



PRICING THAT SELLS



EMAIL SCRIPTS



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Option 1 (Introducing a 3-tier Structure):

Subject: Introducing our new <service type> packages - effective <date>

At <Company Name>, we've been listening. Based on feedback from our clients - both homeowners and real estate agents - we're excited to introduce <two/three> new <service/consultation/staging package> options, effective <date>.

We want to make sure there's always a fit for your clients, whether they're looking for the essentials or the full experience. Our new structure gives you more flexibility to match the right solution to each listing.

As a <agent/homeowner/partner> who works with <Company Name>, here's what you can always count on:

- <List 2-3 differentiators in the format: what it is → pain it removes → why it matters. Example: "A written staging plan delivered the same day - so your clients have a clear action list immediately, and nothing falls through the cracks before photos.">

To view our new packages effective <date>, <click here / see attached>.

We look forward to continuing to support you and your clients.

Option 2 (Clean Price Increase with Grandfather):

Subject: A pricing update from <Company Name> - effective <date>

<Company Name> is updating our pricing effective <date>, to better reflect the value we deliver and the rising costs of running a quality staging operation.

<Insert updated pricing / attach rate sheet / link to packages>

Because you've been a valued part of our business, your current pricing is held through <grandfather date> - any projects booked before then are at your existing rate.

We remain committed to delivering the same level of service you've come to expect, including:

- <List 2-3 differentiators - same formula as above>

Thank you for your continued partnership. If you have any questions, please don't hesitate to reach out.

Option 3 (Lead with Value, Then Announce the Increase):

Use this version when you want to remind clients of everything they get before the number lands. Works well for longer-standing client relationships or if it's been a while since you last communicated your full value.

Subject: <Company Name> Updates Starting <date>

At <Company Name>, we're always working to raise the bar on what professional staging looks and feels like for your clients. Over the past <timeframe>, that's meant <describe 1-2 meaningful investments or improvements - training, systems, team growth, new inventory, upgraded processes, etc.>.

It also means we hold ourselves to a consistent standard on every project:

- <List 3-5 value items your clients can always count on - format: what it is → pain it removes → why it matters>

<Optional add-on block - see Note below>

To continue delivering at this level, we will be adjusting our pricing effective <date>. As a thank-you for your loyalty, your current pricing is held through <grandfather date> - anything booked before then is at your existing rate.

<Insert updated pricing / attach rate sheet / link to packages>

As always, if you have any questions, we're here.

Note: If you offer the SRM Staging Policy as an add-on, this is the natural place to introduce it - see the swipe file example below for suggested language.

Option 4 (Short but Personal):

Skip the buildup. This is the version for stagers who've been in business long enough to know their clients trust them - and who want an email that sounds like a human wrote it.

Subject: An update to our pricing - effective <date>

Hi <Name>,

I wanted to reach out personally before this takes effect - you've been an important part of <Company Name>, and you deserve more than a form letter.

A quick reminder of what working with us includes:

- <2-3 sentences - your differentiators, your process, your inventory or team. This is the most important paragraph. Don't skip it.>

As of <date>, our rates are increasing to <new rate/package summary>.

Because you've been such a valued client, your current pricing is held through <grandfather date> - anything booked before then is at your existing rate.

Thank you for trusting us with your listings.

Swipe file (Option 4 - Fully Written)

Here's what Option 4 looks like with the blanks filled in. Make it yours - swap the details, keep the shape.

Subject: An update to our pricing - effective September 1st

Hi Sarah,

I wanted to reach out personally before this takes effect - you've been an important part of [Company Name] since the beginning, and you deserve more than a form letter.

A quick reminder of what working with us includes: professional delivery and full removal, a written staging plan the same day, a fully insured and RESA-certified team, and inventory that photographs well because that's the whole point. When you send us a listing, you can count on a smooth process and a result your clients will notice.

As of September 1st, our rates are increasing. Our standard vacant staging package will move from \$X to \$X, and our consultation fee will move from \$X to \$X. You'll find our updated rate sheet attached.

Because you've been such a valued partner, your current pricing is held through October 31st - any projects booked before then are at your existing rate.

One more thing: if you have clients in vacant properties, you may want to know about the SRM Staging Policy - a per-location risk management insurance option available that covers theft, vandalism, and other losses that most homeowners' insurance won't touch, especially in vacant homes. It's something we now offer as an optional add-on, and it's been a great conversation-starter with sellers who are nervous about leaving a property empty. I'm happy to share more details if you're interested.

Thank you for trusting us with your listings - it means more than you know.