

KDI ACADEMY
REDESIGN ♦ DECORATING ♦ STAGING
Turning Passion Into Entrepreneurship

IRIS® AFFILIATE 2-DAY ADVANCED BUSINESS COURSE

Welcome...

Why take an IRIS Certified Professional Course?

This Course is actually the last two-days of our IRIS Certified Professional 5-day Seminar

As experts in a trade-related profession or returning three-day trainee you have the opportunity to learn advanced owner-occupied staging procedures, marketing strategies, client building fundamentals, public speaking knowledge, small-business start-up, legal contracts and waivers, 2-hands on projects and exceptional instruction in working professionally in this field. By taking this course you are eligible to join the IRIS Organization as an IRIS Affiliate Member or return and complete the first three-days of seminar and join as an IRIS Certified Professional Member. Receive a wealth of membership benefits such as, continued business development, trade-education, local Chapter involvement, attend annual conference and networking opportunities with nearly 1,000 top IRIS professionals nationwide. Whether you're training for career enhancement or personal fulfillment each project brings new challenges & rewards.

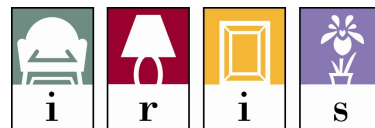
Train with an Industry Leader.

Designer and IRIS Certified Instructor, Kimberly DesJardins meticulously created her training manual and received approval by the IRIS Board of Education. Her training qualifications derive from twenty four years of industry work experience, trade education, nine years of successful proprietorship, educational mentoring, networking, volunteering, IRIS Instructorship and serving on the IRIS Board as Elected Northeastern Regional Chapter Director. "Her genuine passion for this field has turned into a rewarding and multifaceted career of sharing her creativity, experience and knowledge with others".

Incomparable Benefits for Today & Tomorrow.

"Hands-on training is the most rewarding and effective way to understand how-to build a solid business foundation, learn professional trade-education and heighten confidence". With KDI Academy you will learn first hand how-to set up a small business, utilize legal forms, implement "true-to-life" interior redesign and/or home staging projects, learn advanced decorating services and interact with real clients, ensuring KDI Academy Alumni the best possible introduction into this industry as professionals with confidence and professional experience necessary to succeed.

Course Eligible for
IRIS Membership & KDI Academy Designation



INTERIOR REDESIGN INDUSTRY SPECIALISTS

A view into the IRIS Organization...

As the oldest non-profit and volunteer driven redesign and staging organization in the nation, IRIS continues to be a significant force in both industries. Our strength comes from member involvement on our Board of Directors or variety of Committees, in Local and Virtual Chapters, as well as participating in IRIS Get Redesigned Month in October. Please visit: IRIS – www.WeRedesign.com



Advanced Business Fundamentals - Home Staging Principles - Client Relations - Formal Contracts

- ❖ Three R'S of Real Estate Staging - Redesign
 - 1) Repair: Cleanliness – Curb appeal – Property Damage
 - 2) Remove: De-clutter Excessive Furnishings
 - 3) Staging Redesign: Using Existing Furnishings
- ❖ Client Fundamentals:
 - Preparing Your Marketing Message • Client's Frequently Asked Questions
 - Handling Client's Objection • Avoid giving "free estimates" • Business Etiquette
 - Offering a 100% Satisfaction Guarantee • Hiring and Referring Industry Partners
 - Receiving Commissions and Referral Fees
- ❖ Authentic legal business contracts and forms
 - Service proposal form • commissioned service invoice • client profile data form
 - client consulting form • credit card authorization form • contractor and assistant waiver forms • service pricing form • waiver of liability for taking photography, moving furniture and so much more!

Advanced Company Start-up - Marketing Strategies - RIS Dual Certification Testing

- ❖ Advanced Business Fundamentals & Marketing Strategies:
 - Business Start-up Checklist • Banking • Accounting • Media • Business Resources
 - Advertising • Promotion • Branding • Public Relations • Sales • Branding • Receive examples of Printed Marketing Materials • Client Targeted Marketing • Website Development • Networking • Trade Resources • Writing: Press Releases, Business Plan, Mission Statement • Volunteering
- ❖ Public Speaking
- ❖ Building Company Structure
 - Business Set-Up Checklist
 - Obtaining a DBA Certificate
 - Legal Structure
 - Registration Procedure
 - Business Insurance
 - Banking - Accounting
 - Business Ethics and Plagiarizing
 - Business Insurance - Banking - Accounting
 - Resources for Starting a Small Business
 - Setting Short/Long Term Goals
 - Writing a Business Plan
- ❖ IRIS Certification for Returning 5-Day Trainees
 - Certification Testing
 - Membership Enrollment Information
 - Member Benefits Information



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Why Train with KDI Academy?

Exceptional Curriculum & Hands-on Experiences

- ❖ Receive a Beautifully Illustrated Step-by-Step Advanced Business Manual. Written by Kimberly and Approved by the IRIS Board of Education.
- ❖ Kimberly's manual and course agenda meets that meets the stringent requirements of The Non-Profit IRIS Organization. IRIS Approved Instructors must actively volunteer for IRIS a minimum of three years prior to applying for instructorship, meet the highest qualifications and requirements, create their own training manual – course agenda and receive approval from the IRIS Board of Education.
- ❖ This 25+ hour program is the most advanced and customized entry level training program in the industry, offering the best possible learning advantage, heighten services qualifications, and business knowledge to succeed as professionals...with minimum investment.
- ❖ Returning three-day trainees will take the dual IRIS Certification Tests and Receive Eligibility to Join IRIS as an IRIS Certified Interior Redesign – Staging Specialist.
- ❖ Two Hands-on Projects.
- ❖ Convenient Training Course Schedule for IRIS Membership Eligibility: To become an IRIS Certified Specialist our Two-day and Three-day Redesign- Staging courses CAN be taken in different months to accommodate your schedule.
- ❖ Only 5 trainee's maximum per seminar, for optimum personal attention and hands-on experience!
- ❖ Client Interaction - 'shadow' Kimberly and experience first-hand how to work with clients.
- ❖ KDI Academy Redesign – Staging Specialist Designation.
- ❖ Receive a KDI Academy and IRIS Certificate of Completion.
- ❖ Complimentary auditing of future 5-day seminars.
- ❖ Anytime mentoring via phone or email.
- ❖ Business listing on KDI Academy Directory.
- ❖ Receive Excellent Industry Resources
- ❖ Transportation to and from Hotel & Seminar Venues.
- ❖ Delicious Lunches, Healthy Snacks, and Refreshments Daily.
- ❖ Laughter & Exercise!



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On a personal note ...

Kimberly DesJardins, IRIS Certified Instructor



I feel blessed to work every day in a field I am so passionate about. My first professional position was working in the home fashions department of a national retail store as a merchandiser assistant. I instantly fell in love with the beautiful furniture vignettes, stocked warehouses, seasonal trends and styles. Having the opportunity to use my innate talent to create store displays and help customers design their spaces was empowering for me. This experience had a profound affect on my life and has inspired my career in the field of design.

My entrepreneurial spirit has brought various experiences of work into my life. While living in the Middle East I took the opportunity to redesign residential/commercial interiors, create store front window displays and paint Armenian style pottery for tourists as well as the Israel Museum of Jerusalem. This was an experience of a life time.

Through extensive industry training, hands-on learning and perfecting the design work I loved to do most, my expertise evolved. While working for other companies my "freelance" design work helped to augment my income. When ever I had the opportunity I would redesign/stage interiors, faux paint, create window treatments and sell quality previously owned furnishings and antiques. I am grateful for these experiences, as they set the foundation for the future business I had always longed for.

Determined to become a successful businesswoman after 16 years of working for various companies I utilized my work experiences to open my own business as a sole proprietor. After opening my company in 2001, I wanted to achieve more, network with others in the same field, and set the standard in my community as a leading designer. I began to do the very same thing as you, searching diligently on the web to find quality training and join the leading interior redesign and home staging organization in the industry. That is when I found IRIS in 2004, and began my journey to making a successful and lucrative business in a career I would never change in a New York minute.

As someone who works full-time in this field, my training philosophy is simple. We enter this field with diverse work experiences, education backgrounds and unique style whether related to design or not. During the seminar I consider myself your mentor into this field. Knowing my position is to instruct, direct and illustrate every aspect of the redesign and staging business I still enjoy a more collaborative style of teaching. I will encourage your creativity, opinions on subjects, business ideas and make sure you receive the best training for your time and investment. After seminar I will consider you a colleague someone who I will enjoy mentoring, networking and sharing this profession with.

I look forward to hearing from you,
Kimberly

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