authors' knowledge and belief.

Any and all opinions expressed by the author represent the views and opinions of the author at the time of writing. The author reserves the right to vary or change any such opinions subsequently. It is not possible to provide comprehensive information and advice tailored to each individual situation within a report such as this and it should not be regarded as any kind of substitute for appropriate and personalised professional advice.

Nothing in this report can be considered to be any form of promise or guarantee. Implementation of any of the recommendations mentioned in this guide are entirely at the reader's own risk.

The reader is totally responsible for the choices and decisions they make, and for any and all consequences of those decisions. SILK Home Staging and Styling™ shall not be liable for any special, indirect, incidental, or consequential damages, including without limitation lost revenues or lost profits that may result from the use of these materials or information.



About The Author

Naomi Findlay started her successful home staging business SILK Home Staging & Styling™, three years ago and is now also the founder of the International Institute of Home Staging™ (IIHS). IIHS™ combines her experience of running her own successful home staging business with her awarded expertise in tertiary education.

The International Institute of Home Staging™ offers the first and only range of interactive online Australian home staging and property styling courses, from introductory through to more advanced certificate courses. Students of the courses are from all across Australia and include contestants from The Block.

The comprehensive and professional courses equip students with the tools and insights required to learn more about adding value to their own properties or starting their own successful home staging businesses.

Naomi has received teaching awards from the University of Newcastle and the Australian College of Education and been nominated for a national award with the Australian Teaching and Learning Council. She is also the author of a bestselling book, Ignite Your Property Mojo, in addition to being a regular columnist for realestate.com.au

CONTENTS

About the Author	3
Targeting and Approaching Agents	5
Checklist - Sample	9
Checklist - Blank	10
Notes	11
About the IIHS™	13



TARGETING AND APPROACHING AGENTS

Agents are certainly a key element to many home staging businesses. They can provide referrals, help collate results and are an ideal opportunity for a win-win-win partnership to be established.

But where do you find them?

How do you know which agents to target?

What to do when you find them? - “the approach”.

This worksheet is a process that walks you through the research and analysis that helps you find and sort your agent leads.

1. Identify the region you will be looking to target.

This may be your suburb to a kilometre radius. Things you need to consider here are:

- Distance from HQ
- Travel time from HQ
- Cost in time of the travel
- Hard cost of the travel - Google Maps has a great kilometre radius tool that you can use to set this boundary area

2. Within this area, create a list of agents that are selling.

Make sure you include all property types.

- Units/flats
- Apartments/villas
- Homes
- Prestige

Use an Excel spreadsheet to keep all these details. From the above list, identify the top five agents in each housing category. In some cases there may be an overlap here.

3. Start to hone in on your approach rather than taking a scattered approach

Target the top five agents in each housing category. Then start to develop a profile for each agent. View their listed properties and recently added properties and further break down or code the agents within the following categories:

- Obviously uses a stager (80% of properties appear staged)
- Well presented properties, unsure if professional
- Rarely well presented properties
- No evidence of staging being used

Again, indicate this on the record sheet.

4. Start to connect with agents, find them on the following channels to start to create a presence.

- LinkedIn
- Professional Facebook page (not added as a friend)
- Twitter
- Instagram

Again, note this on your Excel. Also note on your Excel any that follow or like you back.

5. Send a message, become top of mind.

Slowly and systematically:

- Share a property they feature
- Like a post
- Send a LinkedIn message, for example, "Hi xxx, loving the look of your brand and the work you have been doing with properties in "suburb"."

6. Seek them out

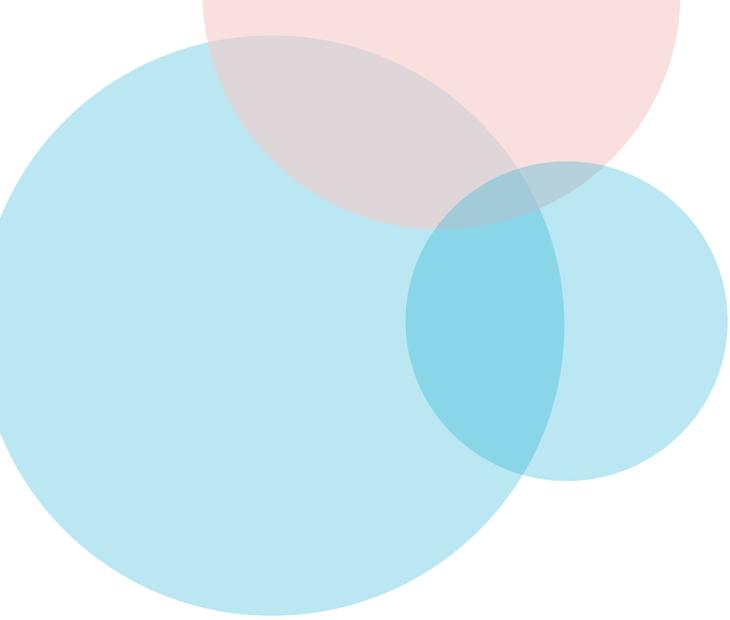
For each agent in the top five category, identify three network events they attend and attend the event yourself, and introduce yourself, in your best brand.

7. Direct contact

Target the top five agents in each housing category. Then start to develop a profile for each agent. View their listed properties and recently added properties and further break down or code the agents within the following categories:

- Obviously uses a stager (80% of properties appear staged)
- Well presented properties, unsure if professional
- Rarely well presented properties
- No evidence of staging being used

Again, indicate this on the record sheet.



NOTE:

- **Remain top of mind**
- **Expose them by social media to your amazing works and recent works**
- **Move down your Excel list**
- **Six months later, revisit the top five again**

AGENT TRACKING

List the agents in your homes area, and the types of houses that they sell/have sold.

UNITS	APARTMENTS	HOMES	PRESTIGE PROPERTIES
John Doe	Sally Smith	Michael Jones	Michael Jones
Sally Smith		Holly McDonald	
		Steven Daniels	

PROPERTY PRESENTATION

Visit the home opens of your top 5 agents, and record the average presentation level of the home.

AGENT	STAGER USED	WELL PRESENTED	RARELY	NEVER
John Doe				✓
Sally Smith				✓
Michael Jones	✓			
Holly McDonald		✓		
Steven Daniels			✓	

SOCIAL MEDIA

Find and follow your top 5 agents on social media and record if they follow you back.

	 FOLLOW BACK	 FOLLOW BACK	 FOLLOW BACK	 FOLLOW BACK	 FOLLOW BACK
John Doe	✓	✓			
Sally Smith	✓	✓	✓	✓	✓
Michael Jones	✓			✓	
Holly McDonald		✓	✓	✓	
Steven Daniels	✓			✓	✓

AGENT TRACKING

List the agents in your homes area, and the types of houses that they sell/have sold.

UNITS	APARTMENTS	HOMES	PRESTIGE PROPERTIES

PROPERTY PRESENTATION

Visit the home opens of your top 5 agents, and record the average presentation level of the home.

AGENT	STAGER USED	WELL PRESENTED	RARELY	NEVER

SOCIAL MEDIA

Find and follow your top 5 agents on social media and record if they follow you back.

AGENT	 FOLLOW BACK	 FOLLOW BACK	 FOLLOW BACK	 FOLLOW BACK	 FOLLOW BACK



About the Institute of Home Staging

International Institute of Home Staging (IIHS) offers the first and only online Australian home staging and property styling courses.

IIHS offers education at various levels, from introductory to more advanced certificate courses, giving you the tools and insights required to start your own successful home staging business just like Naomi's. Check out Silk Home Staging and Styling to see how a success home staging business can get great results and thrive.

With the unique members area available to all graduates of IIHS, you'll have access to continual professional development resources, webinars and discounted workshops to help you continue on your property staging career.

Fancy a career change?

Want to make money doing what you love?

Want you know how to style your home to look like a magazine shoot?

Want to know how to sell or value your property for more?

instituteofhomestaging.com.au

INTERNATIONAL
INSTITUTE OF
HOME
STAGING™

instituteofhomestaging.com.au