**Vacant Project Checklist for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**First Client Contacts and Arrangements**

* Pre-Appointment Order Sheet is filled out and details of vacant home provided
* Your company process and philosophy has been communicated
* Screen Client: Generic estimate for Main Area vacant staging has been provided and client is open to pricing models
* Deposit fee for viewing property has been provided and date has been set for viewing with client present

**What to bring to appointment:**

* Vacant Home Worksheet – Quick checklist to help you play what to bring into home
* Measurements of furniture rental main items (couches, chairs, consoles, tables, dressers)
* Small set of paint chips in case the client needs paint prior to staging
* Measuring tape and Graph paper (for measuring out areas) and Staging Toolbox
* Digital camera – Take photos of every angle and entrance (especially questionable areas)

**Day of Initial Appointment:**

* Quick Tour property with client noting “staging potential” and architectural highlights needing to be emphasized.
* Ask client to view your portfolio/sales pieces while you take the time to take photos of every angle of each room, plan/sketch the rooms/windows/closets and take measurements.
* Using Vacant Home Worksheet check each item that ideally will stage the space for each package (use two different pen colors i.e. red for budget and green for premier package)
* Prepare Staging Proposal based on your worksheet and give estimated wiggle room for artistic merchandising (you should already have a keen idea of pricing and time frames)
* Discuss repairs, paint ideas and cosmetic needs if paid appointment. Discuss “Stage Ready”.
* Ideally get client buy-in and signed agreement, so you can go directly to furniture Rental Company and hold furniture for project. If not, explain timing and exactly when you play on getting proposal to client.
* Once agreement is set, money is paid and staging date coordinated, create folder for client with all forms in place including staging timeline and this checklist

**Staging Day Instructions:**

* Arrive 30 minutes before rental company in order to get your staging accessories loaded in before big pieces
* Take more before photos if you hadn’t already
* Place large rugs down right away in perspective areas
* Create a “Staging Area” for your tools which will ideally be in the kitchen and out of the way of movers
* Unpack accessories and place in appropriate rooms as identified
* Ideally have a rough layout of where furniture should go for furniture movers
* Allow movers to move in furniture per your instructions
* Ideally photograph the space with rental furniture alone (this makes compelling evidence of light staging vs. real staging)
* All beds should be made and steamed to de-wrinkle
* All lamps should have light bulbs and be tested for working order
* All lamps should be plugged in unless the cord drapes across furniture or flooring in which case it should be coiled neatly and hidden away
* Every furniture and art piece should be free from dust or streaks
* All price tags should be removed, pieces should be inspected carefully
* Vignettes should be created and photographed up close
* Rooms should be photographed from every angle, as well as close up
* Staged by Sign should be placed on entry console or kitchen counter with business cards
* Make a list of every piece of your inventory and take inventory photos.
* All lights, heaters, etc... should be turned off before leaving
* Double check inventory left in the home with the Sales Order for client
* Ensure all windows and doors are securely locked

**Finishing Administrative and Marketing Tasks**

* Download photos taken into folder for client and edit/adjust
* Email photos to real estate agent and client. Watermark extra set of photos to upload to Stagers Connect and blog page on your site. Share to Facebook, Pinterest, Houzz, etc…
* File complete list of inventory to client’s file
* Set a reminder on calendar for 30 day follow up AND 10 days prior to lease expiration to get in touch to renew/schedule pickup
* Consider hosting a broker’s open house (contact furniture rental company to pay for the catering)
* Thank Realtor via Facebook and upload photos inviting buyers
* Track the statistics of each property