

SET THE STAGE® is the leader in the Home Staging and Furnishings Sales Industry. Join us and let us **SET THE STAGE®** together for your success by building a recession resistant business with multiple revenue streams and a proven business model for quick scalability. Many of our franchise owners have started booking jobs within their first week of business!

We are the largest Home Staging and Furnishings Sales Franchise in the US. Since 2016, we have operated with systems and processes that allow you to scale quicker, generate more revenue faster and create more freedom of time.



More than just home staging…

Furnishing sales revenue makes up over 45% of our sales - Set The Stage® is just as much a furnishing sales business as a staging business. We purchase furnishing at discounted wholesale prices and sell retail through our staging projects, our online e-commerce site, as well as to home builders and real estate investors.

SET THE STAGE® For Franchise Success …

RECESSION RESISTANT I *One thing is certain, the real estate industry is never going away. There will always be homes to sell and homes to furnish. Our scope of services and price range of products allow us to always generate revenue regardless of whether we are in a buyer's market or seller's market.*

MULTIPLE BILLION DOLLAR INDUSTRIES | *We provide value to the Furnishings, Real Estate, and New Construction industries! SET THE STAGE® is changing the way the staging and furnishing industries have historically operated.*

MULTIPLE REVENUE STREAMS | *We market and sell services and products to Home Sellers, Real Estate Agents, Builders, Real Estate Investors and Furnishings Consumers.*

LOW OVERHEAD | *A large office/warehouse space is not needed to get started, and minimal staffing is required. You don't have to purchase a fleet of trucks that require maintenance and parking space to grow.*

INNOVATIVE & PROFESSIONAL | *Cutting edge, streamline and automated systems and technology for scalability, sustainability and profitability.*

EXCLUSIVE SET THE STAGE® APP | *Operate your business from your phone. Our exclusive app technology sets you apart in the industry.*

EXTENSIVE TRAINING & SUPPORT | *Up to six-week comprehensive onboarding that covers all business operations.*

WORLD CLASS MARKETING | *Every marketing material you could ever need created by our in house marketing team.*

TRUE TEAM MENTALITY | *Collaborate and strategize with fellow franchise owners, plus the consistent support from your team at corporate.*

FINANCIAL REQUIREMENTS

ROYALTY | 6%
ADVERTISING FUND | 2%
E2 VI SA /EB-5 PROGRAM | Yes

FRAN GROWTH

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