

Canada's Strong 3rd Quarter is the Thumbs Up for New Canadian Franchise Company.

A leading home staging company has the answer for economic woes in Canada

A recent CNN list ranked Home Stager as the #1 career choice on their "Seven emerging jobs poised for growth" list. Although this is a U.S. list, Canadians are not far behind in recognizing the value in Home Staging. The recent downturn in the economy forced homeowners to strategically plan to market their properties in order to sell faster and gain a higher ROI. Connie Nedergaard, a successful business owner in Ottawa Ontario www.stagednsold.com, has been in the staging business for more than 8 years and her company is one of the largest, independent staging businesses in the country. She recently announced expansion plans for North America.

Staged N Sold Properties Inc. is the only nationally franchised brand in the Canadian Home Staging Industry. In the past 24 months, their motto of "Sell it Faster, Sell it Smarter" helped real estate agents and homeowners sell more than 150 million dollars of real estate. Since 2000 their full business model has proven to be successful regardless of economic conditions and they continue to be industry leaders staging vacant properties, resale and property management projects.

The demand for home stagers has grown nationally and real estate professionals are looking to provide clients with home staging professionals, whose expertise will help sell their home faster and for more money. The staging industry is non-regulated; however *Staged N Sold's* business integrity and credibility ensure that homeowners can rest assured that they will benefit from working with professionals that have received the highest standards of training and service provision in the industry. This has been a direct result of the determination of Nedergaard, a Certified Professional Property Stager, Instructor and National Director of Operations for Elite CSPI, to set industry leading standards to protect stagers, real estate professionals and homeowners alike. With the home staging market burgeoning a decision has been made to partner with the CSP International Staging Business Training Academy in order to harness the best staging professionals. We acknowledge this as our formal education intake process and an integral part of the Franchise process. Nedergaard said, "Strong training is an essential foundation for my business."

Christine Rae, President of the CSPI Academy (www.cspiacademy.com) agrees and has partnered with *Staged N Sold Properties Inc.* in an exclusive franchise opportunity. With *Staged N Sold Properties Inc.* proven exclusive 3 Level Service plan; ongoing learning programs in the company and the training standards & co-

operation of CSPI Academy™ we will have the ability to provide all agents nationally with certified, well trained real estate staging professionals.

“We have rapid growth expansion plans, Nedergaard said, and our research shows CSP™ has a solid reputation, consistent growth, excellent standards, great training and a commitment to continuing education. This partnership will mean we can fast track new franchisor’s and employees, enabling them to have a complete understanding of the business. *Staged N Sold Properties Inc.* ‘one on one’ coaching program certifies our team as Professional Property Stagers and the continuing education of our franchisors will be key to continued success and growth”.

Even with steady economic growth the real estate market will still struggle; according to CREA, house prices are expected to drop until the middle of 2010 across Canada. There were 212,227 homes listed for sale on the MLS® Systems of real estate Boards in Canada at the end of August 2009. Many of these have become vacant and sellers are embracing home staging as an effective tool to beat out the competition.

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