



www.MovingMountainsDesign.com



*We know what makes homes sell!*TM

Michelle Minch, owner & CEO, Moving Mountains Design

RESA Professional Stager Of The Year Nominee 2010

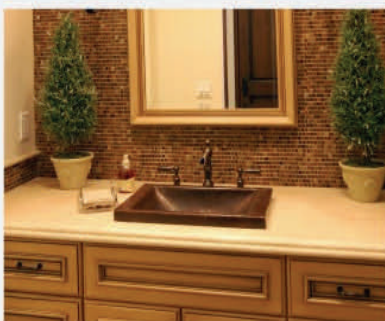
I am excited and honored to be nominated as RESA Professional Stager of the Year for 2010. Despite tough economic conditions nationwide, this past year has been one of phenomenal growth for me, for the Real Estate Staging Association and for the staging industry as a whole. Watching as consumers and real estate agents become better educated about the benefits of staging a home has been very inspiring and energizing. I would welcome the opportunity to further educate consumers, the real estate industry and my fellow stagers from the platform of RESA Professional Stager of the Year. My philosophy is "When the tide rises, all boats float", meaning when one stager is successful, that success raises the image of the entire staging industry.



Pro Stager of the Year Finalist

Supporting the home staging industry is important to me. Some of the ways which I contribute are:

- Board of Directors of RESA
- Ethics Co-Chairperson As Ethics Chairperson, I am instrumental in setting RESA ethics policies.
- RESA Regional Vice President for California, Hawaii and Nevada.



T (626)441-8975 F (626)441-8118

Supporting The Home Staging Industry, cont.

- RESA International Staging Conference Committee
- Staging Conference presenter (on the importance of Photography for home stagers)
- Organizer of several local RESA roundtables & home stager meet-ups (stagers from around California regularly fly in to Los Angeles to attend)



Home Staging Meet-ups and RESA networking events allow home stagers to meet each other, network and gain valuable insights into improving their business

In addition to supporting home stagers through my work in RESA, the Staging Career Center, Easy Designer Websites and networking events, I also provide support through my efforts to educate homeowners about the benefits of home staging and how to prepare their home for a faster sale. Many of the following blog posts have been re-blogged or published elsewhere:

- [Choosing A Home Stager](#)
- [Money Saving Tip: Get A Home Staging Consultation, Then Do The Work Yourself](#)
- [Getting A Home Sold In This Market: Ten Steps To Success](#)

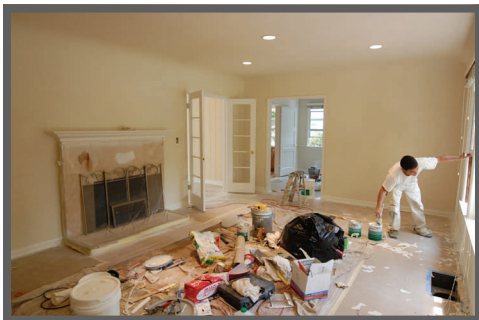
- Helped develop and provide coaching through the [Staging Career Center](#), dedicated to business coaching for both new and established home stagers
- Co-owner of [Easy Designer Websites](#), providing easy, cost effective websites to home stagers, interior designers, professional organizers and other creative professionals.
- I invite other home stagers to tour my warehouse in order to help them set up a similar organizational system for storing their staging accessories, linens and artwork.
- I frequently write blog posts on ActiveRain aimed at helping home stagers improve their business practices, such as [Tips For Using Newsletter to Market Your Home Staging Business](#).



The owner of this Silverlake (Los Angeles) home hired Michelle Minch for a comprehensive home staging consultation. The homeowner completed most of the work herself and Moving Mountains Design provided some additional accessories & artwork. Michelle provided the photos that were used on the MLS. The home sold the first week it was listed for . It sold for almost 8% over list price. November 2009.

Running a successful staging business requires many skills: **design skill** (knowing what looks good), **marketing skill for real estate** (knowing how to present a home to its best advantage to encourage buyers), **business marketing skill** (knowing how to promote a company and attract clients), **organizational skills** (knowing how to make a project run smoothly and efficiently) and **business skills** (knowing what to charge and how to run a profitable business while still providing good value). Following are some examples of how I achieve my business goals:

Design: Coming from a background of production design and art direction for the publishing, commercial and film industry, I spent years designing and decorating for clients like Nike, Kenmore Appliances, Westin Hotels, Oil of Olay, Toyota and Pantene among others. Working on commercials and print advertising taught me how to design beautiful and eye-catching rooms and how to use furniture to increase or decrease the perceived volume of a space. If you would like to see some of my film designs, visit my [Production Design web site](#). During this time, I also began designing residences and commercial spaces as an interior designer. **Staging is not interior design, per se, but it is my belief that knowledge of good design principals plays a very important role in my success as a real estate stager.**



This home received multiple offers after the first open house. It closed escrow 30 days after staging.

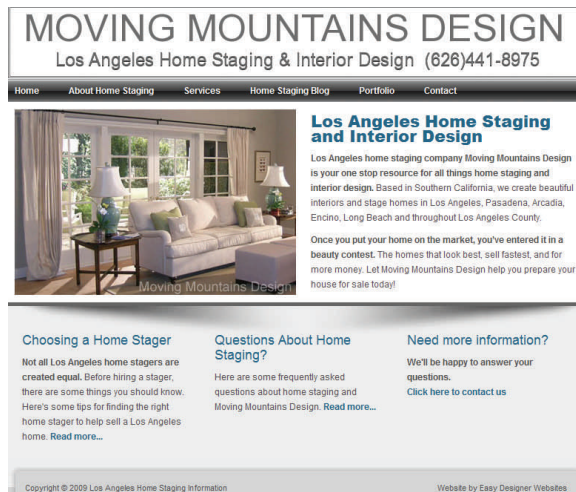


Property Marketing: Hand in hand with knowledge of good design for staging, knowing how to present a home as a desirable product is mandatory for success as a stager. My experience and training have provided me with a keen understanding of what home buyers will find appealing in each market and price point and what motivates them to purchase one home over another. My goal as a home stager is to craft such an appealing atmosphere in a property, that buyers will feel instantly at home and comfortable and motivated to make an offer. I provide the listing agent or home owner with at least 15 professional quality digital photographs for use in marketing the home on the MLS and other collateral marketing materials. Having beautiful photographs on the MLS and Internet are of paramount importance to marketing a listing. To that end, I have invested in professional grade Nikon camera lenses and equipment in order to provide the highest quality photographs at no charge to the listing agent.



Some examples of my photographs of homes I have staged. These photos were given to the listing agents who used them for their online marketing and printed brochures

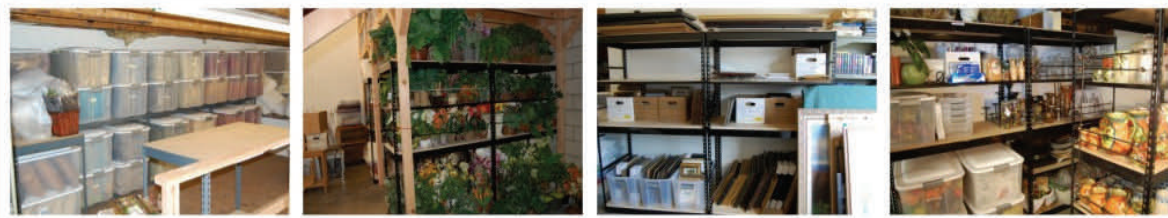
Business Marketing: I have tried many traditional and non- traditional methods of marketing my company. I've found, hands down, that the most productive use of my marketing dollar is my Internet presence. Having an



[informative, unique and attractive web site](#) is my first order of attack. I designed my company site and wrote all original copy. My company website also includes a blog which allows me to constantly add fresh material of interest to clients & those looking for a home stager. I also post to [my Active Rain blog](#) and am a frequent guest poster on [PasadenaViews.com](#) and [SocMe-dia101.com](#). Through my blog posts, I am able to inform and educate consumers and real estate agents about such topics as [How to Choose the Right Home Stager](#) and [Getting Your Home Sold In This Market – 10 Steps to Success](#) . I am able to connect with other stagers (many of which have referred jobs to me)

with posts about building and growing a home staging business [Your Home Staging Business – You've Got Questions, I've Got Answers!](#) I am an active participant on [Twitter](#), [Facebook](#), [LinkedIn](#) as well as [ActiveRain](#). In addition, I send out a monthly newsletter to 2,000 REALTORS in my area with tips for growing their business as well as recent examples of homes we have staged.

Organization: The most important step to having a job and business run smoothly is bottom up organization. I invested many hours and thousands of dollars to lease a warehouse and set it up so it is a marvel of organization. You could say that my warehouse has been staged for maximum efficiency. All soft goods (like throw pillows, bedding and towels) and sets of things (such as dish sets, pot and pan sets and artwork



Photos of the Moving Mountains Design warehouse

groupings) are stored in nesting clear plastic tubs. Other items are stored on open shelving for easier 'picking'. When I prep a staging job, after determining the best style to showcase the house, I select tubs containing the appropriate and necessary items. The tubs get loaded on the truck, labeled by room. Once I get to the staging location, the tubs are carried to the rooms noted on the labels. Using this system, enables me and my assistant(s) to stage any size property in one day. Not only is this a more efficient use of time, but it also saves my business money. This enables Moving Mountains Design to charge our clients less, while earning a higher profit. I frequently invite other stagers to my warehouse to show them how they can organize their warehouse or storage and how to be more efficient on their jobs. For more information about my home staging warehouse read [Warehouse of the Year](#)

Before and After Home Staging Photos by Michelle Minch



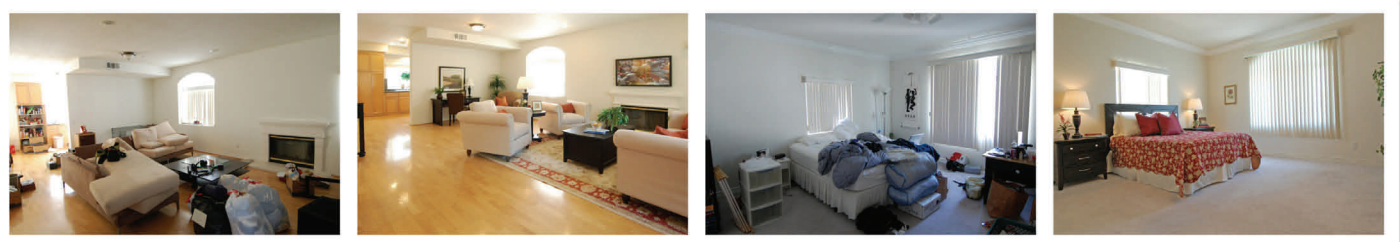
This vacant new construction home (above) in Arcadia, CA was staged and sold in 29 days (close of escrow) July 2009



Moving Mountains Design staged 2 Townhome models for a real estate auction company. All 24 units sold above the anticipated price, some for almost double. November 2009



This Pasadena Craftsman home went into escrow 2 weeks after staging by Moving Mountains Design. Sept. 2009



Sold 2 weeks after listing on the MLS, for full asking price September 2009