



## *Some Facts About a Career in Home Staging and Interior Redesign*

According to the International Association of Home Staging Professionals and StagedHomes.com®, 94.6 percent of all homes staged by staging professionals sold on average in 33 days or less over non-staged homes.

Additionally, ELR Design in Longmeadow, MA, has published the following statistics on their website:

U.S. Housing and Urban Development reports that staged homes sell on average 17 percent higher than unstaged properties.

The *Village Voice* in New York reported that the average number of days on the market (DOM) for a staged home was 13.9 compared to the 30.9 for the unstaged home.

A recent study by the National Association of the Remodeling Industry discovered that a \$700 paint job results in a 200 percent cost recovery at resale time.

These statistics show why home sellers need stagers and interior designers to help them sell their homes at a better price and in less time. Home stagers are needed even in a depressed real estate market.

**To learn more about this new career opportunity and Joliet Junior College's Home Staging and Interior Redesign program, call Brenda Large at (815) 280-1504, or e-mail [blarge@jjc.edu](mailto:blarge@jjc.edu).**



**Put Some Color in  
Your Career...**

**Enroll in our new  
Home Staging and  
Interior Redesign  
Program.**



**Call (815) 280-1504 for more information.**





## Interior Redesign and Home Staging

## Interior Redesign and Home Staging Certificate

This certificate program is designed to prepare entrepreneurs who are interested in the Interior Redesign & Home Staging business along with those who may want to enhance an existing Real Estate, Interior Design, or Home Organizing Business. Students must complete 4 core classes and 3 elective classes to earn certificate. Core classes must be completed prior to beginning elective classes. Elective classes will be offered beginning Spring 2011. Enroll in the free session August 26, 2010 6:30-8 p.m. that will introduce the Interior Redesign and Home Staging Certificate and explore this potential career path. Call to register 815-280-1555.

### New Fundamentals of Interior Redesign (LLC 4150)

Learn to turn "otherwise ordinary" into an eye-catching appeal. This course will focus on the basics of Interior Redesign. Topics will include; design fundamentals, the redesign process, floor

plans, furniture, color theory, flooring, windows, fabrics, textiles, lighting, artwork and accessories. This is a core class for the Interior Redesign and Home Staging certificate; however enrollment is open to all.

T1	6:30-8:30p.m.	R	Main
	Sept. 9-Oct. 14		\$299

### New Fundamentals of Home Staging (LLC 4151)

Learn fundamental staging techniques to make homes appealing to the highest number of potential buyers, thereby having more successful showings and selling more swiftly. Staging techniques improve a property's appeal by transforming it into a welcoming, attractive product that anyone might want. Topics will include; staging fundamentals and the staging process, how to stage a vacant home, and how to work with real estate agents, FSBO and builders. This is a core class for the Interior Redesign and Home Staging certificate; however enrollment is open to all.

T1	6:30-8:30p.m.	R	Main
	Oct. 21-Nov. 18		\$199

(No class Nov. 11)

### New Photography Basics for Staging/Redesign (LLC 4152)

Learn how to feature the best aspects of a home in photography. This class will guide you through the basics of digital cameras and how to capture quality images of interior and exterior

architecture. This is a core class for the Interior Redesign and Home Staging certificate; however enrollment is open to all.

T1	6:30-8:30p.m.	W	Main
	Dec. 1 & 8		\$199

### New Business Basics for Home Staging/Redesign (LLC 4153)

Have you considered all that is required of the small business owner? This course is designed to give students the very basics of owning a home staging and redesign business. Topics included will be building a business plan, record keeping, marketing and networking.

T1	6:30-8:30p.m.	R	Main
	Jan. 7-Feb. 11		\$299

## Electives:

### New Advanced Interior Redesign (LLC 4154)

Take Interior Redesign skills to the next level with this course. Focus on how to use professional organization techniques and incorporate industry tips and resources when redesigning spaces that will please each individual customer. Learn how to decorate Green and use Green Friendly products that will provide financial and environmental benefits. 3 weeks (3 hours each)

**\$199 student cost**



### New Advanced Home Staging (LLC 4155)

Build skills and knowledge with advanced home staging techniques designed to highlight the strengths of a home and develop sales appeal. Topics will also include property evaluations and how to write a proposal. 3 weeks (3 hours each)

**\$199 student cost**

### New Advanced Interior Home Photography (LLC 4156)

This hands-on course will focus on photography techniques designed to capture the best of interior home space. Topics will include lighting, composition for maximum impact and using Photoshop. Course will include opportunity to photograph a home on location. 3 weeks (3 hours each)

**\$199 student cost**

### New Advanced Marketing/Networking for the Redesign/Staging Business (LLC 4157)

Focus on specific Marketing and Networking techniques designed to promote a Redesign/Staging business. Topics will include Branding Basics – Publicity and Promotions, The Power of Presentations, The Art of Writing for the Web / Designing Your Website, and Identifying Your Customers and Competitors. 3 weeks (3 hours each)

**\$199 student cost**

### New Interior Redesign & Home Staging Practicum (LLC 4158)

This course will provide an opportunity to apply principles and techniques learned in previous courses. Participate in actual projects on location with an Interior Redesign & Home Staging professional. This hands-on experience will feature; room redesigns, vacant staging, occupied staging and model home staging. Class size will be limited to 6 students. 3 weeks (4 hours each)

**\$349 student cost**

**Total Student Cost \$1593- \$1743**

*For more information call Brenda Large at (815) 280-1504, or e-mail [blarge@jjc.edu](mailto:blarge@jjc.edu).*