



# IAHSP

## PARTNERSHIPS PROGRAM

### IAHSP Is Unlike Any Other Trade Association...

With confidence we can say that IAHSP is different than ALL other trade associations.

And the reason is simple.

IAHSP behaves like a social platform for the business of Home Staging, Real Estate and Design.

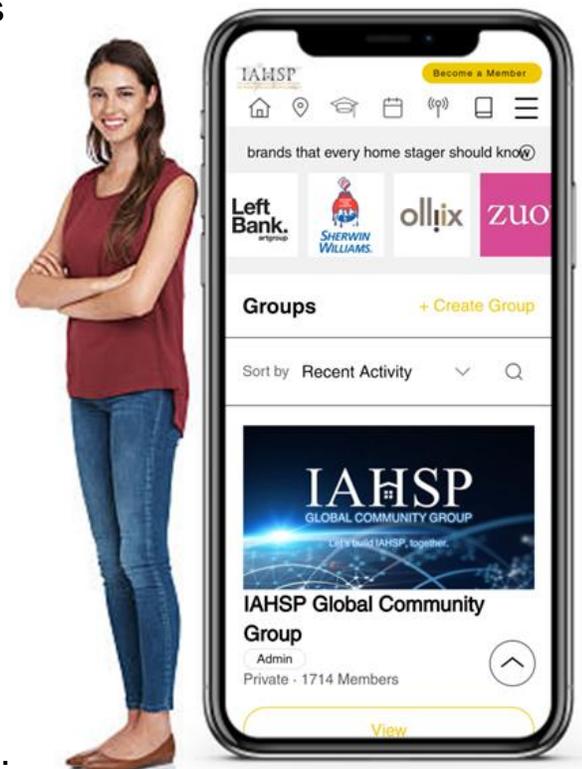
What does that mean?

**57% of trade professionals simply want to network with other industry colleagues.**

So, IAHSP is centered around “Groups”. Where members can join and create groups around topics, regions and concepts that matter to them.

The result is simple.

Our members frequent and stay on our platform more.



# IAHSP Runs Digital Ads

Site sessions  
2,871 ↑ 333%

Unique visitors  
1,776 ↑ 249%

Avg. session duration  
7m 5s ↓ 30%

## With Our High Site Traffic & Longer “Time-On-Site”, We Sell Digital Ads...

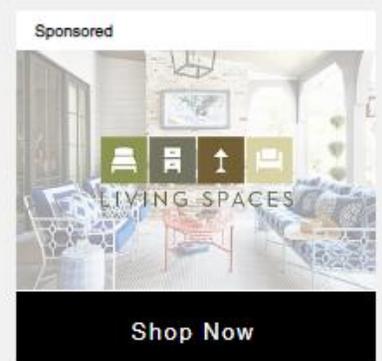
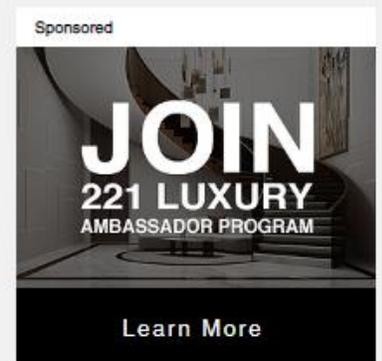
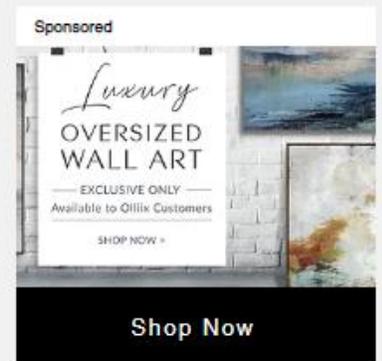
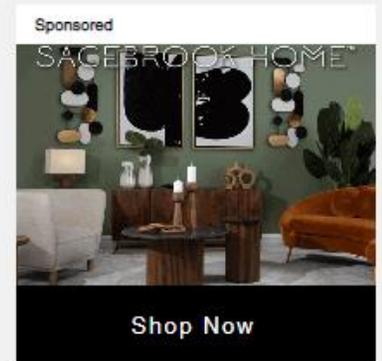
As of December of 2022, IAHSP may be the only trade association selling digital ads on our platform.

### The reason...

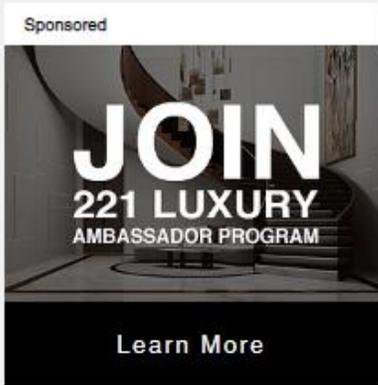
Our members stay on our site longer, listening to podcasts, engaging on groups, and watching video courses. With that extended Time-On-Site, we are able to push Digital Ads through Side Ads, Banners and Pop-Up Ads.

Digital Ads simply display a graphic along with a button that redirects the user to a URL.

## Simple.



# How It Works...



## Step 1 - Partner Ad Placement

We place Partner Ads throughout the website at high traffic areas, to get your brand in front of our members at key moments.

This builds brand awareness and convertible moments.

## Step 2 – Custom Description Page

We create a Custom Partnership Page to explain to our members the benefits of your program, options and qualifications for the program.

These pages are restricted to Paid Members Only. Helping us qualify the lead and leverage our partnership as a Membership Reward.

Buttons are added to redirect the pre-qualified member to a custom landing page, on your site, to convert our members.

The World's Most Exclusive  
Luxury Marketplace

**221**  
LUXURY  
NETWORK

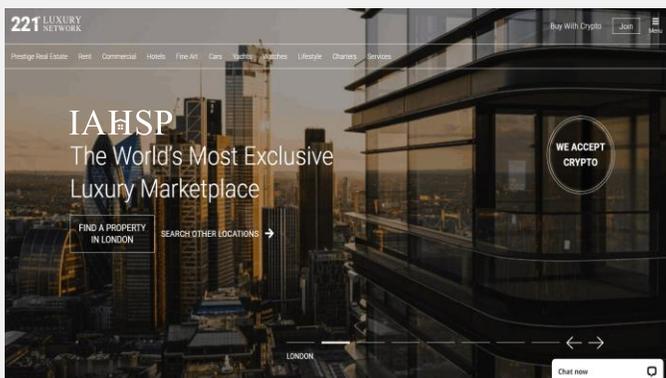
Member's Only Benefits  
**Save 40%**

**Welcome to 221 Luxury Network**

Exclusive to IAHSPP Upgraded Members, our partnership with 221 Luxury Network gives you the opportunity to generate passive income simply by referring your network to a global supply of luxury homes, automobiles, yachts and even art.

**What's in it for you**

As an IAHSPP Member, you can earn recurring revenues simply by adding the custom 221 Luxury Network plugin to your website, email and social media. Your participation with 221 Luxury Network gives you access to a global network of high-end Real Estate, good and services.



## Step 3 – Customer Conversion

After pre-qualifying our members, we simply use a Call-To-Action button(s) on our custom description pages, to redirect traffic to your page. This should be an IAHSPP Branded landing page on your site, that allows the member to know that they are still within the safety of an IAHSPP related partnership.

And now, our members, are your members.



# IAHSP

**The business of Home Staging, Real Estate and Design.**

## **IAHSP Is Unlike Any Other Trade Association...**

Through our new initiative and programs, IAHSP is projected for growth not only among Home Staging, but Real Estate, Interior Design, Short-term Rental and the many verticals that touch the Home Staging industry.

Don't think of our association as just Home Stagers. Our international community is a gateway to many businesses that surround the global Real Estate and Design services.

We are open to partnerships that benefit and expose our members to higher quality products and services, or additional revenue streams.

Where possible, we seek an exclusive partnership.

As an association, we seek to provide our membership with a special discount or pricing structure that incentivizes them to explore your opportunity. And, we seek an equitable exchange, and compensation for premium site and promotional placement, and access to our community.

We are happy to explore options and terms with you.

Let's set up a discovery call and explore what a partnership with IAHSP can do for both organizations and our community.



<https://calendly.com/joinincrowd/iahsp-discovery-call>



*Joseph Haecker*  
Joseph Haecker  
IAHSP®, Operations



*Jennie Norris*  
Jennie Norris  
IAHSP®, Chairwoman  
ASPM®, IAHSP®-Premier