



LEMON & LIME
STAGING GROUP



LEMON AND LIME STAGING GROUP

The Lemon and Lime Staging Group is an exclusive 'club' specifically for like-minded and ambitious home stagers who need to take their business to the next stage of their growth journey. The group looks to attract those who are committed to improve and generate results.

This will be done under a licence agreement.



CREDIBILITY

- The UK's fastest growing multi international award winning home staging business
- We are the market leaders in home staging for premium properties
- Creator of Stageflow, the first worldwide app to evidence the return on investment of staging a property ahead of sale. Currently being used in the UK, US, Europe, Canada and South Africa
- Executive business coach with 30+ years of experience in corporate, public sector and voluntary organisations
- Over 10 years in home staging business
- Widely known within property, consumer, residential and trade media circles
- Author of best-selling Amazon title 'Sell High, Sell Fast'
- Regularly featured on podcasts, videos and at speaking events including PropertyMark, Christopher Watkin and The Property Marketing Show



BENEFIT FROM

- Accelerate your own business aspirations through association with a recognised national brand
- Gain access to our knowledge, experience, processes and systems
- Enjoy national coverage of the brand in the property and interiors press through our retained PR team
- Benefit from our existing relationships with premium estate agents
- Increased visibility in the estate agency world through our industry network
- Access to our network of coaches, and business support experts all experienced in the home staging industry
- Our international partnerships including EAHSP, IAHSP and Staged4More
- Join a close network of supportive professionals

"The group is
a safe space"



MEMBERSHIP

Our extensive experience in the industry helps us to acknowledge exactly what staggers need to get their business to the next level. We know the aches and pains of firstly setting up a business, then maintaining and growing it. There are so many elements to running a successful staging business that we want to ensure this is encapsulated in your membership and that you are equipped everything you need to support your success.

By becoming a member, you will be supported in three core ways;

- Process optimisation
- Coaching
- Business growth



1. PROCESS OPTIMISATION

Access to proven systems and processes including:

- Membership of the Stageflow app
- Templates for HR processes, financial documentation including profit and loss and pricing models, policies and risk assessments
- Home staging specific Operating Manual
- Infrastructure to support an eventual business exit plan



2. COACHING

- Elaine is an executive coach with more than 30 years of experience and 10+ years of industry specific knowledge to share with members
- Sessions with external coaching experts with years of knowledge in their respective fields including marketing, business and financial planning, insurance and contracting
- Coaching takes the form of monthly webclasses followed by followup coaching sessions



3. BUSINESS GROWTH

Support to generate successful client experiences, scale-up your business, recruit and make sure that processes and procedures are in place to ensure deliverability:

- Access to winning business generation strategies
- Marketing and PR planning
- Advice on recruiting and employing staff
- Managing the client journey
- Financial modelling for growth
- Optimising an exit strategy



ADDITIONAL BENEFITS

- Gain a larger network and community of likeminded individuals and business owners
- Access to dual branded assets to promote the relationship – social posts, business cards, press release template, case study templates and dedicated partner relationships
- Benefit from our international connections and established relationships with Europe and US staging industry professionals
- Recommended property marketing events with discounts passed on
- Our internal expertise – sales team, project designers, marketing, logistics, inventory and transport
- Extra mentoring and workshop sessions can be bought

“ The group provided the missing link ”



PROCESS

ASSET SPRINTS

Your training will be formed using asset sprints on a monthly rotation. At the start of the month our training will supply you will the assets you need to create and you can begin putting them to work. At the end of the month our Checkin keeps you accountable as you move through the steps in your journey.



WHAT MAKES L&L STAGING GROUP UNIQUE?

- Competitors centre their offering on certification and courses whereas we provide a tangible infrastructure that can be replicated for your own business
- Our network of partners across a full spectrum of estate agents and staging associations nationally and internationally
- Our personal expertise in running a leading staging business
- Qualified executive coaching with proven home staging industry success
- Long term commitment to maximise success



TESTIMONIALS

"As a successful small business, The Property Presenters had been looking at embarking on a coaching programme to help us through a period of necessary growth. We were delighted to be invited to be part of the Lemon and Lime Staging Group Pilot, as not only do we have immense respect for Elaine as a business coach, this opportunity would also be industry specific rather than a generic solution.

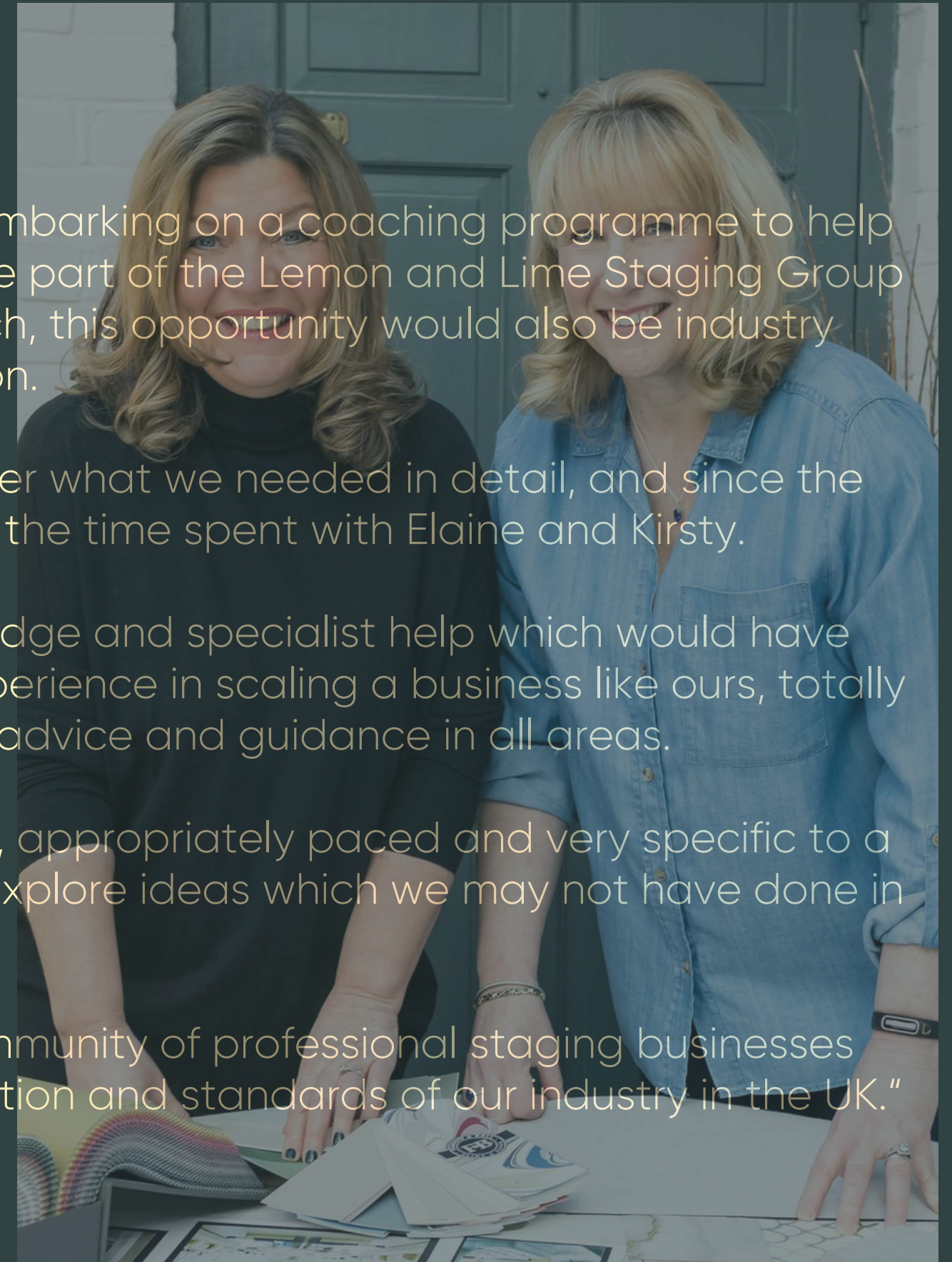
The early contractual discussions were really insightful and allowed us consider what we needed in detail, and since the group officially started a few months ago we've greatly benefited from the time spent with Elaine and Kirsty.

We have focused on some key areas and had access to documents, knowledge and specialist help which would have otherwise been costly both in terms of time and money. The L&L team have experience in scaling a business like ours, totally understand the challenges we face and are able to offer solutions, advice and guidance in all areas.

The training sessions and subsequent follow-up meetings are extremely useful, appropriately paced and very specific to a staging business. The group also feels like a 'safe place' to ask questions and explore ideas which we may not have done in a wider group.

As the group progresses and expands, we feel we will be part of a great community of professional staging businesses which not only benefits our individual companies, but also improves the perception and standards of our industry in the UK."

Leigh Davies & Amanda Green – The Property Presenters



TESTIMONIALS

I cannot express enough how much Lemon and Lime Group, led by Elaine and Kirsty, has transformed my mindset and already the trajectory of my business, Zest Home Staging. Being a part of the pilot group has been an invaluable experience, and the benefits have been nothing short of remarkable.

Since joining the Lemon and Lime Group, I've gained an incredible amount of knowledge and insight into how to steer my home staging business towards a more successful and scalable future. Elaine and Kirsty's guidance has provided me with a clear vision for the path ahead. I now feel not only equipped and supported (business can be a lonely place), but excited about the potential growth of Zest, all thanks to their expert input.

One of the greatest advantages of being part of this group is the opportunity to learn from the wealth of experience that Lemon and Lime brings to the table. Elaine and Kirsty have a depth of knowledge that is unparalleled in the industry, and their willingness to share this knowledge has been a game-changer for my business. Additionally, connecting with other like-minded businesses within the group has been incredibly beneficial. The sense of community and shared learning has been a source of inspiration and support.

Before joining Lemon and Lime, I had grown my business to a certain point, but I knew I needed something more to take it to the next level. This group has provided that missing link. It feels like the natural progression for my business, and I can see the potential for substantial growth on the horizon.

The return on investment into my business has been evident in various ways. Firstly, the training and knowledge I've received have allowed me to streamline my operations and outsource tasks effectively. This has not only saved me time but has also allowed me to focus on the core aspects of my business, ensuring they are at a higher standard. As a result, I'm better prepared for scaling up, which is the ultimate goal.

In summary, joining Lemon and Lime Group has been a game-changer for Zest Home Staging. Elaine and Kirsty have provided invaluable expertise, and the group's collaborative atmosphere has fostered a sense of growth and community that is unmatched. I'm grateful for the opportunity to be part of this transformative experience and look forward to the bright future that awaits Zest Home Staging, all thanks to the Lemon and Lime Group's guidance and support.

Chanelle Knapp - Zest Home Staging



MEMBERSHIP LEVELS & COSTS

START UP

£250+VAT /Month
1 year minimum term

The 'solopreneur'

- 2x 1:1 coaching session with L&L senior leader yearly
- Social media templates
- Monthly asset sprint session targeted to your business needs
- Asset sprint followup group coaching session
- Dedicated support contact at LandLG
- Pricing models
- Exclusive staging group discussion forum



ASSOCIATE

£500+VAT /Month
3 years minimum term

Established business looking to grow

All of 'Start up' package plus:

- Introductory national press release
- 10 copies of Sell High, Sell Fast
- Monthly asset sprint session targeted to growing business with experts from our network
- Asset sprint followup group coaching session
- Access to case studies across all property types
- Access to templates for your business needs
- Stageflow subscription



EXECUTIVE

£1000+VAT /Month
3 years minimum term

Scaling for investment/exit

All of 'Associate' package plus:

- 2 further 1:1 sessions with Elaine (4 in total)
- Additional asset sprint sessions targeted to achieving investment and creating an exit plan with financial experts from our network
- Asset sprint followup group coaching session
- Introductions to our network
- Access to HR, insurance and financial specialists who understand home staging
- Shadowing opportunities at L&L





LEMON & LIME
STAGING GROUP

elaine@lemonandlimeinteriors.co.uk
07967 636718