



AGRICOLA REDESIGN, LLC



3 Village Square • Glendale, OH 45246 • 513.771.3927 • www.agricolaredesign.com

Welcome to one of the interior redesign industry's best training resources for the creative adult learner. The Agricola Redesign Training Specialists (ARTS) programs are designed to promote and enhance the interior redesign and home staging industry through quality training for our students.

***Diane Agricola** is the ARTS programs certified instructor and mentor, and is affiliated with the Real Estate Staging Association (RESA), the Association of Design Education (ADE) and the Interior Design Society (IDS). Diane has worked in the redesign industry since its infancy, and is an award winning designer with a successful redesign firm in Cincinnati, OH. Her goal is simple – provide every student with the highest quality training possible to confidently work in the redesign industry. "My greatest satisfaction comes from empowering my students with knowledge and skills in the industry I love."*

All ARTS training programs are held in our 1,600 square foot redesign firm, training center and boutique in Glendale, OH, a historic village located just north of Cincinnati. Our students spend their training class immersed in a working design firm, giving them a real-life experience in the redesign industry.

You have questions – we have the information you need to make an informed training decision. Our 3-Day Class will educate you about interior design basics for the interior hobbyist, our 5-Day Class will prepare you to work as an interior redesigner and home stager and our Color Confidence Class gives you the skills to create the perfect color palettes for your clients.

*Don't wait any longer to do what you have always wanted to do...**start right now.***

▶ 5-DAY TRAINING CLASS

THE WORLD OF INTERIOR REDESIGN & HOME STAGING IS WAITING FOR YOU

Are you someone who loves interior decorating – the television programs, the magazines, the long afternoons spent wandering in home interiors shops? Are you interested in learning more about your passion for your own fulfillment? Have you ever wondered if there was a way to take your creative energy and use it to power a new career?

What sets the Agricola Redesign Training Specialists (ARTS) program apart is our hands-on philosophy. We believe that the best way to learn about the interior redesign industry is by immersion in a working interior redesign firm; training with, and learning from, active interior redesigners. Your certified instructor, Diane Agricola, is an award-winning interior redesigner with many years experience working with clients and building her own successful interior redesign firm. She is the author of your training manual in which she shares her proven process for interior redesign; a process that creates artful, purposeful, amazing change in any home — every time, in just one day.

It is so important to invest your training dollars wisely. The ARTS program is designed to give you all the information you need to set up your own business, and create a business plan and to answer the questions you have about getting started. How do I establish a business entity and obtain an employee identification number? How should I keep business records? What are realistic goals for my business? What tax issues must I consider? All of these business decisions and information are covered in our comprehensive redesign training program. You will also benefit from Diane's experiences as she shares her stories about what works and how to achieve success with a new business venture.

We limit our class size to 4 so that each student receives the personalized attention they deserve. The hands-on training experience is the foundation of our 5-Day training. It provides students with the reality of the redesign process in actual client homes, as well as providing them with the opportunity to greet the homeowner in the morning and participate in the reveal at the end of the redesign — valuable client management experiences.

We also know that this is **The Gift of Change** you are giving yourself, and we want you to feel relaxed and pampered each day that you are with us. Breakfast and lunch are served each day during the 5 days. Upon completion of the training, each student receives:

- A Sherwin Williams Professional Color Selection Kit
- A press release announcing their training and a "Certificate of Completion" suitable for framing

Please call 513.771.3927 for pricing.



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▶ 5-DAY TRAINING CLASS

CLASS AGENDA

The 5-Day home staging and interior redesign program will give you all the information and practical hands-on experience to start your own business. This program covers the detailed steps to an interior redesign and home staging that will work in any situation. Information to start a business, market your business and the forms necessary to run your business are also part of this certified training program.

Agricola Redesign ARTS program will let you explore your passion for design in our working design offices. You will become part of the team for a week at Agricola Redesign, and leave with the confidence to start your new business.

- Philosophy and psychology of redesign
- Differences between redesign and home staging
- Redesign: understanding the redesign process
- The steps to redesigning
- Tools and safety guidelines
- Decorating principles: scale and balance, themes, texture, plants and color cohesion
- Working with clients, professionalism, consultation, fees and closing the sale
- Business start-up guide, websites, expenses, language of business, business plans, finding support for new business
- Marketing basics and advertising strategies
- Home staging basics, vacant homes, occupied homes, working with real estate agents
- Helpful business forms, resources and trade discount information

FREQUENTLY ASKED QUESTIONS

Q: Can I make a career as an Interior Redesigner/Home Stager?

A: Yes, you can. In today's economy, redesign services that focus more on what is already owned and less on purchasing new are very attractive to potential clients. Finding ways to assist home sellers in competitive real estate markets creates a demand for home staging services.

Q: Will I learn how to attract clients?

A: We will provide you with the information you need to change client interest into action. You will learn how to create marketing plans to attract clients to you and communication skills to manage your clients well.

Q: Do I need to have decorating experience or training?

A: No, you do not. All that is needed is the desire and energy to learn more about what you already love. You have been told by friends and family that you have a gift – it is time to ***"Give yourself the gift of change"*** and start on your new career, doing what you have always wanted to do.

Q: How large are the training classes?

A: We limit class size to 4 students so that you will receive the personal attention you deserve.

Q: What is the class fee?

A: Please call 513.771.3927 for pricing

Q: Can I do this work and keep my full time job?

A: The beauty of interior redesign and owning your own business, is that you will work when and as frequently as you want. Especially when they first start, many redesigners find they are able to work full time and schedule appointments when free time permits.

Q: Do I need previous marketing or business experience?

A: No, previous business experience is not required. We will be providing comprehensive business start-up, marketing and recordkeeping information; everything you need to get your business off the ground.



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▶ 5-DAY TRAINING CLASS

FREQUENTLY ASKED QUESTIONS (continued)

Q: What is the dress code for training?

A: We encourage our students to dress "business casual." Layers work well when we spend the day in our training center, and comfortable work pants, tops and closed toe shoes for our redesign days in clients homes.

Q: What should I bring with me to class?

A: We provide all the materials you need for a full experience. If you would like to have before and after photos for your portfolio, we encourage you to bring a camera.

Q: Where is the ARTS training program held?

A: All ARTS training programs are held at our Training Center at 3 Village Square, Glendale, OH 45246. Glendale is a historic village located just 20 minutes north of downtown Cincinnati, in Southwest OH.

Q: Where can I stay while I train with ARTS?

A: There are many hotels within a 5 mile radius of our location in Glendale. Most of our students stay at the Hampton Inn to take advantage of the discounted rate they offer ARTS students. The hotel is located at:

9266 Schulze Drive
West Chester, OH
513.341.2040.

The Hampton Inn is conveniently located near retail, movie theaters, and restaurants.

Q: What do I do if I still have questions?

A: Please do not hesitate to contact Diane Agricola directly. She will be happy to speak with you and make sure all your questions are addressed before you make a training choice. She can be reached at 513.324.3927, or email her at diane.thestudio@fuse.net.

2012 TRAINING SCHEDULE FOR 5-DAY REDESIGN & STAGING CLASS

- March 26-30, 2012
- April 23-27, 2012
- May 21-25, 2012
- June 18-22, 2012
- July 23-27, 2012
- August 13-17, 2012
- September 24-28, 2012
- October 22-26, 2012
- November 12-16, 2012

Unable to attend one of these dates? Please call, as additional class dates can be added with enough interest.