



## **SPEAKER SHEET for Dr. Marlena E. Uhrik**

Hello and Thank You for your interest and consideration for choosing award-winning author Marlena E. Uhrik to be one of your featured speakers at your upcoming event, conference or business meeting.

Marlena speaks to groups of professionals in the Real Estate Industry such as Realtors as well as Individuals who could benefit from Staging advice and tips.

Marlena can speak to groups of all sizes in a keynote presentation, breakout talk or even in on-site training situations depending on your needs. Her presentations and talks are best as a 90-minute keynote however they can range to accommodate shorter meetings as well.

The topic of Staging a home is a very important topic to bring into your meeting, organization or office if you are interested in making sure it sells quicker and for top dollar.

Here are a few current statistics to share why Staging is such a critical aspect:

- According to a survey conducted by the National Association Realtors (NAR), the longer a property stays in the market, the lower the price it will attract. Homes staged before hitting the market sell, on average, 73 percent faster than their un-staged counterparts, according to the Real Estate Staging Association.
- A survey conducted by Coldwell Banker Real Estate Corp. discovered that staged homes are usually sold 6% above the asking price and spent less time in the market when compared to un-staged homes.
- Another NAR survey reveals that a 1– 3% investment on home staging yields 8 –10% return, which is a good deal.
- A recently conducted NAR poll found out that 90% of potential home buyers start their property search on the internet. Staging your home increases the visibility of your property to potential buyers.

## Contact Info:



### Please list Marlena as Dr. Marlena E. Uhrik, Real Estate Investor & Home Staging Consultant

Email: [Marlena@Amazing-Staging.com](mailto:Marlena@Amazing-Staging.com)

Phone: 916-800-3295

Website: [www.Amazing-Staging.com](http://www.Amazing-Staging.com)

Facebook Business Page: <https://www.facebook.com/AmazingStagingMarlena/>

Facebook Profile: <https://www.facebook.com/marlena.uhrik>

Amazon Book Page: <https://goo.gl/bHux2t> - “The Secret Sauce of Staging: Getting Your Home Ready to Command TOP DOLLAR in the Real Estate Market.”

### Marlena’s Books Include:

1. The Secret Sauce of Staging: Getting Your Home Ready to Command TOP DOLLAR in the Real Estate Market.
2. Amazon Best Seller - My Family Matters to Me
3. Mom’s Choice Award - In Grandpa’s Hands
4. Take a Little Time, Mindfulness Moments for Kids and Families
5. Guidebook for Family Day Care Providers, Surviving in a Home Full of Kids
6. Social Emotional Learning, the New Smart



## **Dr. Marlena E. Uhrik Bio**

Real Estate Investor & Home Staging Consultant, Marlena Uhrik, has been an educator all her life from preschool through University level students and teachers from all around the world. With a Doctorate degree in Educational Leadership, Marlena has a knack for “fixing” and creating environments – from classrooms to cubicles, entire schools and now into homes. In the book, “The Secret Sauce of Staging,” Marlena not only shares her experience as a Home Stager, Interior Designer and Feng Shui consultant, she also brings years of experience as a Parent Educator, Holistic Health Educator and Child/Family Advocate. Marlena has been a featured expert on NBC, Cable TV and WBTVN.TV. Through her decades of experience in education, she’s noticed the critical importance of a home that provides a nurturing environment. She now helps her clients and Realtor friends do this through Amazing Staging, her home staging company. Find out more and pick up your free checklist: 5 Easy Steps for a Dramatic Room Makeover online at [www.Amazing-Staging.com](http://www.Amazing-Staging.com).

**For Real Estate Agents, Brokers, Investors and other Real Estate Professionals**

### **Topic: “The Secret Sauce of Staging.”**

Are you frustrated that some client’s homes don’t sell as fast as you’d like or for top dollar? Do you wish more clients would listen to you when you suggest getting staging or organization help and advice when getting their homes ready for sale?

Why is it that homeowners feel that their homes are good as is? We don’t know, but we often have to figure out how to break it to them that they need staging or organization help and that’s not always an easy conversation to have.

In this presentation, Marlena will share some of the secrets, strategies and tips from her recent book, “The Secret Sauce of Staging”, that you can use in these situations with clients to help you both get the outcome that you desire - a quick and profitable sale!

In this presentation, you will learn:

- The top 3 places that people forget to declutter that can sabotage a showing
- How to make your (or your Client’s) home look more “move in ready”
- How to create the WOW Factor so buyers take more urgent action

- The 5 things you can do before every showing to spruce up the space in 5 minutes or less
- How to attract top dollar, multiple offers on a shoestring budget

### **For Individuals and the General Public**

## **Topic: “The Secret Sauce of Staging.”**

According to a survey conducted by the National Association Realtors (NAR), the longer a property stays in the market, the lower the price it will attract. Homes staged before hitting the market sell, on average, 73 percent faster than their un-staged counterparts, according to the Real Estate Staging Association.

The problem is that many homeowners feel that their homes are good as is and don't understand the value of paying for a home stager, professional organizer or other professional to come in and help them declutter amongst other things. It's also not easy for many Realtors to have a delicate conversation with their clients when they feel staging could be necessary to achieving a top dollar offer quickly.

In this presentation, Marlena will share some of the secrets, strategies and tips from her recent book, “The Secret Sauce of Staging”, that anyone can use when putting their home on the market or helping sell someone else's.

In this presentation, you will learn:

- The top 3 places that people forget to declutter that can sabotage a showing
- How to make your (or your Client's) home look more “move in ready”
- How to create the WOW Factor so buyers take more urgent action
- The 5 things you can do before every showing to spruce up the space in 5 minutes or less
- How to attract top dollar, multiple offers on a shoestring budget

### **More About Marlena Uhrik:**

Marlena is passionate about personal growth and empowerment. She brings a message of hope and inspiration, especially to women, based on her own life experiences. Marlena is an example of how determination and hard work can bring about transformation.

Marlena's personal story starts off many years ago. She was a struggling single parent raising 2 young children. She had married my high school sweetheart and then found herself experiencing things that she thought "happened to other people."

- It was always important to her that she had food on the table along with other bare essentials. Luckily, her parents were very generous and provided most of the kids' clothes and shoes. This was such a tremendous help as she did not want her children to feel like we were poor. Here she was, college educated, divorced, and living a life in poverty.
- She literally lived "on the other side of the railroad tracks" where items on the shelves would rattle every time a train went by. Her kids received free meals at school as a result of her income situation. She qualified for food stamps and other government food programs that provided free cheese, peanut butter, flour, and other staples.
- One day, in the depths of her despair, her 7-year-old daughter taught her, in a real-life way, that she could make a difference---that one can make a difference. (Another great story.) This new-found hope helped her to look around and see what she could do to make her situation better.
- She started decorating her home with things she found around the house and out in nature. She created a wall hanging with fabric that she really loved and she hung pictures on the fabric to make it look artistic. People would come over and comment on how unique and beautiful things looked and she realized how much these little changes lifted her spirit.
- Fast forward---after 10 years as a single parent, she got remarried and started a new life. Friends would come over, and again, would comment how they really loved how she had decorated her home. People started asking her for advice and wanting her to come over to their place and help them create a new look. Little did she know that she had a talent for putting things together to create a beautiful space. She thought everyone knew how to do what she did.
- She started taking design classes, including Feng Shui, and found she really loved the process of creating environments that were beautiful, peaceful and harmonious. She also realized on a deeper level, how important it was to have a space that she loved, where she felt safe, and nurtured. She saw how her environment contributed greatly to how she felt about herself and her world. She found that out of chaos grew order and stability.
- Fast forward---after 'retirement' her husband and she decided to get financially smarter. While we were both highly educated---Marlena with her Doctorate degree and her husband with an MBA---they were still financially illiterate. They joined a group of real estate investors to learn more about the real estate world. She started staging homes for them and turned a hobby into a profession.

- “Staging homes never seems like work to me. It’s fun, exciting, and fulfilling. I wrote “The Secret Sauce of Staging” to inspire others to create a home they love so that they can experience their highest potential and live life at its fullest.”