



More than 4700 Real Estate Professionals have attended this program. November of 2015, the PPS REA Consultant Certification was born and approved for credit hours in the State of Ohio. The class was a success, and since that time the course has been approved in Florida, Michigan, Colorado, Alabama, and Tennessee, Missouri, North Carolina and Oklahoma. Although we are not approved for credit in Arizona, real estate agents have seen the value of the certification, and as a result, PPSLI has been teaching to sold-out venues monthly. We continue to work with the Real Estate Divisions in each state hoping to meet requirements. For those states that aren't approved we continue to offer the PPS REA Consultant Certification as we feel this is one of the best merchandising tools for Real Estate Agents today and everywhere.

## COURSE OUTLINE

### PROFESSIONAL PROPERTY STAGER® REA CONSULTANT CERTIFICATION

COURSE CODE: PPSRC-01 - PPS® REA Consultant, Handbook (4<sup>TH</sup> Edition)

The Professional Property Stager REA Consultant Certification combines the first two levels of the Professional Property Stager four level Certification. Level I, the Professional Property Stager® (PPS®) Novice Certification and Level II, PPS® Consultant Certification.

**PART ONE (PPS Novice)** of the PPS REA Certification focuses on the Property Staging component of your Real Estate business. You will learn, in depth, the fundamentals of Property Staging from floor to ceiling. Staging design elements including color, texture, and the study of current market and property trends. In class, your instructor will provide scenarios for each space in a home, and you will be given the opportunity to engage in solutions and recommendations for these spaces. Your instructor will guide you through the staging process and staging techniques that will show your sellers your ability to reclaim lost equity and create marketable configurations. With the tools and training provided in this program, you will be recognized as a qualified professional.

**PART TWO (PPS Consultant)** focuses on putting that knowledge to work for you to powerfully help homeowners sell their home faster and/or for more money. The PPS® Consultant Certification portion of the program converges on the Limited Service Plan (LSP®), a proven PPS® tool that has helped sell millions of dollars in real estate every year since 2000. The LSP® is a Consultation service that Certified Professional Property Stagers® provide clients that want to "get down and dirty" and do the work themselves. This however, is only possible with the aid of your Property Staging expertise, your client handling skills and the detailed LSP® Consultation Report. With your guidance, resources, and skillfulness, you will share great success with your sellers in getting their home showcase ready. Lastly, you will learn service rates that Property Stagers' charge, what those fees include and what discounts you can expect. This is helpful when personally providing the service to your sellers as you will be able to share with them the costs associated and the value you are bringing to your seller whether you hire a property stager or provide the service yourself as a Certified Professional Property Stager REA Consultant. After completion of this certification, you will have the confidence to help sellers sell their homes faster and smarter.

#### **PART ONE (PPS Novice) COURSE OBJECTIVES:**

- History of Professional Property Staging.
- Professional Property Staging Fundamentals.
- Understanding Property Staging formulas and processes.
- In-depth knowledge of staging components, lighting, window and treatments, space, color, texture, design elements.
- Effective market trends and other key principles to staging.
- Floor to ceiling steps to Staging properties.

- Room Analysis, Diagnosis, and Configuration.

#### **PART TWO (PPS® Consultant) COURSE OBJECTIVES:**

- The LSP® Consultation process 1st Visit.
- The LSP® Consultation process 2nd Visit.
- Detailed Report Writing and getting results with your sellers.

#### **The course also includes:**

- Instructor-led classroom training (powerpoint)
- Room analysis & report writing discussion session.
- PPS REA Consultant Handbook (100+ Pages).
- PPS Consultation forms customized with your branding
- PPS Client aftermarket kit customized branding.
- PPS Client/Seller Presentation Visual aids customized branding.
- PPS® Consultant Certificate
- Associated Vendor discounts and tools
- 6 CEU Credits (where applicable)
- PPS REA Consultant web presence

#### **CURRENTLY OFFERING:**

**LIVE ZOOM CLASS - 2 DAY EVENT**

**OR,**

**ONLINE DISTANCE LEARNING**

**EXAMINATION: The exam is online, students must score 70% or higher to receive their certification and tools.**

**(6 hour CEU credit where applicable.)**

## Here is what our students are saying: **TESTIMONIALS**

*"Staging creates the best likelihood that a house will sell at the high end of its price range, and quickly- it's not about creating the perfect home. The class is extraordinarily good at showing Realtors - using humor, stories and abundant knowledge -how to create and maximize value. Even though I've owned, renovated and sold over 50 of my own homes, and helped clients with hundreds, the class taught me concepts and techniques I needed to know to help my clients, and my career. Jump at the opportunity to take the class to make you better".*

~ Tim Knittel Realty Executives

*"Very glad I came to this class as it was the highlight of my week." ~Wendy Lancer, Alton Clark Realty*

*"My compliments to the trainer and the course material. My business is in the small of Rental & Conversions. Many of the principals presented today will be useful for staging our office building & spaces, softening the "industrial" feel we try to transform.*

*Fun class – Fast moving – Well done!" ~ Jan Helling, Office Building Partners*

*"This course more than met my expectations. 10+. I am looking forward to Level II and III training and Feng Shui. I hope somebody tracks that we've taken course I and sends us info on other classes." ~Virginia Peters, Alton Clark Realty*

*"Excellent informative course. Very enjoyable presentation from exceptional instructor. Very worthwhile for every Realtor!"*

~Linda Fennell, Watson Realty Corp.

*"Great Course! Well thought out! Sales will increase using what is being taught." ~John Saltsman, MC Homes*

*"Exceeded my expectations. Very interested in follow-up course, next level. Enjoyed the examples, tips and photos and class participation!"*

~Cheryl Gritzer, Charlie Orden

*"I really enjoyed and learned a lot in the class. Connie went above and beyond my expectations. This is going to be invaluable for my business. Thank you!"*

~Cecilia Lamardo, Keller Williams

*"Excellent and easy to understand and fun! I have learned a lot – Thank you!" ~ Carolyn Saunders, Remax Marketing Specialists*

*"One of the most enjoyable real estate classes I have ever taken! I look forward to another one." ~ Catherine Kelly, BHHS*

*"12++! I've enjoyed this class. It's worth every minute of my time here today. The value is exceptional!"*

~ Terri Ramsey, Future Home Realty

*"As a Broker, I wish that I would have taken this class years ago to help my customers and the agents in my office. This was a great class both for personal and professional reasons. Awesome job!!"*

~ Ellen L. Thunell, Watson Realty

*"Lunch was great. Seminar was amazing! Time flew by, I did not even open my computer to pass time!"*

~Jessica Whitehead, Homebuyer Experts

*"Course was great. It was so much information and I'm looking forward to putting it into good practice. Thank you so much!!!"*

~ Sharon Lockman, Howard Hanna

*"This course was fantastic! Look forward to hearing more". ~ Inga Mathis, Remax Revealty*

*"I really enjoyed this, I am new at the real estate agent business, buy my husband and I have been flipping property. This is a perfect compliment to my skill set!"*

~Laura Kissel, Carleton Realty

*"This was a wonderful class! I hope you have more CE's in the future." ~ Verna DiPietro, JW Cutler Realty*

*"For the last 20 years plus, I enjoyed this continuing education class the most!" ~Cindy Hodgson, Keller Williams Greater Columbus*

*"Great course – Just what I needed. Thanks so much!" ~Carol Hapeanowicz, Keller Williams Greater Cleveland Pepper Pike*

*"Very interesting and informative. 10+ Would recommend this to any Realtor. Thank You!!" ~Donna M Foley, Florida Luxury Realty*