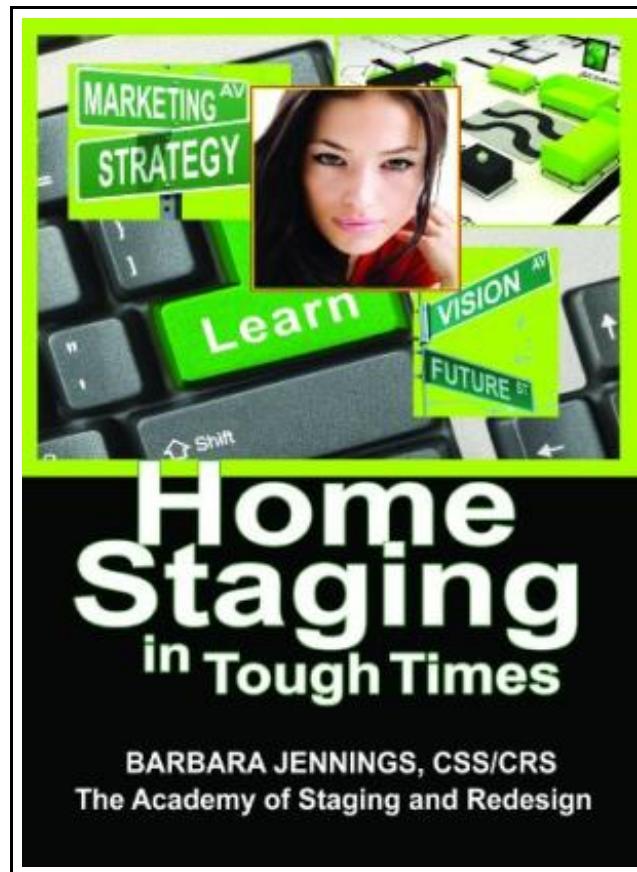


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(Rebecca Bechtelar)

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Ahava Enterprises, Inc., United States, 2009. Paperback. Book Condition: New. 274 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****. Whenever home staging consultants face challenging times, either economically or personally, the need for deeper, fresh, compelling business tactics and strategies becomes more necessary, even vital for survival for some. Home Staging in Tough Times brings together some of the most cutting edge marketing strategies in the home staging industry ever put in print, teaching readers how to think and operate outside the box and meet the challenges of the times with a deep passion, a high ethical standard and well-deserved hope. Readers will be introduced to a host of practical tips, ideas and concepts never before published by Barbara Jennings, national best selling author in the industry and Director of the Academy of Staging and Redesign. Jennings doesn't just give theory, but she makes the more difficult applications for readers, filling her pages with a multitude of examples, forms, sample letters, sample promotional articles, encouragement, creativity and so much more. Her easy going conversational style is personable and makes for a pleasant read. Learn how you can ratchet up your profits from your home staging business, generate more clients in new and unusual ways that work especially well in down markets and keep your business prospering no matter what circumstances currently surround you. Jennings has written 13 books for the home staging and interior redesign industry and has trained thousands globally through her certification courses.

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