



KDI ACADEMY
REDESIGN ♦ DECORATING ♦ STAGING
Turning Passion Into Entrepreneurship

IRIS® CERTIFIED 3-DAY INTERIOR REDESIGN COURSE

Welcome...

Why take an IRIS Certified Professional Course?

This Course is actually the first three-days of our IRIS Certified Professional 5-day Seminar

As experts in a trade-related profession or homeowner taking IRIS training, you have the opportunity to offer redesign, decorating and staging services to better serve your clients. With the professional hands-on knowledge, business start-up fundamentals acquired you can begin to create beautiful spaces professionally and with minimal investment begin a career in this field as a professional, validating your expertise and credentials. By taking this seminar you will become eligible to join the IRIS Organization as an IRIS Certified Member or return to complete the remaining two-days of seminar and join as an IRIS Certified Professional Member. IRIS Membership benefits provide continued business development, trade-education and networking opportunities with nearly 1,000 IRIS professionals nationwide. Whether you are training for career enhancement or personal fulfillment each project brings new challenges & rewards

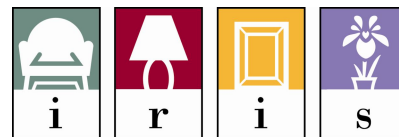
Train with an Industry Leader.

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 implement "true-to-life" interior redesign projects, learn advanced interior decorating procedures and interact with real clients, ensuring KDI Academy Alumni the best possible introduction into the redesign, decorating and staging industry with confidence and professional experience necessary to achieve success.

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



Successful Step to Interior Redesign

Implement the 7 steps to Redesign and Staging • Space Planning • Prepare the room • Analysis Architectural Features and Challenging Areas • Establish Primary - Secondary Focal Points Determine Room and Wall Shapes • Primary - Secondary Furniture Placement • Correct Lighting Placement • Re-create Color Schemes with Pre-Existing Décor • Arrange and Install Wall Artwork • Create Beautiful Displays • Learn Hands-on Trade Tools Industry Safety Procedures How to take great before & after photographs

Professional Home Staging Fundamentals

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

Basic Interior Design Principles

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

Advanced Decorating Services Training

Selecting Paint Color • How to Effectively Use a Paint Color Fan Deck • Measuring Windows Installing Window Treatment Tips • How to “Shop Specific” for Home Furnishings Based on Impact, Priority and Budget • Acquire Resources for: Utilizing Free on-line Decorating Tools - Comprehensive Decorating Software –Space Planning Tools • Books and Websites.

Client Fundamentals

Turning a Contact into a Client • Conducting an Initial Consultation
Assessing the Needs of the Client • Assessing the Space(s) to Determine Fees
The Art of Actively Listening to Your Client • Room Reveal and Client Reaction

Consulting Forms

Client Profile Sheet • Client Lifestyle Assessment Form • Consultation Worksheet
Photography Release Form • Assistant Release/Confidentiality Form

Service Pricing Fundamentals

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



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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 Procedural and Business Start-up 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 and receive approval from the IRIS of Education Committee.
 - ❖ This 25+ hour program is the most advanced and customized entry level training program in the interior redesign industry, offering the best possible learning advantage, heightened services qualifications, and business knowledge to succeed as professionals...with minimum investment.
 - ❖ Three 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 personal attention and hands-on experience!
 - ❖ Client Interaction – “shadow” Kimberly and experience first-hand how to work with clients.
 - ❖ Receive Excellent Industry Resources
 - ❖ Receive Professional Paint Color Fan Decks
 - ❖ Choice of Conducting a Hands-On Augmented Client Simulated Service This experience is an excellent learning advantage for understanding the importance of offering additional services, knowing the procedures and different fees associated.
 - ❖ Receive a KDI Academy and IRIS Certificate of Completion.
 - ❖ Anytime mentoring via phone or email.
 - ❖ Business listing on KDI Academy Directory.
 - ❖ Transportation to/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 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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