



STAGING

a home for sale

COURSE DESCRIPTION

Overall goal:

This workshop focuses on both the interior and exterior (curb appeal) of a private home for sale. And yes, a condo too! The staging design developed is to enable a home to be sold quickly in the current real estate market. Emphasis will be placed on:

- Evaluating the existing conditions of the home for recommendations to enhance the architecture and the esthetics
- Staging as a creative tool
- The business of staging for profit

Workshop requirements:

- Students will learn the fundamentals of staging through 3 hour classes (approx. 1 to 2 hours of interactive lecture and 1 to 2 hours of studio time)
- A home/field trip (near by) will be the class project allowing for a 'hands on approach' to learning and developing staging techniques
- Marketing staging services
- Develop an understanding of the business of staging

Prerequisite:

- Proficiency in 2 D scale drawings
- Completion of a Color Theory Class or equal

Supplies:

- Drafting tools
- Note paper and pencils
- Digital camera is suggested (a conventional camera may be substituted)
- Internet access
- Marketing supplies....to be determined

Text Book: *Home Staging: The Winning Way to Sell Your House for More Money* by Barb Schwarz Publisher: John Wiley & Sons, (Pub. Date: February 2006), ISBN-13: 9780471760962 (Book can be purchased new or used through Amazon)

**For registration information call
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DISCLAIMER: This workshop is informational and does not bear college credit nor does it guarantee placement in any degree or certificate programs at The New England Institute of Art, or guarantee job placement.