



STAGING TO SELL WHAT EVERY AGENT SHOULD KNOW[®]

Offered by the Real Estate Staging Association[®] (RESA[®])

The definitive 3-hour course that elevates how agents prepare listings — and how clients see them.



Empower your agents. Protect your clients. Elevate your listings.

Approved for CE Credit in Several States

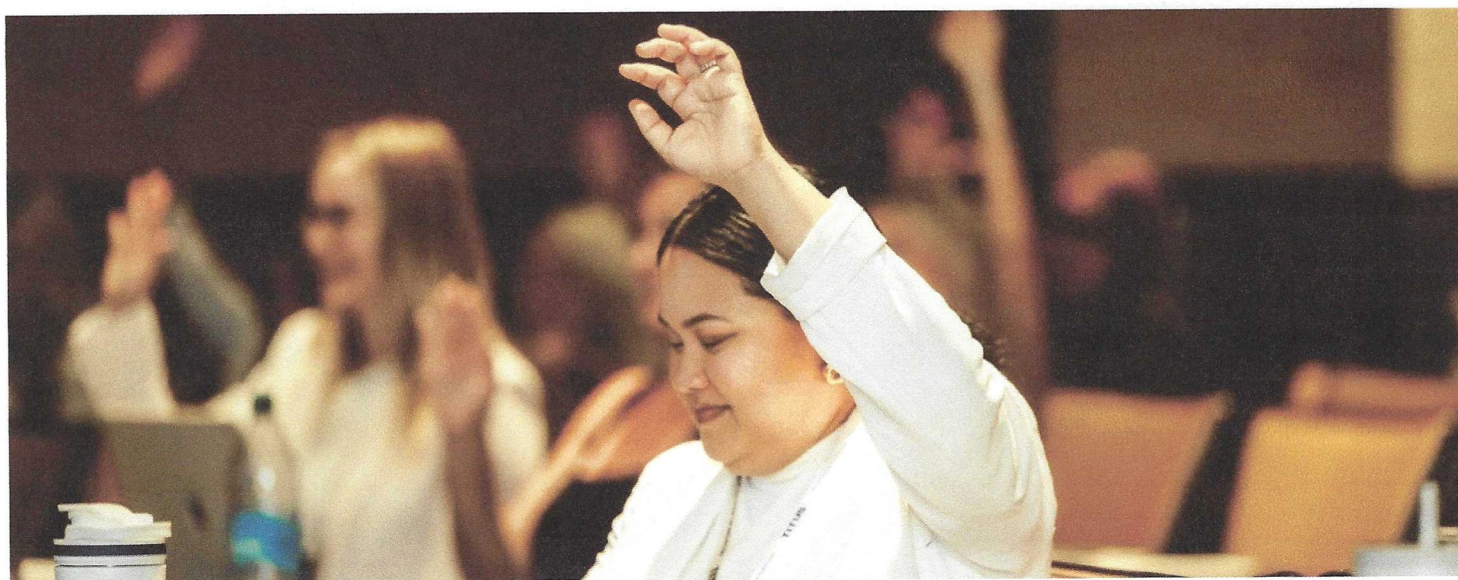
Staging to Sell, What Every Agent Should Know[®] is a nationally recognized course designed to help real estate professionals guide clients through the staging process — confidently and ethically.

Photo: Jason Saft, Staged To Sell Home, 2025 RESA[®] Vacant Staging Project of the Year (U.S.)

The Course in a Snapshot

Staging to Sell, What Every Agent Should Know® is a three-hour designation course designed for today's real estate professionals who want to better serve their clients and strengthen their market expertise.

Agents who complete the course earn the RESA® Certified Staging Advocate™ (RESA-CSA™) designation — demonstrating their understanding of how to use staging as a strategic marketing and risk-management tool.



AT A GLANCE

- **Course Length:** 3 hours
- **Format:** Live instruction, in person or virtual
- **Designation Earned:** RESA® Certified Staging Advocate™ (RESA-CSA™)
- **CE Credit:** Approved in several U.S. states
- **Ideal Audience:** Real estate agents, brokers, and REALTOR® associations
- **Taught By:** RESA® Approved Instructors — vetted industry professionals
- **Includes:** 50+ actionable staging tips agents can use immediately

WHAT MAKES IT STAND OUT

- Nationally recognized curriculum developed by the Real Estate Staging Association®
- Consistently top-rated by agents for relevance and practicality
- Combines risk reduction, marketing insights, and real-world staging applications
- Flexible scheduling and affordable group pricing for brokerages and associations

Why This Course Matters

Agents who understand staging protect their clients — and their business.

Today's buyers are more informed than ever, and sellers expect expert guidance on how to position their home to sell faster and for the best possible price.

Yet many agents overlook staging as a key part of their fiduciary duty — not realizing that failing to educate clients on all available options can create unnecessary risk.

Staging to Sell, What Every Agent Should Know® bridges that gap.

This course gives agents the knowledge and language to confidently communicate the benefits of home staging, collaborate effectively with professional stagers, and demonstrate true advocacy for their clients' best interests.

Offering this class sets your organization apart as one that equips its agents with the tools to deliver higher standards of professionalism and client care. It's not just about better listings — it's about raising the bar for the industry as a whole.



What Agents Will Learn

A practical, results-driven course built around real-world application.

Agents leave this class with tools they can use immediately — from talking points for listing presentations to a stronger understanding of how staging impacts both marketing and liability.

Staging as a Strategic Marketing and Risk Tool

Agents will understand:

- The difference between staging and decorating, and why staging is a marketing strategy, not a design preference
- How staging fits into ethical practice, disclosure standards, and fiduciary responsibility
- Why homes must be positioned and merchandised competitively, just like any other product in the marketplace
- How improper or misleading staging can create legal and professional risk

Execution, Safety & Professional Collaboration

Agents will understand:

- Why staging is a full operational business with logistics, insurance, contracts, and liability
- The risks and limitations of DIY or agent managed staging
- How to vet and work with qualified professional stagers
- Best practices for security, depersonalization, and post showing diligence to protect clients and listings

Data, ROI, and Business Impact

Agents will gain:

- A clear understanding of the return on investment behind professional staging
- Real data points that support faster sales, stronger offers, and improved sale to list ratios
- Tools to move seller conversations from emotion to logic
- Language to confidently reframe staging as a financial and strategic decision

Buyer Psychology and First Impressions

Agents will learn:

- How buyers emotionally and cognitively process homes, especially online
- Why move-in ready perception matters more than ever in today's market
- How staging helps buyers visualize lifestyle, scale, and function
- Why photography and digital presentation are inseparable from staging success

BONUS TAKEAWAYS

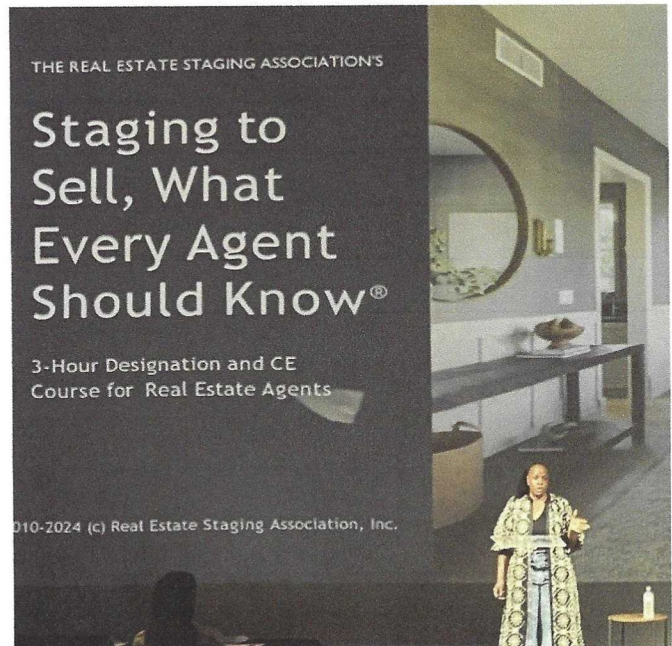
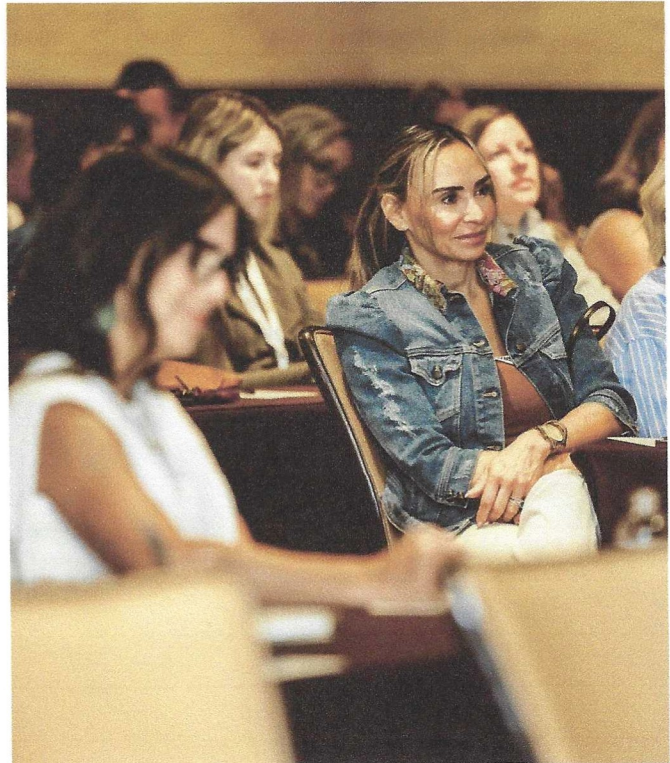
Every participant receives over 50 actionable staging tips to implement immediately — whether preparing their next listing or advising a seller on pre-market strategy.

Why Brokerages and Associations Offer It

Hosting *Staging to Sell, What Every Agent Should Know*® signals that your brokerage or association is committed to high standards, continuing education, and client-first advocacy. It's more than a designation or CE credit opportunity — it's a way to strengthen agent performance, build consumer confidence, and enhance your organization's reputation.

Benefits at a Glance

- Turnkey Program: RESA® provides vetted instructors, class materials, and support.
- Flexible Delivery: Available in-person or virtually to fit your schedule.
- Proven Curriculum: Trusted by REALTOR® associations and top brokerages since 2010.
- Professional Recognition: Agents earn the RESA® Certified Staging Advocate™ (RESA-CSA™) designation upon completion.
- Positive Public Image: Showcase your commitment to ethical, informed, and results-driven real estate practices.



REAL IMPACT, NATIONWIDE

Since its inception, this course has empowered thousands of agents across North America to better serve clients, reduce risk, and increase sales performance.

By offering *Staging to Sell*, you're not just adding a class — you're helping shape the future of how real estate is practiced.

About RESA® and the Instructors

The Real Estate Staging Association® (RESA®) is the trade association for professional stagers across North America. Since 2010, RESA® has partnered with REALTOR® associations and brokerages to bring credible, CE-approved staging education to real estate professionals.

Our mission is to advance professionalism and excellence within the staging industry — and to ensure that agents, brokers, and homeowners benefit from working with qualified, ethical stagers.

TAUGHT BY RESA® APPROVED INSTRUCTORS

Every Staging to Sell course is led by a RESA® Approved Instructor, a distinction that represents the highest level of professionalism and educational integrity in the home staging industry.

RESA® APPROVED INSTRUCTORS MUST:

- Hold the RESA-PRO® or RESA Accredited Staging Business® designation, demonstrating advanced ethics and professionalism
- Complete a Train-the-Trainer program and pass a teaching exam
- Submit a video demonstration and professional references for review
- Uphold RESA®'s strict Code of Ethics in all instruction and business practices

These instructors are not only experienced stagers, they are educators dedicated to elevating how real estate professionals understand, communicate, and leverage staging in their day-to-day work.

Trusted by REALTOR® Associations and Brokerages Nationwide

From local Associations of REALTORS® to boutique independent brokerages, organizations across the U.S. and Canada have hosted this course with consistent success and strong participant feedback.

Real agents. Real results. Real impact.

"The class opened my eyes. I never thought I'd be convinced that staging works, but now it makes complete sense. It's a game-changer for how I present listings."

— Catherine Zerba, Keller Williams

"Since your class, our first staging sold for 10% higher than anything that neighborhood had ever seen."

— Marc Chernau, Wilcher Properties Group

"This is a popular class that receives great reviews every time we host it. The instructors are knowledgeable, professional, and a pleasure to work with."

Roxie Glenn, Director of Professional Development, MetroTex Association of REALTORS®

"Very energetic presentation that kept us engaged the entire time. Time well spent!"

— Harold Pope, Bean Group