



Get Your Professional
Advantage Today!™



RESA® Affiliate Training Provider Advertising Program

The Real Estate Staging Association® (**RESA®**) is the only professional trade organization dedicated to real estate stagers and re-designers in North America that welcomes all stagers regardless of designation, background and training. Our goal is to enhance the staging industry by providing exceptional staging services to real estate agents, real estate investors, and home owners. In addition, RESA® strives to be the source of education and business tools focusing on the needs of stagers and re-designers. By providing exceptional staging and re-design training programs to our membership the industry will improve as our members sharpen their staging and design skills by seeking continuing education.

Program

\$2,000 per year

Includes

- Full ad and link to your site on our home staging training or redesign training page
- If you have both staging and redesign classes that can be taught independently, you will receive a 50% discount on the second class.
- Promotion of your upcoming events and programs listed on our events calendar
- One RESA® Individual membership
- Account with Home Staging News Wire www.HomeStagingNewsWire.com
- Providers **must** agree to market RESA membership to their students
- Affiliate status does not warrant approval, certification or accreditation of your school, course, program or instructors

Why Team With RESA?

Exposure:

RESA® will promote any offers you would like to extend to our membership and people wanting to get into new careers of home staging and/or re-design.

Competitive Advantage: Our business to business relationship will build credibility for both of our brands. Our members and the general public seeking information on training will know they can depend on outstanding training providers that are affiliated with a professional trade organization. Your business gains more exposure to your target audience.

Application Process: Fill out part one and part two of the application and email it to Shell@RESA-HQ.org or fax it to 916 273 7736. We just need some simple background information and we do check references. We want to be sure that we advertise quality programs for our membership and the general public. RESA® reserves the right to refuse application approval.



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Training Providers Agree to the Following Code of Ethics (COE)

- No get rich quick advertising or promises
- No negative advertising
- No negative comments or marketing campaigns on other stagers or other training providers
- All advertising is 100% truthful and verifiable
- Willingness to try to resolve any disputes with students quickly and to the satisfaction of the student (assuming their complaint is reasonable)
- Respond in a timely manner to any and all complaints or ethics complaints
- No multi-level marketing to sell classes or bring on new instructors
- Don't teach anything that is against the RESA® Membership COE
- Will not teach agents how to stage their own listings. Tips, how to work with a stager is acceptable.

Training Materials

- Must be professionally printed
- Must have photo examples for reference
- Manual must be large enough to accommodate notes and or additional information
- If class is taught in large setting a power point presentation must be used
- If class is taught in small setting with 10 or less people a power point is not needed
- If subject matter has more than one method, then multiple methods must be taught. EX: Pricing. There are many ways to set your pricing structure. Courses should teach multiple methods.
- When referring students to resources, you must refer them to qualified agencies. EX: IRS, Secretary of States, County Offices. Do not refer to privately owned information websites.
- If you use portions of other people's information, articles, etc. you need a signed release
- If you offer staging and redesign classes, each class must be able to be taught individually

Prerequisites

- Training course must be written by someone that has had a staging business for 5 years or more

Instructors

- Instructors of the program must have had their own staging business for 3 or more years
- Instructors must be aware of regional trends or laws specific to the areas they are training

Administrative Policies

- Courses must accommodate changing geographic market changes when needed
- An email confirmation of enrollment and class locations and times must be sent to all registrants
- Receipts must be provided to all registrants
- To be in compliance with all local, state, provincial and federal laws
- To be in compliance with all local, state, provincial and federal insurance requirements
- Must market RESA® membership to its students
- To have a quality control and complaint process
- To have a process for instructors to provide feedback on course information to the training company
- Refund policy must be clearly stated on your website
- Pricing must be clearly listed on your website
- If program is a partnership, has employees or independent contractor instructors, you must have an advisory committee. You must hold at least two advisory committee meetings annually to determine areas of improvement if needed



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How courses are advertised:

- Can't use "get rich quick" verbiage on website or marketing materials
- Claims of monetary benefits must be verifiable.
- Training must clearly meet advertised course objectives

Not Allowed:

- Accredited Staging Training Program (Unless you have applied for and have been an approved Accredited Provider of RESA)
- A staging/redesign training program may not make any promotional use of its application for affiliate status prior to approval of your application.