



**KDI ACADEMY**  
 REDESIGN ♦ DECORATING ♦ STAGING  
*Turning Passion Into Entrepreneurship*

**IRIS® CERTIFIED 4-DAY COURSE**  
**with REAL ESTATE STAGING**

**Welcome...**

**Why take a 4-Day IRIS Certified Course including Home Staging and Business Start-up?**  
*This course is actually our first four-days of our 5-day IRIS Certified Professional Seminar.*

As experts in a trade-related profession or starting a staging business, KDI Academy's training offers an opportunity of learning and experiencing a diverse curriculum that supports long term business growth. As professionals we prepare residential and commercial properties for selling and know what staging changes will yield the greatest return on investment. We skillfully rearrange clients existing furnishings, recommend wall colors, repairs, de-clutter, de-personalize spaces and purchase new furnishings for further enhancement. Our ability as professionals is to work objectively with varying budgets allows us to build trusting client relationships, which lead to future commissioned services. IRIS Certified Specialists yield an hourly rate at \$75-\$150, validating our expertise and credentials. By completing this seminar you will become eligible to join the IRIS Organization as an IRIS Certified Member or take the last day of seminar to become an IRIS Certified Professional Member. IRIS Membership benefits provide continued business development, trade-education and networking opportunities with other top professionals nationwide and professional trade resources.

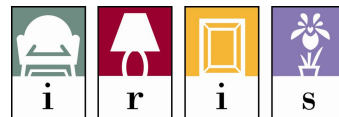
**Train with an Industry Leader.**

Designer and IRIS Certified Instructor, Kimberly DesJardins meticulously created her training manual and received approved 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" home staging projects, learn advanced decorating services and interact with real clients, ensuring KDI Academy Alumni the best possible introduction into this industry 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](http://www.WeRedesign.com)



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## Course Syllabus

BUSINESS ▪ PROCEDURE ▪ RESOURCES

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**Professional Redesign and Staging Fundamentals:** Assessing the Client's Needs • Create a Project Summary Space Planning Implement the 7 steps to Redesign and Staging • Practice Traditional Interior Design Principles • Prepare the room • Analysis Architectural Features and Challenging Areas Establish Primary - Secondary Focal Points • Determine Room and Wall Shapes • Primary - Secondary Furniture Placement • Lighting Placement • Re-create Color Schemes with Pre-Existing Décor Arrange and Install Wall Artwork • Create Beautiful Displays • Post Project Fundamentals Remaining Merchandise Procedures • Learn Hands-on Trade Tools • Industry Safety Procedures

### Basic Interior Design Principles

Professional Principles and Terminology of Interior Design: Scale - Proportion – Balance - Rhythm Harmony - Theme and Texture. Acquire professional knowledge on how each principle plays a significant role in the procedures of interior redesign and home staging.

### Receive Advanced Training for Augmented Decorating Services:

Conducting a Color Consultation • Window Treatment Services • Furnishings Shopping Services Establishing Service Fees • Understand the fee process for Consultations - Proposals - Contracts and Deposits • Working with Businesses and Trade Professionals

### Advanced Home Staging Business Fundamentals

Nationwide Statistics • the Three R's of Home Staging • Four Levels of Home Staging Business Inventory and Selling Retail Alternatives • How to work with Realtors and Clients • Giving Presentations • Pricing Services • Offering Augmented Services • Legal Contracts

### Learn Through Experience - Curriculum How-to Build Trusting Business and Client Relationships:

Acquire Active Listening Skills • Answer Frequent Client Questions • Turn a Contact into a Client Conduct a Redesign - Staging or Decorating Client Consultation • Propose Additional Services • Acquire Negotiating Skills • Get Referrals • Handle Challenging Scenarios and So Much More!

### Services Pricing Fundamentals

Establishing Fees • Billing Options: Service fees, Hourly Rate • How to Address Fees with Clients Create a Service Description and Rate Sheet

### Advanced Authentic Legal Business Contracts and Waiver of Liability Forms

Service Proposal Form • Commissioned Service Invoice • Client Profile Data Form • Client Consulting Form • Credit Card Authorization Form • Contractor and Assistant Waiver Forms Waiver of Liability for Taking Photography, Moving Furniture and So Much More!

**Please Note: To become an IRIS Certified Professional you CAN take the last-day of our five-day seminar "Advanced Business and Marketing Course" in a different month to accommodate your schedule.**



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## Why Train with KDI Academy?

Exceptional Curriculum & Hands-on Experiences

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- ❖ Receive a Beautifully Illustrated Step-by-Step Advanced Procedural and Business Manual Written by Kimberly and Approved by the IRIS Board of Education. Manual includes all the essential subjects- resources needed for building a solid foundation for a career in home staging.
- ❖ KDI Academy guarantees 4 hands-on "true-to-life on the job experiences" with advanced business curriculum. This 30+ hour program is the most advanced and customized entry level training program in the industry, offering the best possible learning advantage, heightened services qualifications, and business knowledge to succeed as professionals...with minimum investment.
- ❖ Kimberly's manual and course agenda 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 and receive approval from the IRIS Education Committee.
- ❖ Only 5 trainee's maximum per seminar, for optimum personal attention and hands-on experience!
- ❖ Four Hands-on Projects.
- ❖ Client Interaction - With homeowners and real estate agents. You will 'shadow' Kimberly and experience first-hand how to work with client's and build rapport.
- ❖ KDI Academy Redesign – Staging Specialist Designation
- ❖ IRIS Certified Redesign - Staging Specialist Designation Eligible  
*Please visit [www.WeRedesign.com](http://www.WeRedesign.com) to learn more about IRIS*
- ❖ Receive a KDI Academy and IRIS Certificate of Completion.
- ❖ Complimentary auditing of future 4-day seminars.
- ❖ Anytime mentoring via phone or email.
- ❖ Encouragement to join IRIS and local IRIS Chapters.
- ❖ Business listing on KDI Academy Directory.
- ❖ Receive Excellent Industry Resources.
- ❖ Transportation to/from Hotel and seminar venues.
- ❖ Delicious lunches, healthy snacks, and refreshments daily.
- ❖ Laughter & Exercise!



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## On a personal note ...

Kimberly DesJardins, IRIS Certified Instructor

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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 Jerusalem, Israel I took the opportunity to redesign residential/commercial interiors and create store front window displays . This was an experience of a life time that I am truly grateful for.

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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