



Impact Interior Design attends first-ever National Staging Conference

Las Vegas was the site of the inaugural RESA (Real Estate Staging Association) national staging conference. As part of our ongoing commitment to staying abreast of trends in the staging industry, I hopped on a flight and spent two days in Las Vegas, meeting other stagers, attending classes and mingling with a few celebrities. It was as fun as it was educational.

The conference allowed staging companies and individual stagers to gain industry insights available exclusively to conference attendees. I was really impressed by the speakers and presenters; some of the best in the industry were available to share their expertise and ideas. It was exactly the kind of learning experience that will help set Impact apart, and allow us to continue to be leaders in the staging community in Southeastern Michigan. It reinforced my belief that while anyone can be a decorator or stager, it's training and experience that really set us apart and allow us to continue to exceed our clients' expectations.

Celebrity stagers, including **Bethany Souza Of Design to Sell** and **Matthew Finlason from The Stagers**, were keynote speakers and very entertaining and interesting. They shared their insights on where the industry is headed and how the perception of staging is changing and influencing the design industry.

The new RESA PRO program was also unveiled at the conference. The "PRO" designation is designed to bring a higher level of integrity and improved work standards to our industry. We're thrilled to be among the first companies to sign up for this new designation.

This program is similar to the educational requirements established for Realtors(R), and is the first to set standards of this sort for the staging industry. Another "first" for our industry, designed around ensuring and enhancing the quality of our services and the credibility of our profession.

At Impact we believe that continual education and community involvement are critical components to our ongoing success. We take pride in knowing we have the knowledge to bring to bring our clients the quality service, integrity and skills to deliver not just our projects, but our promises, flawlessly.

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