

New Videos  
Coming Soon



# HOME STAGING TV



SUBSCRIBE

YouTube.com/HomeStagingTV



## OUR STORY:

In 2010, Tori Toth uploaded videos of her staging company's processes to YouTube as a way to introduce home staging to potential clients. Everything from the value of staging to cost, services, how-tos, DIYs, furnishings and decorating for the holidays can be found on the channel.

Today our mission is to share industry news, help educate consumers about the value of home staging -- but, by using industry leaders and contributors to help make home staging a real estate standard.



## OUR MISSION IS IMPACTING THE INDUSTRY!



grease58 2 weeks ago

As a Realtor, I used some of your tips here. However- how would you stage a bathroom with a more masculine edge?

Reply · 1 · Like · Dislike · Share · Save



Jean Kennedy 3 months ago (edited)

Very nice presentation. I found myself agreeing with you and nodding to myself with everything you said. I browse the local listings every day, and I'm just appalled at some of the photos I see that are so poorly planned.



Michelle Uchtman Finley 2 years ago

Thank you! I like your zest. (I've been into decorating since I was in third grade.) I do love your idea for faux fur, silks, and rich fabrics!

Tori, I want to add more fun textiles--like you do--to my home! The ones at the easily-accessible stores nearby usually aren't in my palette. If I have any ol' business license, would I be able to access the ones that are "for the trade only"? or are they picky--for interior designers or interior decorators only?

Reply · 1 · Like · Dislike · Share · Save



Pink GlamGirl 2 years ago **4.81K Subscribers**

I'm loving your channel!! I love decorating things but I'm not on your level at all... if you ever get bored and want to watch my video and give me tips I would be so grateful!! I stay home so much... I need all the help I can get making this my happy place♡

Reply · 1 · Like · Dislike · Share · Save



Hostedbykrssie 2 years ago (edited) **2.26K Subscribers**

Great tips! New sub. Never thought to use oxiclean, and wonder how effective it would be to thin it out and use with a sprayer👉. I'd love to participate in your next collab.

Reply · 1 · Like · Dislike · Share · Save

Actual Comments  
from subscribers



65%

## DEMOGRAPHICS:

42% of U.S. are  
female millennials



United States

20%



Canada

10%



United Kingdom

5%



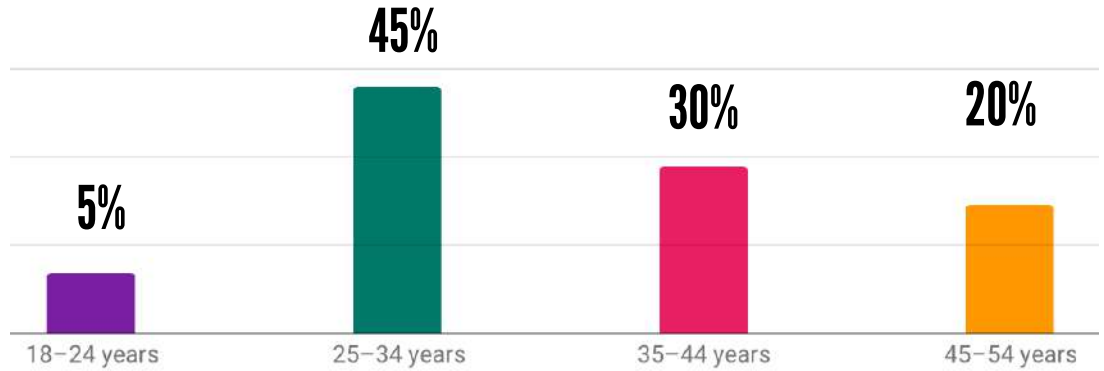
Australia

## OUR AUDIENCE

Our videos revolve around homemaking ---including staging properties, decorating and real estate, so our audience of female millennials reflects those who are either in that life stage or are heading into it soon.



75% of our audience is female



### SOCIAL FOLLOWERS:

[Total number of followers on social media]



13,867



15,134



4,058



15,730



2,220



3,005

54,014

TOTAL

As of March 2020



### SOCIAL REACH:

[Total number of followers we reach each quarter on each social platform]



591,100



3,074



76,995



14,544



240



7,485

693,338

TOTAL

Jan.- March 2020

## SOCIAL ENGAGEMENT:

[Total number of interactions with our content]



128,300



411



72,810



1,507



175



199

# 203,402 TOTAL

Jan.- March 2020

## BRAND INTERGRATION

Home Staging: Why I Choose CORT Rental Furniture to Stage a Home



[CLICK HERE TO WATCH VIDEO](#)

## CORT RENTAL FURNITURE

CORT Rental Furniture was looking for home staging content and a unique way to showcase their rental furniture and services.

Through our partnership, they earned:

- Custom video strategy with certified home staging expert, Tori Toth
- On-going exposure to their exact target market through our audience and through YouTube search

## RUGGABLE

Ruggable was looking for product review videos to raise awareness about their company.

Through our partnership, they earned:

- More exposure by reaching out to our large community
- Direct sales by becoming an affiliate member and showcase our link on video



Home Decor Tip: Ruggable Your Rug Solution

559 views

16 0 SHARE SAVE ...

[CLICK HERE TO WATCH VIDEO](#)

# ALLSTATE INSURANCE

AllState Insurance Real Estate Blog teaches homeowners how to maintain your property.

Through our partnership, viewers learned:

- How to properly get a home ready for sale.
- More interaction on their channel and a strategy to help attract more homeowners to their services.



Our audience members loves watching these videos.

- Pj Jones** 7 months ago  
I'm a realtor looking into possibly getting into staging...love the creativity element of it. Where should I start?  
Reply - 1
- 18betz** 8 months ago  
FINALLY! Staging tips for folks that have a regular, less than perfect house! All the other staging vids all start with multi million dollar homes so it's a no brainer. (whats not to like?). Thanks for posting.  
Reply - 1
- Sandi Baby312** 8 months ago  
Thank you for all the helpful tips. I've been on a hunt for a channel that could educate and keep me engaged and I finally found it  
Reply - 1

## NEXT STEPS

### CONTACT TORI TOTH

Join us in our mission to tell stories that elevates the home staging industry to become a real estate standard.

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 [LINKEDIN.COM/TORITOTH](https://www.linkedin.com/toritoth)

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