



# HOME STAGING

ISTITUTO MARANGONI MIAMI  
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# HOME STAGING

In just three weeks, this hands-on program equips you with the foundational skills and knowledge required to succeed in the growing field of home staging. Designed for aspiring home stagers and realtors alike, this course covers every essential aspect of home staging, from staging techniques and decorating aesthetics to starting and growing business and acquiring clients. Guided by industry insights and practical exercises, you'll learn how to enhance properties to captivate buyers and drive sales, making every space market-ready and unforgettable.

## LEARNING OUTCOMES

- **Understand the Role of a Home Stager** Gain fundamental knowledge of what home staging entails, types of staging services available, and how to work effectively with clients.
- **Develop Core Staging Skills** Master key techniques for space planning, sourcing, organizing, decorating, and staging for both occupied and vacant homes to ultimate interior appeal.
- **Launch a Home Staging Career** Build foundational skills for getting hired as a professional home stager or launching your own staging business, from creating a business plan to managing finances and staffing.
- **Create Effective Marketing Strategies** Learn proven marketing techniques to attract clients and build a successful home staging business, including campaign planning, marketing tools, and networking strategies.

## PROGRAM DETAILS

**CLASS START:** JUNE 9TH | JULY 7TH | AUGUST 4TH

**EARLY BIRD PRICE:** \$3,500 USD

**REGULAR PRICE:** \$4,000 USD

**HOW TO APPLY:** [IMMIAMI.COM/APPLY](http://IMMIAMI.COM/APPLY)

### ADMISSIONS REQUIREMENTS

- APPLICATION
- ID
- RESUME