



SLS
academy PRESENTS
HOME STAGER TRAINING

RESACON 2026 BONUS SESSION

PRICING THAT SELLS

How to Charge More (and Get More Yeses)
Without Undercutting

W O R K B O O K

with Shauna Lynn Simon

Thursday, July 23 · 11:00 AM – 1:00 PM · Las Vegas

THIS WORKBOOK BELONGS TO



The 5 Pricing Traps Self-Audit

Rank the five traps from 1 (costing me the most) to 5 (costing me the least)

RANK

TRAP 1 Pricing to “be competitive” instead of pricing for margin

Their price is built on THEIR costs, services & quality - copy the price, copy none of the math.

RANK

TRAP 2 Over-delivering to justify your rate

Over-delivering doesn't prove your value - it hides it. If it has value: charge for it, or name it.

RANK

TRAP 3 Not charging for labor, logistics & time

Delivery AND pickup, admin, prep, travel. Clients can't value what you never mention.

RANK

TRAP 4 Discounting to close

Every discount teaches the same lesson: push, and the price moves.

RANK

TRAP 5 Inconsistent pricing - no clear rules

Every quote becomes a fresh negotiation with yourself. Clients respect a policy.

MY #1 TRAP - ONE RECENT, SPECIFIC EXAMPLE

Based on your lowest scoring trap, identify a specific project where this showed up - then answer “what did this trap actually cost me?”

What it cost me (\$ or hours):

What I'll do differently next time:

Your Value & Your Position

VALUE INVENTORY - CHECK IT, THEN START SAYING IT

- | | |
|--|---|
| ☐ Formal training / certification | ☐ Photography included |
| ☐ Continuing education (you're here!) | ☐ Client Care Package / process |
| ☐ Insured & bonded | ☐ Trained team |
| ☐ Registered business | ☐ Living wage employer |
| ☐ RESA member + code of ethics | ☐ Trade network |
| ☐ Years of experience: _____ | ☐ Financing options / Pay-at-close |
| ☐ Award-winning | ☐ Other: _____ |
| ☐ Offer SRM (Staging Risk Management) | ☐ Other: _____ |

My WOW / my "only-option" factor: _____

CLAIM YOUR POSITION

1. What my clients are REALLY buying from me: _____

2. My only-option factor: _____

3. My positioning line: _____

"I'm the only stager who _____ for
_____."

EXAMPLE: "I'm the only stager who specializes exclusively in vacant luxury properties for listing agents who need a same-week turnaround."

Test: who else in your market could honestly say that sentence? If "lots of people" - dig one level deeper.

HOMEWORK - THE "WHY" TECHNIQUE

This month, call two past clients. Ask what they liked about working with you. Then ask "why did that matter?" until it gets real - the bottom of the why chain is your marketing message and your pricing power.

→ Grab the full Market Research Worksheet on the resources page: SLSAcademy.com/pricingthatsells

Tier Builder

Build STANDARD first (your typical offering, full margin). Strip features for BASIC (and price at or near your current price). Add high-value / low-cost features for PREMIUM.

BASIC	STANDARD	PREMIUM
★ MOST POPULAR What's included: _____ _____ _____ _____ Term(s): _____ Price: \$ _____	What's included: _____ _____ _____ _____ _____ Term(s): _____ Price: \$ _____	What's included: _____ _____ _____ _____ _____ Term(s): _____ Price: \$ _____

THE LADDER TEST

One sentence on why each step up is worth the jump:

Basic → Standard: _____

Standard → Premium: _____

HIGH-TICKET / CUSTOM QUOTES - THE TWO-OPTION PLAY

What they described (full vision, full margin): _____

For their budget (lower SCOPE): _____

“The scope changes, not the rate.”

Scope Rules & Proposal Language

HOW I'LL RAISE MY VALUE (WITHOUT RAISING COSTS)

MY ADD-ONS / PROFIT MENU

Rush staging: _____

Extra rooms: _____

Payment terms: _____

Rental extensions: _____

PROPOSAL LINE MAKEOVER

EVERY LINE = FEATURE + THE PAIN IT REMOVES + WHY IT MATTERS

(i.e. not "labor" - "professional setup & styling, so your listing photographs flawlessly on day one")

Old line 1: _____

New line 1: _____

Old line 2: _____

New line 2: _____

MY SCOPE RULES

Revisions: _____

Reschedules & Cancellations: _____

Extensions: _____

"While you're here could you just?"
"Absolutely - let me price that for you."

Your Numbers

MARKUP IS NOT MARGIN

- **MARKUP is based on COST:** $\text{Price} = \text{Cost} \times (1 + \text{Markup } \%)$
- **MARGIN is based on PRICE:** $\text{Margin } \% = \text{Profit} \div \text{Price} \times 100$

\$100 cost + 20% markup = \$120 price, but the margin is only 16.7%. Think only in markup, and you'll believe you're more profitable than you are.

MY HOURLY RATE - PICK A METHOD

Billable hours = only the time you can directly charge clients - not admin, marketing, or quoting.

METHOD 1 - profit as a %

Total annual expenses \$ _____ $\div$ Billable hours/yr _____ = Base rate \$ _____ /hr
 $\div (1 - \text{desired profit } \%) = \$ \text{_____} / \text{hr}$

METHOD 2 - profit as a \$ target

(Expenses \$ _____ + Desired profit \$ _____) $\div$ Billable hours/yr _____
 = \$ _____ /hr

Round UP (never down) → MY RATE: \$ _____ / hour

Get SLS Academy's pricing calculator with our Staging for Profit course →



RED FLAGS I'M UNDERCHARGING

- | | |
|--|--|
| ☐ I never hear "no" | ☐ I over-deliver to feel okay about the invoice |
| ☐ Fully booked - still stressed about money | ☐ My project profit % is a mystery |
| ☐ I resent projects before they've started | ☐ My rates haven't changed in over a year |

If any of these feel familiar, your minimum is below. Write it down before you leave this page.

MY NON-NEGOTIABLES - A DECISION BUILT ON YOUR MATH

1. My minimum project profit margin: _____ %

2. My minimum project size: \$ _____

3. One boundary I will hold this year: _____

Write it. Sign it. Mean it. Signed: _____ Date: _____

The Objection Playbook (1 of 2)

GROUND RULES

Educate, don't defend
Objections are interest
Be willing to walk away

THE SKELETON INSIDE EVERY SCRIPT:
THE RATE NEVER MOVES. THE SCOPE MOVES.

1

OBJECTION 1: "YOU'RE MORE EXPENSIVE THAN THE OTHER STAGER."

"You're right - we're not the least expensive option in the market, and that's intentional."

- Then educate with a question: "May I ask what their quote includes?" - rental term? delivery AND removal? insurance? written plan? trained team? is their portfolio comparable quality?
- Never bad-mouth a colleague - you're saying the quotes aren't comparable, not that they're bad.

2

OBJECTION 2: "WE DON'T HAVE THE BUDGET."

"I completely understand - let's look at what we CAN do within your budget."

- Then the scope-adjusted option: key rooms, lighter package, shorter initial term. (Budgets are softer than they sound.)
- If truly no fit: "I'm sorry to hear your budget won't allow us to work together on this one." Apologize for their budget - never for your price.

3

OBJECTION 3: "CAN YOU JUST DO A FEW ROOMS?"

"Absolutely - here's what a partial staging looks like with us."

- YOU steer the rooms - the ones that carry the buying decision. Your name is still on it.
- Explain the WHY of your minimum: design time, truck, team & both trips don't shrink with room count.

The Objection Playbook (2 of 2)

4

OBJECTION 4: "CAN YOU MATCH THIS QUOTE?"

"We don't price-match - because we're not quoting the same project. But if \$X is where you need to land, here's what I can deliver for \$X."

- Match the NUMBER with scope - never match the PRICE with a discount.

5

OBJECTION 5: "WE'LL TRY IT OURSELVES FIRST."

"That's absolutely an option. One thing to weigh: a listing earns most of its attention in its first 2-3 weeks on market - and that first impression happens in the photos."

- A price reduction usually dwarfs the entire staging investment - offer the consult as the low-risk first step, and exit gracefully: "the sooner we talk, the more options you'll have."

6

OBJECTION 6: "WE NEED TO THINK ABOUT IT."

"Of course - what questions can I answer to help you decide?"

- "Think about it" is an unasked question wearing a coat - surface it, then use scripts 1-5.
- Attach the follow-up to THEIR timeline: "When are you hoping to be photo-ready and on the market?"

THE BOUNDARY TOOLBOX (INSTEAD OF DISCOUNTING)

SCOPE ADJUST (fewer rooms · lighter package · shorter term)

PAYMENT TERMS (when they pay, not what)

UPGRADE (give more - never charge less)

MY YES OPPORTUNITIES STARTER - EVERY NO HIDES A YES

ACKNOWLEDGE + BOUNDARY + YES OPPORTUNITY + NEXT STEP

"Thanks for asking. I'm not able to [request]. What I can do is [option]. If you'd like that, [next step]."

My #1 boundary-pusher: _____

My clear no: _____

My yes opportunity: _____

→ Pre-decide all five of your boundary-pushers with the free Boundaries Bundle on the [resources page](#).

Rate Increase Planner

THE MATH THAT DISSOLVES THE FEAR

What waiting costs me:

my increase \$_____ × _____ jobs/month = \$_____ /month left on the table

If I lose a client to the price increase:

now \$_____ × _____ jobs = \$_____

raised \$_____ × _____ jobs = \$_____

MY ROLLOUT - CHOOSE ONE

- ☐ OPTION A - New clients only, effective immediately. Existing or top clients grandfathered until a specific date.
- ☐ OPTION B - All new proposals (regardless of client) after a set date.
- ☐ OPTION C - Across the board, with generous notice. Fastest to full value; needs the announcement done right (page 9).

My effective date: _____

Announcing on: _____

MY GRANDFATHER RULE - EARNED · TIME-LIMITED · TOLD

Held pricing is EARNED by (volume / loyalty threshold): _____

Held UNTIL (date): _____

They'll be TOLD via: _____

A deal your client doesn't know about buys you nothing. A known deal buys you a client for life. If you grandfather someone - tell them, and give it a clear end date.

Rate Increase Scripts & Checklist

GET THE EMAIL SCRIPTS

Visit our Pricing That Sells Resources page to download our complete email script guide - 4 templates plus a fully written swipe file example.



LIVE, IN CONVERSATION (MEMORIZE THE SHAPE)

“As of [date], our rates are increasing to reflect [your real value adds: _____]. Because I value our partnership, I’m holding your current pricing through [date] - anything booked before then is at your existing rate.”

YOUR NEW PRICING CHECKLIST

- ☐ Review all current pricing
- ☐ Identify and document each service's benefits and value
- ☐ Confirm your new pricing
- ☐ Set a date for the increase to go into effect
- ☐ Review grandfathering / bridging options
- ☐ Compose email to agents/clients
- ☐ Identify who will be notified (i.e. anyone who has ever hired you, just those from the past year, just top-tier clients, etc.)
- ☐ Update all published pricing (i.e. website, flyers, proposal templates, onboarding & quote emails, booking forms, rate sheet, etc.)
- ☐ Notify clients
- ☐ Update invoicing program pricing
- ☐ Launch new pricing!

If someone pushes back: value reminder → hold steady → boundary toolbox.
If nobody leaves? You probably didn't raise enough.

Keys to a Successful Rollout

- Believe that you are worth it
- If you never hear "no," your prices are too low - raise them until you do
- Don't apologize - ever
- Raise all pricing, not just some (consultations, hourly rate, rental fees, admin fees, travel fees, etc.)
- Communicate your value
- Provide value in EVERYTHING that you do
- Make exceptions or upgrades known - they can't value what they don't know
- Manage expectations
- Don't discount - upgrade instead
- If you lose a client to the increase - do the math. You may need fewer than you think.

My ONE Action

This week - before conference glow fades into inbox reality - I will:

- ☐ Fix my #1 pricing trap (page 1)
- ☐ Sketch my three tier packages (page 3)
- ☐ Set my rate-increase date (page 8)
- ☐ Other: _____

SPECIFICALLY

By (date): _____

Signed: _____

“If you’ve never heard no, you’re not asking for enough.”
Go get some nos. They lead to bigger and better yeses.

NOTES

Additional Learning Resources

Everything you need to keep the momentum going:



Digital workbook

This document in digital form to download, print, and revisit whenever you need to.



Rate Increase Email Scripts

Make them your own and roll out your new pricing model with ease.



Market Research Worksheet

Taken straight from our Real Women Real Business Mastery Program - run your own "why" calls (page 2 homework)



The Boundaries Bundle

Boundary scripts cheat sheet + Yes Opportunities Menu Builder



The Real Women Real Business Podcast

Ep 100: Why People Pleasing Is Burning You Out and How to Set Boundaries Without Guilt



Profit Check: Profitability Analysis & Planning Worksheet

Revenue, costs, and margins on any project, plus planning sheet to set targets and close the gap. From my Real Women Real Business Mastery curriculum.



Staging for Profit - Master Your Pricing Strategy Course

Price with confidence. Know your numbers and protect your margins with our signature Pricing Calculator.



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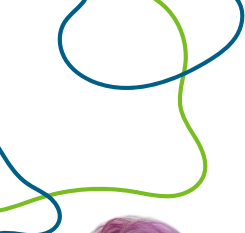
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www.SLSAcademy.com/PricingthatSells

**Get out there and get what you deserve
- in pay, in clients, and in your time back.**



LORI KIM POLK
LIFETIME ACHIEVEMENT WINNER 2025
Real Estate Staging Association®
Shauna Lynn Simon

ABOUT SHAUNA LYNN SIMON

Shauna Lynn Simon knows what it takes to build a profitable staging business because she built one. She spent 15 years operating a high-producing staging company before transitioning into full-time education and coaching through SLS Academy Inc.

As an award-winning business coach and host of *The Real Women Real Business Podcast*, she helps staging professionals across North America build businesses with strong financial foundations - pricing that works, systems that scale, and a business that supports their life instead of consuming it. Recipient of the RESA Lori Kim Polk Lifetime Achievement Award and recognized as one of RESA's Top 100 Most Influential People in Real Estate Staging.



— C O A C H I N G —

The **RWRB**
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2023 Top 100
MOST INFLUENTIAL PEOPLE
IN REAL ESTATE STAGING



2022 Top 100
MOST INFLUENTIAL PEOPLE
IN REAL ESTATE STAGING



2021 Top 100
MOST INFLUENTIAL PEOPLE
IN REAL ESTATE STAGING



2020 Top 100
MOST INFLUENTIAL PEOPLE
IN REAL ESTATE STAGING



2019 Top 75
MOST INFLUENTIAL PEOPLE
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2018 Top 100
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