



HOME
STAGING
REGIONAL SUMMIT
DENVER

IAHSP®

Denver Regional Summit

June 24, 2026 | 8:30 AM – 5:30 PM

Denver, Colorado

EXCELLENCE • EDUCATION • ETHICS

Hosted by:

The International Association of Home Staging Professionals®

Global Leader in Home Staging Since 1999 | www.iahsp.com

WELCOME

We are thrilled to welcome you to the IAHSP® Denver Regional Summit – a full day of education, networking, and inspiration designed to elevate your home staging business.

This event brings together industry professionals, top speakers, Realtors, and vendors to share strategies, insights, and tools you can put to work immediately. Whether you are just starting out or running an established team, you will leave with fresh ideas and a renewed sense of purpose.

As our guest, you receive a \$200 value gift: the complete set of 7 IAHSP® Industry Guides – yours to keep and reference long after today.

YOUR 7 INDUSTRY GUIDES – A \$200 VALUE!

1. Guide to Occupied Home Staging
2. Guide to Warehousing
3. Guide to the Staging Industry
4. Guide to Staging Vacant Properties
5. Industry Statistics
6. Marketing and Business Strategies for Growth
7. Strategic Business Plan



EDUCATIONAL TOPICS

- Social Media Strategies
- Training AI to Find YOU in Searches
- Using AI to Streamline Business Processes
- Marketing and Branding Strategies
- Lead Generation Strategies
- Pricing Strategies for Consultations, Occupied and Vacant Properties
- REALTOR® Panel – What Agents Want, Need, and Expect from Stagers
- STAGER Panel – Regional Stagers Share Their Business Models
- Financing Your Business Growth and Exit Strategies
- Staging and Design Trends for 2026 and Beyond

***Thank you for joining us today.
We look forward to a powerful day together!***

FEATURED SPEAKERS



Jonny Fowler

Jonathan Fowler Media LLC



Bethany MacLachlan

Co-Founder, Jonathan Fowler Media LLC



Frank Moyer

CEO, Foundational Wealth Partners



Jennie Norris

IAHSP® Chairwoman & CEO, President & CEO, Stagedhomes, and CEO Sensational Home Staging – We Stage Colorado

PANELS

REALTOR® Panel – What Agents REALLY Want and Need from Stagers

Featuring Realtors from our region sharing what they need from stagers, how to earn their loyalty and referrals, and what is a sure-fire way to lose their business.



Jim Loveridge

JLG Group



Lisa Nguyen

The International Group at REMAX | DMAR President



Steven Norris

Event MC, REALTOR®, Legacy Properties Int'l

Stager Business Panel – Business Models: Pros and Cons

Company owners with various structures – from Solopreneur to Large Volume – share the pros and cons of each model, growth challenges, and how to find the path right for you.



Shawna Armstrong
Ashe Magnolia Group – Investor, Stager & Husband/Wife Team



Quintin Armstrong
Ashe Magnolia Group – CEO / Investor



Kimberly Darnell
Kurated Home Staging – Solopreneur



Cathi Rios
Front Range Stage



Brianna Griffin
UpStaged Denver – Investor, Realtor & Stager



Michael Griffin
UpStaged Denver – Investor, Realtor & Stager

SPEAKER BIOS



Jonny Fowler | *Keynote Speaker*

The Future of Home Staging Has Arrived: How AI and Social Media Are Creating the Next Generation of Industry Leaders

Jonny Fowler is a business and marketing strategist, speaker, author, and educator with more than three decades of experience helping professionals grow their businesses through relationship-driven marketing, social media strategy, and practical business systems.

With deep roots in the mortgage and real estate industries, Jonny has traveled across the country teaching business owners, real estate professionals, entrepreneurs, and sales teams how to use modern marketing tools to increase visibility, strengthen their brand, and generate more opportunities. His teaching style is known for being practical, direct, and action-focused, giving audiences clear steps they can implement immediately.

Jonny is a two-time Amazon best-selling author and the founder of Jonathan Fowler Media LLC, where he provides training, coaching, and digital marketing education focused on social media, branding, automation, AI-driven marketing, and organic business growth.



Bethany MacLachlan | *Digital Marketing Strategist*

Beyond the Brochure: Building a Professional Brand That Attracts Clients Through Social Media

Bethany MacLachlan is a digital marketing strategist, entrepreneur, and performer with a unique background spanning social media, business systems, and the arts. She is the co-founder of Jonathan Fowler Media LLC and the founder of BMac Marketing LLC, a digital marketing consulting firm focused on helping professionals in the arts, wellness, fitness, and beauty industries build stronger digital brands and streamline their systems.

Bethany also serves as a Social Media and Digital Marketing Manager in the mortgage industry, specializing in social media strategy, automation, digital branding, cybersecurity awareness, and online visibility. She is known for helping business owners better understand how to use today's digital tools to protect their brand, expand their reach, and create more sustainable marketing systems.

In addition to her marketing career, Bethany is an actress and performer in the Houston area with experience in both film and stage. Her creative background gives her a distinct perspective on storytelling, audience connection, and personal branding.



Frank Moyer | *President & CEO, Foundational Wealth Partners*

Financing Your Business Growth and Retirement

Frank Moyer is the President, CEO, and Co-founder of Foundational Wealth Partners (FWP). As the lead Financial Planner, he utilizes a strategic, multidisciplinary background – including a professional foundation in land development and land acquisitions – to serve families and business owners. His core expertise lies in designing comprehensive financial strategies focused on retirement income design, tax-efficient planning, and advanced asset-protection strategies.

Frank is highly experienced in implementing Fixed Indexed Annuities (FIA) for accumulation, immediate income, and enhanced long-term care planning solutions. Frank and his team bring over 60 years of combined experience to the insurance and financial services industry. He is recognized for his ability to distill complex financial concepts into clear, actionable guidance, helping clients protect today, plan for tomorrow, and build legacies that last.



Jennie Norris | *CEO, Sensational Home Staging CEO and Chairwoman, IAHSP®, President & CEO, Stagedhomes,*

Industry and Market Overview, Panel Moderator, Pricing Strategies, Mindset, and Knowing Your Value

Jennie is the CEO of Sensational Home Staging – We Stage Colorado, Colorado's #1 Home Staging Company. Since 2002, she and her staging teams have staged 7,400+ properties in California and Colorado, operating out of a 16,000 square foot warehouse full of on-trend home furnishings. They are the most awarded and credentialed company in the state.

An international expert and speaker, Jennie has educated thousands of real estate agents, home staging and design professionals at conferences throughout the world including New Orleans, Las Vegas, Denver, Nashville, Charlotte, London, Warsaw, Madrid, Milan, Budapest, and The Netherlands. She has earned 13 industry designations, ranks in the top 2% of all professional Home Stagers worldwide, and is a published author of two industry best-sellers.

Jennie is the CEO and Chairwoman of IAHSP®, the first recipient of the IAHSP® Spirit Award, the only two-time winner of the Staging Award of Excellence, and the 2021 inductee into the Home Staging Hall of Fame. She has been featured in Entrepreneur Magazine, HGTV, Wall Street Journal, Better Homes & Gardens, ABC's 20/20, and NBC's Today Show.



Jim Loveridge | *JL Group with REAL*

What Agents REALLY Want and Need from Stagers

With more than three decades of real estate experience, Jim leads a team of 12 dedicated professionals committed to guiding clients through every step of the buying and selling process with clarity and confidence. Over the years he has earned numerous industry awards and successfully navigated virtually every situation and market shift.

Jim is a top Real Estate Agent in the Denver region who includes home staging as part of his marketing strategy. He gives honest, often humorous feedback and insights as part of the REALTOR® Panel. His team includes two bilingual agents, allowing them to serve a broader range of clients across language barriers.



Lisa Nguyen | *DMAR President | REALTOR® Panel*

What Agents REALLY Want and Need from Stagers

Lisa Nguyen is a prominent Denver real estate leader and community advocate who serves as the President of the Denver Metro Association of REALTORS® (DMAR). She leads The International Group at RE/MAX Professionals – a team of 20 specializing in residential, commercial, and business brokering, ranking in the top 1.5 percent nationwide.

Lisa obtained her real estate license in 2005 and has since built a distinguished career. In 2023 she was honored with the Colorado Association of REALTORS® Diversity and Inclusion Award and has been recognized as a RISMedia Real Estate Newsmaker in 2022, 2023, 2024, and 2025. Lisa is a sought-after speaker who has shared her expertise across the country and internationally, and is a proud mother of three.



Steven Norris | *Event MC & REALTOR® Panel*

What Agents REALLY Want and Need from Stagers

Steven was first licensed in Real Estate in 2013 while studying at Colorado State University, earning a Bachelor of Science in Business Administration with concentrations in Real Estate, Finance, and Marketing, along with minors in Math and Gerontology.

He serves as leader of the Young Professionals Colorado group for eXp and has spoken at industry events in New Orleans, Las Vegas, Denver, Nashville, and Charlotte.

Steven believes real estate should be a fun and stress-free process. His goal is to prepare clients for each step, help them navigate challenges, and serve as their advocate throughout the buying or selling journey – ensuring the experience is memorable for the right reasons.



Shawna Armstrong | *Stager Business Panel*

Investor, Stager & Co-founder – Ashe Magnolia Group, LLC

Shawna Armstrong brings a rare and powerful lens to the world of real estate investment – one shaped equally by creative vision and a deep understanding of human behavior. As co-founder and creative director of Ashe Magnolia Group, LLC, she leads the company's strategic approach to property acquisition, remodeling, flipping, and home staging, guiding each project from raw potential to remarkable results.

An Accredited Staging Professional (ASP), Shawna directs creative strategy across the company's full portfolio. Her dual expertise as a Psychiatric nurse and designer is the foundation of a business philosophy built on the belief that great spaces do more than look good – they make people feel something.



Quintin Armstrong | *Stager Business Panel*

CEO, Investor & Co-founder – Ashe Magnolia Group, LLC

Quintin Armstrong is a serial entrepreneur, property investor, and mission-driven business builder. As co-founder of Ashe Magnolia Group, LLC, he leads the acquisition, remodeling, and flipping side of a real estate operation that turns undervalued assets into transformed spaces. He holds a Bachelor's degree in Communication Studies from California State University, Northridge and a Master's degree in Public Administration from Penn State University.

His approach to real estate is informed by SKY5 Cleaning Systems, Inc., a Colorado Springs-based commercial cleaning and facility services company he founded in 2016 providing services to healthcare facilities, government offices, and private defense clients. The discipline required for those contracts – precision, reliability, and systems-level thinking – defines how Quintin approaches every property investment.



Kimberly Darnell | *Stager Business Panel*

Owner, Kurated Home Staging

Kimberly Darnell is the owner of Kurated Home Staging, serving the Denver region with vacant and occupied home staging, color consultations, and holiday décor. She started her design career in kitchen and bath design, then earned her real estate license, helping many clients sell and buy their dream homes.

As her listings consistently stood out, other agents began requesting her help – and Kimberly transitioned fully into home staging. As a solopreneur she works with her movers to install furniture, art, and décor into vacant properties and provides expert guidance to clients on updating their homes prior to listing. She is a 5-star rated color expert who loves the industry.



Cathi Rios | *Stager Business Panel*
President & Owner, Front Range Stage

Cathi Rios is the President and Owner of Front Range Stage. A graduate of Home Staging Resource – the first truly Accredited staging training program – Cathi has earned the Luxury Home Specialist designation and led her team for over 19 years. She utilizes talented stagers she personally trains using her Master of Science degree in Corporate Training and Development.

Cathi's team recently won the Quality Business Award for Best Staging Company in the Colorado Springs market and the 2026 Best of Houzz Customer Service Award. She is an IAHSP® award winner in staging and design excellence and client care, holds Interior Design training from Rhodex International, and has won numerous Parade of Homes awards including Peoples' Choice and Best Interior Design.



Brianna Griffin | *Stager Business Panel*
Investor, Realtor & Co-founder – UpStaged Denver

Brianna specializes in real estate investing and brokering in the Denver and South Denver areas and is a top producer at Madison & Company Properties. In addition to her professional career, she has successfully completed over 150 fix-and-flips and manages several rentals. Her well-rounded experience allows her to better serve clients looking to invest.

With over 22 years of real estate experience, Brianna and Michael Griffin have sold and flipped hundreds of homes. Through that work they discovered a critical need: staging. Staged properties consistently received higher offers in shorter timeframes compared to vacant listings – and that insight gave birth to UpStaged Denver.



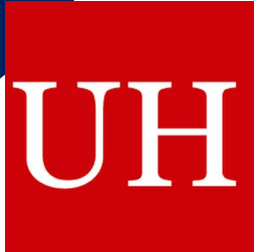
Michael Griffin | *Stager Business Panel*
Investor, Realtor & Co-founder – UpStaged Denver

Michael Griffin began his career in real estate in 2002 after graduating from UNC with a Marketing degree. He is currently the Managing Partner at Madison Commercial Properties, heading a growing team of commercial brokers serving the entire Denver Metro Area. A Commercial Generalist, Michael's expertise covers landlord and tenant representation through to the purchase and sale of investment property, and he has consistently been recognized with top producer designations year over year.

Michael is an owner or partner in several businesses including a real estate company, construction company, car rental company, retail businesses, and UpStaged Denver, co-founded with his wife Brianna after discovering how dramatically staging improved their investment property results.

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Our event includes sponsors who provide products and services to help your business grow and thrive! Make sure to take time to visit their tables and learn how they can help you.

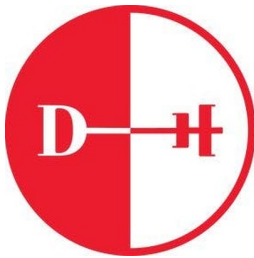


Urban Hardwoods - Host

We sell well-made solid wood furniture, flooring, cabinetry, and area rugs. From material samples to full-scale floor plan consultations, we make it easy to bring your vision to life. Whether you're an interior designer or a homeowner, our team partners with you every step of the way.

- One-on-one design consultations
- CAD floor plan layout and scaled placement
- Material samples for approval
- Wide range of finish and size options
- In-house manufacturing for unmatched quality

IAHSP Members receive added 25% off purchases. Ask us for details.



Daniel House Club

We started out like many of you – running a design firm, juggling countless projects, and chasing slim margins. As we scaled, we noticed something surprising: the part of the business that kept our doors open wasn't our design services – it was furniture sales. That realization changed everything.

We decided to rethink the way interior designers source and sell furniture. What if we could simplify it? What if we could make it more profitable? That's exactly what Daniel House Club is today. We've streamlined the process of acquiring and reselling furniture so you can spend less time on admin and more time doing what you do best.

Welcome to Daniel House Club – making your work easier, your profits stronger, and your clients happier.



Foundational Wealth Partners – Frank Moyer

We teach a four-pillar approach to creating wealth and maintaining legacy. In the same sense that you wouldn't build a house on a crumbled foundation, you shouldn't build financial wealth without paying attention to the four pillars. For business owners, we show you how to fund your business growth through an investment strategy that allows you to legally avoid capital gains tax, protect your assets, reduce your risk of litigation, avoid probate entirely, keep more money within your estate – and more!



Noah Taxman – Goosehead Insurance

Noah Taxman is your Denver insurance provider with Goosehead Insurance. Using cutting-edge technology to shop with dozens of A-rated insurance companies in just a few short minutes, Noah is able to find the right coverage at a competitive price.

He takes the time to review all options and customizes a policy based on the unique risks and desires of each client. Noah is backed by a service team with the highest client loyalty rating in the industry. Request a quote and you will quickly understand why Goosehead is one of the fastest growing distributors of home and auto insurance in the United States.



We Clean Colorado – The Cleaning Gurus

We are your expert vacant residential property cleaners serving the greater Denver region. We work with Realtors, Sellers, Buyers, Property Managers, Builders, and Investors to clean houses being listed for sale once the homeowners have moved out.

Our detailed and thorough approach to cleaning ensures your property looks its best before it hits the market. We offer five fixed-price cleaning packages based on property size so you know up front what the investment will be – no surprises. Contact us for a quote and schedule availability: 650-888-4271.



Laborjack

Laborjack is a gig economy software company from Fort Collins, CO whose mission is to power the future of work by connecting qualified workers to opportunities in the labor market. Laborjack is built around outcomes, not just coverage – workers are matched based on reliability and past performance. Attendance and performance matter.

A 98% fill rate means our crews show up ready to work. Expectations are clear before the shift begins. The event stays on track. For event planners, venues, and production teams who care about long-term success, reliable staffing is one less thing to worry about. And that is what it should look like.

Onsite Headshots

Onsite Headshots – Bart Levy

What sets Onsite Headshots apart comes down to two things: technical knowledge and working with people. Bart has been a professional photographer for over 35 years with unmatched expertise in lighting and camera operation – and has been teaching photography for many years.

The most overlooked aspect of headshot photography is making people feel comfortable in front of the camera. Bart has honed this skill after working with thousands of individuals – knowing how to help them relax, pose, and smile naturally.

"You never get a second chance to make a first impression." Whether for a LinkedIn profile, website, bio, or CV, your profile image is the first thing people see. Be professional. Use a professional photographer. Make sure you look your best.

One Petal Place – Floral Photography by Robyn Levy

Step into a world of vibrant petals, delicate textures, and breathtaking botanical beauty. Robyn Levy specializes in floral photography and fine art prints, capturing the elegance of nature's most exquisite creations. Each image is a celebration of color, light, and form – bringing the serene beauty of the garden into your home.



Her collection of flower fine art prints – Lilies, Roses, Orchids, More Blooms, and Bees, Butterflies & Birds – is perfect for adding a touch of sophistication to any space. Photographs are available in a variety of sizes and finishes. Interested in a custom piece of floral art from your own garden? Visit www.onepetalplace.com or contact Robyn to discuss a commissioned piece created just for you.

ABOUT IAHSP®



IAHSP® - The International Association of Home Staging Professionals® - is the global leader in home staging with members in 38+ countries. Founded in 1999, it is the original industry trade association based on the three pillars of Excellence Education and Ethics.

IAHSP® sets the standard for those who qualify as a professional home stager and is the ONLY industry association that requires education from a qualified educational provider to join. This elevates our members to a higher level than other groups who do not require education and increases the professionalism of our industry.

IAHSP® provides resources, education, events, and community. IAHSP establishes partnerships with industry products and service providers offering savings for our members who own and operate businesses serving home sellers, real estate agents, builders and property investors. To learn more, go to www.iahsp.com

IAHSP® sets the standard for those who qualify as professional home stagers and is the ONLY industry association that requires education from a qualified educational provider (or an approved exception review) to join. IAHSP® provides resources, education, events, and community, and establishes partnerships with industry products and service providers offering savings for members who own and operate businesses serving home sellers, real estate agents, builders, and property investors.

- Excellence
- Education
- Ethics

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