



Luxury Staging, Global Design, Proven Success

The Promise of the Premier Home Staging Business

A Franchise Opportunity

VELLA HAUS
A STAGING & STYLING CO.



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Welcome to **Vella Haus**

The luxury home staging industry is experiencing unprecedented growth, and high-end homeowners are increasingly seeking professional staging services to maximize their property values and reduce time on market. Vella Haus has positioned itself at the forefront of this movement, offering a proven business model that combines creative fulfillment with exceptional profitability.

Vella Haus's origins trace back to a transformative moment when founder Alexa witnessed a \$10 million home sitting vacant on the market and recognized it would sell faster with proper staging. This insight sparked the creation of a luxury staging business that grew organically, with demand from others wanting to replicate the success. After refining operations and building an impressive portfolio of high-end transformations, we launched our franchising program to share this proven system with driven entrepreneurs nationwide.

Our mission is clear and powerful: to maintain the highest standards in luxury home staging while providing franchisees with a profitable and fulfilling business model backed by comprehensive training and ongoing support. Whether clients are selling luxury homes, launching high-end developments, or managing exclusive properties, Vela Haus delivers custom staging solutions that command attention and drive results.

Today's Vella Haus franchise is a perfect fit for creative entrepreneurs, successful professionals seeking lifestyle freedom, and real estate industry veterans looking to add a premium revenue stream. We offer unique opportunities for both owner-operators and semi-absentee investors, while maintaining our core commitment to design excellence and operational success. Our streamlined business model, coupled with specialized training and high-touch support, creates a foundation for sustainable growth and strong returns.

Additionally, Vella Haus is highly focused on franchisee return on investment. Our operational standards, training programs, support structure, marketing initiatives, and communication systems all tie back to our proven model and drive profitability for our franchise partners.



Alexa Centeno
Founder of Vella Haus

What Sets Vella House Apart

Franchise ownership with Vella Haus places you as a leader in an innovative, growth-oriented brand that offers critical luxury staging services aligned with market demand and designed to expand with your experience and success. We've woven efficiency and excellence into every aspect of our business model and support you on your franchise journey with seasoned guidance and a vision for the industry's future.



Here are just some of the features that help make Vella Haus a smart choice for entrepreneurs interested in joining a brand obsessed with design excellence and dedicated to your development:



Custom Design Philosophy

Our franchise structure ensures each staging is completely custom—no reused looks. Designs are adaptive to each home’s unique architecture, creating distinctive presentations that command premium pricing.



Globally Sourced Inventory

Access to exclusive, internationally sourced furniture and decor pieces that cannot be found through traditional staging companies, giving your clients unmatched visual impact.



Proven Luxury Focus

We specialize exclusively in high-end properties, allowing you to work in the luxury market with clients who value quality and are willing to invest in exceptional results.



Comprehensive Training System

Receive specialized training covering 50 core topics including design principles, networking strategies, client relationship management, and business development from an industry expert.



High-Touch Support Model

Benefit from on-site training at headquarters, weekly group training sessions, quarterly check-ins, and dedicated field support as the franchise network grows.



Turnkey Marketing Assets

Access to professional photography, videography, social media content, brand marketing materials, and proven testimonials to elevate your local market presence.



Strategic Industry Connections

Leverage established relationships with luxury realtors, developers, and high-net-worth clients to accelerate your business growth.



Flexible Business Model

Operate with low overhead from a home-based model while serving the most affluent segment of the real estate market.



Exclusive Territory Protection

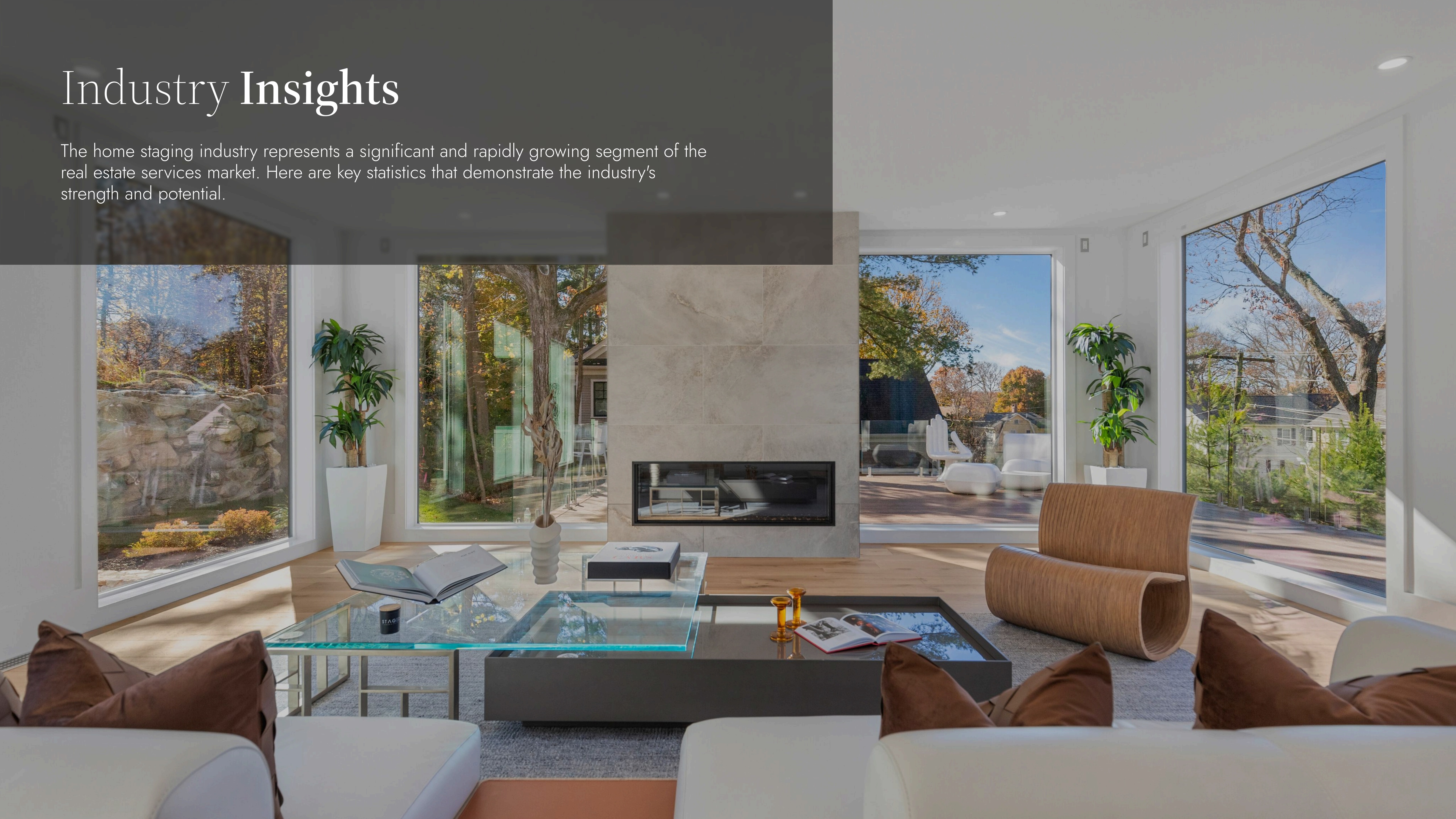
Secure your market position with defined territory rights in high-value geographic regions

These factors combine to make Vella Haus an attractive option for creative entrepreneurs, real estate professionals, and investors looking to enter the luxury home staging industry with a differentiated and proven franchise system.



Industry Insights

The home staging industry represents a significant and rapidly growing segment of the real estate services market. Here are key statistics that demonstrate the industry's strength and potential.



\$40,000

Over List Price

Market Performance and Growth

- Staged homes often command higher prices, with some studies indicating an average of \$40,000 over the list price compared to unstaged homes.
- Staged homes on the market sold for 25% more than homes without staging.
- Homes staged prior to listing spend 73% less time on the market compared to their unstaged counterparts.
- Homeowners see a 5-15% return on investment when they choose to professionally stage their homes before they sell them on the market.

81%

Of Buyer's Agents Recommend

Market Adoption and Buyer Response

- 81% of buyer's agents report that staging helps buyers visualize the property as their future home.
- 47% of real estate agents claim that home staging had an effect on most buyers' view of the home.
- 96% of realtors believe that home staging positively influences a buyer's decision.
- 31% of buyers claimed staging their home increased their offer on a home.



Rising Market Demand

Market Trends and Demand Drivers

- Increasing emphasis on luxury and premium real estate services.
- Growing awareness among high-net-worth sellers of staging's impact on sale price.
- Rising demand for professional staging in competitive luxury markets.
- Expansion of staging services beyond traditional home sales to include corporate housing, luxury rentals, and model homes.

\$5k-25K

Per Service

Service Investment Levels

- In 2022, the median amount spent on staging services was \$600, compared to \$400 when the sellers' agent personally staged the home.
- Luxury staging services command significantly higher fees, with full-home luxury staging often ranging from \$5,000 to \$25,000+ depending on property size and market.



Future Outlook

The home staging industry continues to professionalize and expand, particularly in the luxury segment where Vella Haus operates. Data from the Home Staging and Redesign Association (HSRA) indicated that sellers who invested in staging saw an average return on investment (ROI) of over 200%, validating the continued growth potential for professional staging services.

These statistics indicate a robust and expanding market for luxury home staging services, with particularly strong demand in high-value real estate markets where Vella Haus franchises will operate.

The Growth Potential of a Vella House Franchisee

Vella Haus offers significant growth opportunities for franchisees operating in the luxury home staging market.





 Single-Unit and Multi-Unit Development

Franchisees have the potential to expand their operations within their protected territory and potentially develop additional markets. Successful operators often grow their business by adding services, expanding their inventory, or developing partnerships with luxury real estate professionals.

 Diverse Revenue Streams

The Vella Haus business model supports multiple income sources including residential staging, model home staging, corporate housing, luxury vacation rentals, commercial staging, and event staging services.

 Scalable Service Offerings

As franchisees build their expertise and client base, they can expand their services to include:

- Full-service luxury home staging
- Vacant property staging
- Occupied home styling and consultation
- Model home and new construction staging
- Corporate and executive housing services
- High-end event and commercial staging

 Market Expansion Opportunities

The luxury real estate market provides numerous growth avenues:

- High-net-worth homeowners selling luxury properties
- Luxury real estate agents and brokerages seeking staging partners
- Real estate developers and custom home builders
- Corporate relocation companies
- Luxury vacation rental owners and property managers
- Private jet companies, yacht services, and exclusive event venues



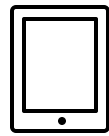
Geographic Growth Potential

Vella Haus is launching in Massachusetts with plans to expand to six franchises by end of 2025, then target one new franchise per month nationally. Priority expansion markets include affluent communities in New Hampshire, Connecticut, Vermont, and Maine, with national growth opportunities in luxury markets across the United States.



Professional Development

- Franchisees benefit from ongoing education through:
- Quarterly business reviews and strategic planning sessions
 - Annual franchise conferences with industry recognition
 - Advanced training in luxury market trends and design techniques
 - Networking opportunities with successful franchise owners
 - Access to exclusive industry events and professional associations



Technology and Innovation

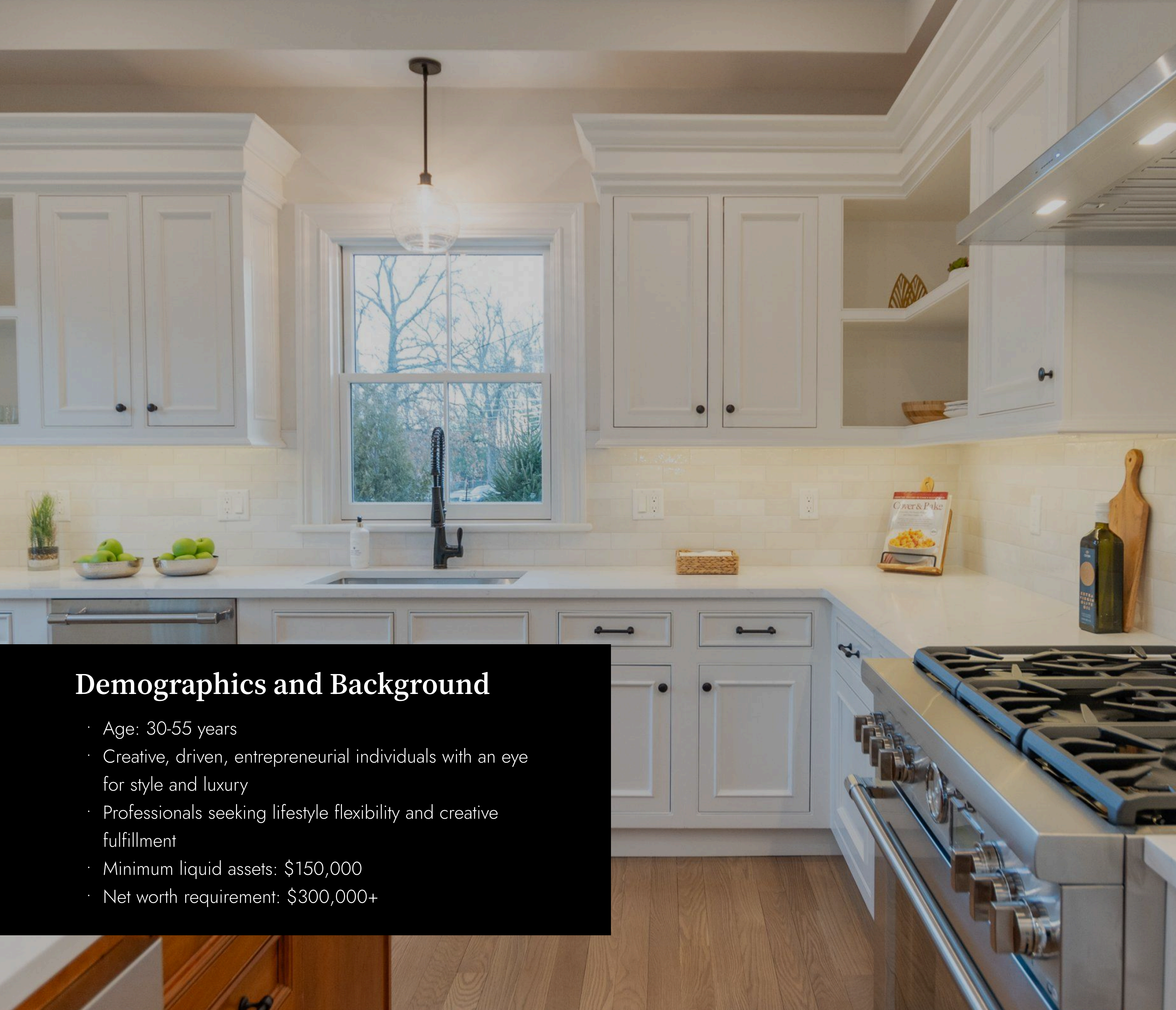
As the staging industry evolves, Vella Haus franchisees will have access to emerging technologies including virtual staging capabilities, digital marketing tools, and customer relationship management systems to enhance their competitive position.

The combination of a proven business model, comprehensive support system, and access to the growing luxury staging market creates substantial growth potential for dedicated Vella Haus franchise owners.



What Does It Take to be
Be Part of Vella Haus?





Demographics and Background

- Age: 30-55 years
- Creative, driven, entrepreneurial individuals with an eye for style and luxury
- Professionals seeking lifestyle flexibility and creative fulfillment
- Minimum liquid assets: \$150,000
- Net worth requirement: \$300,000+

Ideal Candidate Profiles

Interior Designer Turned Entrepreneur

Creative professionals with design backgrounds looking to build a scalable luxury business with proven systems and ongoing support.

Corporate Escapee Seeking Freedom

Successful professionals ready to leave the corporate world for a business that offers both financial success and creative satisfaction.

High-Performing Realtor

Top-producing real estate agents wanting to add a premium service offering and additional revenue stream while leveraging existing market relationships.

Aspiring Luxury Business Owner

Driven individuals passionate about high-end real estate and luxury lifestyle who want to enter a proven, profitable market.

Experienced Stay-at-Home Professional

Former executives or professionals ready to build a powerful business with flexible scheduling that accommodates family commitments.



What We're Looking For

- Commitment to luxury service excellence
- Strong business acumen and customer service focus
- Community involvement mindset
- Dedication to the Vella Haus mission of exceptional staging standards
- Coachable attitude and willingness to follow proven systems
- Network development skills and relationship-building abilities

Financial Requirements:

- **Total Investment Range:** \$154,600 - \$206,100
- **Liquid Capital Required:** \$150,000
- **Net Worth Requirement:** \$300,000
- Available initially in Massachusetts, New Hampshire, Connecticut, Vermont, and Maine

Professional Qualifications:

- No specific design or real estate background required
- Comprehensive training provided covering all aspects of luxury staging
- Ongoing support and mentorship throughout franchise ownership

Steps to Becoming a Vella Haus Franchisee



1

Review Our Information

Learn about our brand and what sets us apart from other staging franchises. If Vella Haus sounds like a brand you can embrace and grow with, move on to Step Two.

2

Find the Territory That's Right for You

See what available franchise territories we have and what future markets are in development. Select the available territories that are of most interest to you, focusing on affluent markets with strong luxury real estate activity.

3

Complete Your Financial Qualification

Work with our franchise development team to ensure you meet our financial requirements and understand the investment structure. We'll provide detailed information about startup costs, working capital needs, and expected returns.

4

Attend Discovery Process

Participate in our comprehensive discovery process, including conversations with existing franchise owners, review of financial performance data, and detailed operational discussions.

5

Visit Our Headquarters

Experience our training facility, meet our support team, and see our staging inventory and design processes firsthand. This visit includes initial training components and system demonstrations.

6

Review Legal Documents

Work with your attorney to review the Franchise Disclosure Document (FDD) and franchise agreement. Our team will answer any questions about the legal and operational aspects of franchise ownership.

7

Secure Financing and Sign Agreement

Complete your financing arrangements and execute your franchise agreement to secure your protected territory.

8

Complete Comprehensive Training

Participate in our extensive training program covering:

- 50 core staging and business topics
- Design principles and luxury market trends
- Client relationship management and sales techniques
- Marketing strategies and networking development
- Operational systems and inventory management
- Technology platforms and business tools

9

Launch Your Business

With ongoing support from our team, launch your Vella Haus franchise with grand opening marketing, initial client development, and continuous mentoring.

10

Grow and Prosper

Benefit from weekly training sessions, quarterly check-ins, annual conferences, and dedicated field support as you build your luxury staging business.



Join Vella Haus



Transform Your Career with Luxury Home Staging

Vella Haus represents more than just a business opportunity—it's your gateway to joining the elite world of luxury home staging while building a profitable, fulfilling enterprise. Our proven system, comprehensive support, and focus on the high-end market create the ideal foundation for long-term success.

With the home staging industry showing consistent growth and luxury property owners increasingly recognizing the value of professional staging, there has never been a better time to join the Vella Haus franchise family.

Our franchisees don't just run staging businesses—they become trusted partners to luxury real estate professionals, high-net-worth homeowners, and exclusive property developers. You'll have the satisfaction of transforming beautiful spaces while building a business that provides both financial rewards and creative fulfillment.

Ready to Learn More?

The luxury home staging market is expanding, and Vella Haus is positioned to capture this growth with franchisees who share our commitment to excellence and success. If you're ready to explore this exciting opportunity, we're ready to show you how Vella Haus can transform your professional future.



Contact Us Today

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Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward luxury staging success with Vella Haus.

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