

uFire.

REAL ESTATE ADJACENT

Staged Homes Sell Faster. Make Sure Every Agent Knows It Was You.

Dramatic empty-to-staged transformations are some of the most compelling real estate content on social media. uFire turns every staged property into an ambassador campaign that makes you the go-to stager for every agent in your market.

THE PROBLEM

Why Home Staging Businesses Struggle to Grow

Agent Referrals Are Your Business — But Slow to Build

Staging companies live and die by agent relationships. Building a referral network takes years. Ambassador content accelerates that by putting your transformations in front of every local agent at once.

Staging Transformations Are Marketing Gold — Unused

Empty room to beautifully staged living space in 48 hours. That transformation content is among the most compelling in real estate. Most staging companies never use it systematically.

Cold Outreach to Agents Doesn't Work

Every stager is emailing and calling agents with the same pitch. But an agent who sees your stunning staged listings on their feed — shared by peers — calls you instead.

THE SOLUTION

How **uFire** Works for Home Staging

1

Recruit Agent and Homeowner Ambassadors

We enroll real estate agents who love your work and homeowners who had their home staged. They post the transformation to their network of other agents and sellers.

2

Launch Empty-to-Staged Campaigns

Bare bones to beautiful transformation content. 'Sold in 3 days for \$40K over asking' success stories. Content that makes every agent want to call you before their next listing.

3

Pay Per Post, Dominate Your Market

Flat per-post pricing. When agents see consistent staged listing transformations from your company across their network, you become the obvious choice.

THE NUMBERS

The Math Behind the Campaign

\$2,800

Average staging project
value per property

73%

Of staging companies say
agent referrals are their #1
growth channel

9%

Average price premium for
staged vs. unstaged
listings

A staging ambassador campaign costs \$500–\$1,200. If it brings 4 new agent relationships who each refer 2 listings at \$2,800, that's \$22,400 — an 18–45x return.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Home Staging — powered by uFire.

ufire.ai/brands/home-staging

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime