

New Videos
Coming Soon



HOME STAGING



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 · Love · Share



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 · Love · Share



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 · Love · Share



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 · Love · Share

Actual Comments
from Subscribers



65%

DEMOGRAPHICS:

20%

10%

5%

42% of U.S. are
female millennials



United States

Canada

United Kingdom

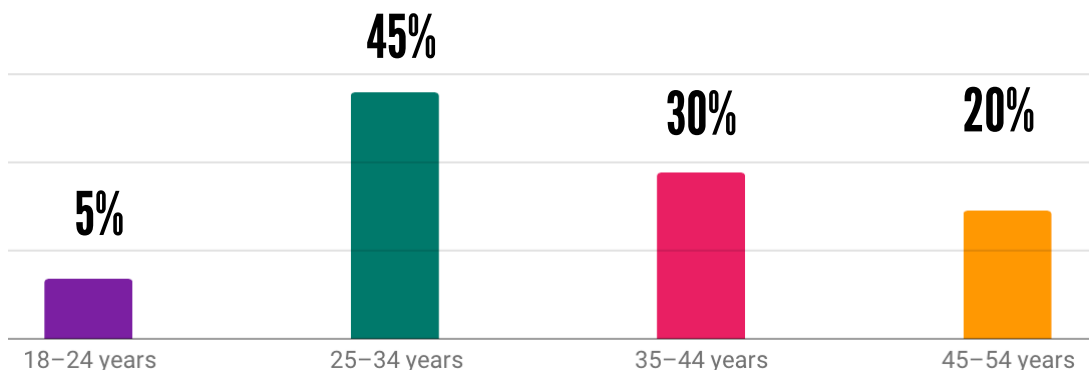
Australia

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]



15,026



11,900



4,440



15,432



2,337



2,972

51,976

TOTAL

As of September 2020

SOCIAL REACH:

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



677,700



17,364



1,018,531



26,605



275



13,491

1,753,966

TOTAL

July - September 2020



SOCIAL ENGAGEMENT:

[Total number of interactions with our content]



157,844



540



69,532



1,606



164



182

229,868

TOTAL

July - September 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 ·



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 ·



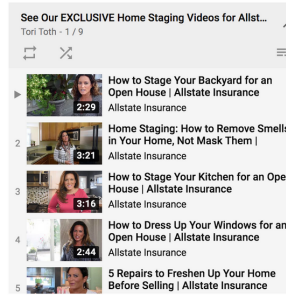
Sandi Baby312 8 months ago

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 ·



How to Stage Your Backyard for an Open House | Allstate Insurance



[CLICK HERE TO WATCH VIDEO](#)

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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