



August 25, 2009

To Whom It May Concern,

Barb Schwarz, creator of the Staged Homes Concept, Home Staging Industry and the Accredited Staging Professional® (ASP) Course has revolutionized the real estate industry in our area. Barb has taught her ASP Designation Course at Seattle *KingCounty* REALTORS® for approximately 7 years and has earned the Instructor of the Year 2006. Through her courses, books and speaking engagements, Barb Schwarz is one of the most heartfelt, dynamic people I've known.

The ASP Designation and ASP Home Staging has made such a positive impact on our members, in their work and production and service to sellers. REALTORS® learn what home staging is, how to guide sellers to prepare their home as part of marketing efforts, and they learn how to work with ASP Stagers. Students learn the two vital aspects of selling a home: how to price a home and Stage a home for a successful sale.

Barb teaches our REALTORS® that the home becomes a house, and the house becomes a product that must be prepared for a sale by Staging it. Just like a car would be detailed to merchandise the car, a house needs to be Staged to sell in the real estate industry. The ASP Course teaches REALTORS® how to educate the client on preparing their home for the sale. This is truly a marketing tool that has measurable results.

Having worked for the Seattle *KingCounty* REALTORS® for over 20 years, I have held a lot of classes and met many wonderful instructors. Barb's ASP Designation course stands head and shoulders above all, in respect to making a real difference in our members' work, production and service to sellers in any market.

Please do not hesitate to contact me if you have any questions. I can be reached at ccrowell@nwrealtor.com or 425-974-1014.

Best regards,

A handwritten signature in black ink, appearing to read "Claudia Crowell", is written over a light gray rectangular background.

Claudia Crowell
Director of Business Practices

Your Home, Your Community, Your Dream.

