



## **Memorandum of Understanding on Professional Standards and Guidelines**

### **1. Who is a Professional Home Stager?**

A professional Home Stager is a trained specialist who prepares residential and/or commercial properties for sale or for rent by thoughtfully arranging furniture, décor, and design elements to enhance the property's or business' overall appeal.

Home Stagers possess a deep understanding of and the ability to implement Home Staging principles, with a solid understanding of buyer psychology, as well as a strategic approach to presentation and real estate marketing. Professional Home Stagers play a critical role in increasing a property's marketability and perceived value. Their objective is to create a welcoming, visually compelling environment that resonates with prospective buyers and supports a faster, more successful sale.

### **2. What is Home Staging and its definition**

Home Staging is the professional practice of preparing and presenting a residential or commercial property for sale or for rent in a way that maximizes its visual appeal and market value.

As a targeted marketing tool, Home Staging is designed to enhance the overall presentation of a property, reduce time on the market, and support a more favorable sale price based on current real estate market conditions.

It is a crucial component of modern real estate marketing strategies, grounded in Home Staging principles, seller and buyer psychology.

### **3. Professional Principles of a Professional Home Stager**

#### **Excellence in Service Delivery**

A professional Home Stager is committed to delivering high-quality services that meet or exceed industry standards. This includes attention to detail, effective project planning, and execution that enhances the property's appeal and marketability.

### **Expert Knowledge and Continuous Learning**

Professional Home Stagers maintain a solid foundation in interior styling, real estate marketing, and design principles. They actively pursue ongoing education and professional development to stay current with industry trends, tools, and client expectations.

### **Client Collaboration and Communication**

Effective, clear, and respectful communication with clients is essential. Home Stagers must work collaboratively, offering informed recommendations while remaining responsive to the client's needs, budget, and objectives.

### **Strategic and Market-Oriented Approach**

With home staging being a strategic marketing tool, professional Home Stagers base their work on market research, target buyer profiles, and current real estate conditions to position the property competitively.

### **Time and Resource Management**

Professional Home Stagers are accountable for delivering results on time and within agreed budgets. They manage logistics, team coordination, inventory, and timelines efficiently to ensure a seamless staging process.

### **Professional Presentation and Conduct**

Professional Home Stagers represent both their business and the Home Staging industry. Therefore, they should maintain a polished appearance, professional demeanor, and respectful behavior in all client and industry interactions.

### **Quality Control and Accountability**

Home Staging Professionals take responsibility for the outcomes of their work and ensure each staged property reflects their highest standards. This includes evaluating effectiveness, gathering feedback, and making improvements where necessary.

### **Use of Industry Tools and Best Practices**

Home Stagers are expected to utilize the tools, techniques, and standards established within the profession that range from inventory management and styling methods, to client consultation protocols and documentation.

### **Contribution to Industry Development**

A true professional supports the advancement of the home staging industry by promoting best practices, mentoring emerging professionals, and upholding the profession's reputation through excellence and innovation.

## **4. Professional and ethical principles of a Professional Home Stagers**

### **Integrity and Honesty**

Professional Home Stagers shall conduct their business and client interactions with the highest standards of honesty and integrity. They must avoid any form of deception, misrepresentation, or exaggeration in promoting their services, qualifications, or results.

### **Confidentiality and Privacy**

Home Stagers are entrusted with access to clients' personal spaces and information. They are obligated to maintain strict confidentiality to protect the privacy of clients at all times, while refraining from disclosing or using personal or property details for unauthorized purposes.

### **Transparency and Fair Practice**

All professional agreements, pricing structures, service terms, and deliverables must be communicated clearly and documented transparently. Home Stagers must avoid conflicts of interest and act fairly in all business dealings with clients, vendors, and partners.

### **Respect for Clients and Property**

Home Stagers must treat all clients and their properties with dignity and respect. Care must be taken to ensure that no damage is done to the property and that all staging activities are performed with consideration and responsibility. If a situation occurs where a property is damaged, the Home Stager will remedy it immediately to the satisfaction of the client.

### **Compliance with Legal and Regulatory Requirements**

All activities must adhere to local, national, and international laws, including business licensing, taxation, safety, advertising, and consumer protection regulations. Home Stagers are responsible for ensuring they operate within all applicable legal frameworks. Professional Home Stagers should have liability insurance to protect the property and owner in the event damage to the property occurs during the staging process.

### **Professional Boundaries**

Home Stagers must maintain appropriate professional boundaries with clients and collaborators, ensuring that personal relationships or external influences do not compromise the integrity of their professional judgment or services.



### **Accountability and Ethical Decision-Making**

Home Stagers must accept responsibility for their actions and decisions. In situations involving ethical uncertainty, they are expected to exercise sound judgment, seek guidance when necessary, and prioritize ethical considerations over convenience or profit.

### **Respect for Intellectual Property**

Home stagers must respect copyrights, trademarks, and proprietary materials belonging to others. Unauthorized use of designs, branding, or materials developed by other professionals is unethical and unacceptable.

### **Commitment to Professionalism and Industry Reputation**

As representatives of the home staging profession, Home Stagers must conduct themselves in a manner that upholds the dignity, credibility, and reputation of the industry. They are encouraged to promote ethical conduct among peers and contribute to a culture of professionalism.

## **5. Education and Skills**

### **Education**

Home Staging is a skilled profession grounded in education, guided by principles, and driven by the responsibility to serve both clients and the real estate market with integrity and excellence. No individual should present themselves as a professional Home Stager without having completed appropriate training and committing to continuous professional growth.

The foundation of a credible and competent Home Staging professional lies in formal foundational education and ongoing education through specialized training. A professional Home Stager must complete a structured Home Staging certification or training program that at a minimum includes the key skills and competencies listed in the next section, delivered by schools, academies, institutions, organization or associations. This education equips the professional with the necessary theoretical knowledge and practical tools to operate at a high standard within the Home Staging and the real estate industries.

Professional training should encompass the core principles of Home Staging and its techniques, buyer psychology, space planning, color theory, assets management, business ethics, client communication, and marketing strategy. Without proper education, the practice of home staging becomes inconsistent, lacks strategic intent, and diminishes the credibility of the industry.

## **Key skills and competencies**

### **Home Staging and Styling Proficiency**

A thorough understanding of interior styling, staging and design trends as they relate to property interiors, furnishings, and materials for construction, furniture placement, lighting, and accessory layering to enhance the visual impact of a space

### **Real Estate Market Awareness**

Familiarity with current real estate trends, buyer demographics, and the positioning of properties to meet market expectations and demand

### **Marketing Mindset**

The ability to view staging as a targeted marketing strategy designed to influence buyer perception and drive higher sale value and faster transactions

### **Client Consultation and Communication**

Strong interpersonal and consultative skills and application of knowledge of seller/buyer psychology to assess client needs, articulate staging strategies, provide clear recommendations, and manage expectations

### **Project and Time Management**

The ability to plan, organize, and execute staging projects efficiently, often under tight timelines and budget constraints

### **Business Acumen**

Knowledge of proper pricing for services provided, invoicing, vendor coordination, asset logistics, and client service, ensuring sustainable and professional operations

### **Problem Solving and Adaptability**

The ability to respond to varying property conditions, unexpected challenges, and shifting client requirements with flexibility, fluidity and professional judgment

### **Ethical Practice and Professionalism**

A firm commitment to ethical standards, legal compliance, and upholding the credibility and trustworthiness of the profession

### **Commitment to Continuing Education**

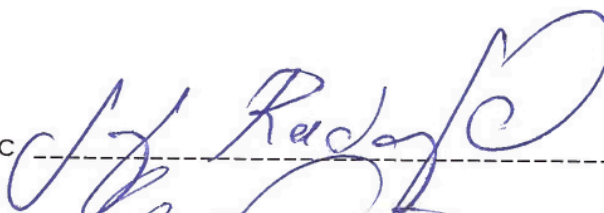
Engage in ongoing professional development to stay current with evolving trends, techniques, and industry best practices

### **Presentation and Visual Communication**

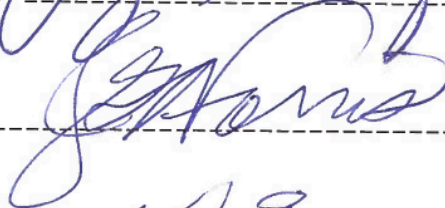
The skill to create visually compelling environments that evoke emotion and allow prospective buyers to envision the lifestyle offered by the property.

**Athens, Greece 23rd of May 2025**

**EAHSP**, Sanja Radovanovic



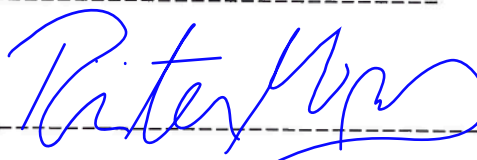
**IAHSP USA**, Jennie Norris



**HSA UK**, Natalie Evans



**APHS PORTUGAL**, Rita De Miranda



**MHST HUNGARY**, Katalin Lakner

