

Style Your Home

A two-sided marketplace matching listing agents with professional home stagers.

STATUS	DRAFT
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REVIEWERS	Design · Engineering · Go-to-Market · Legal
LAST UPDATED	April 23, 2026
TARGET LAUNCH	Q3 2025 MVP · Q4 2025 GA
RELATED	SYH Overview Deck · 2025 Product Roadmap

Overview

Style Your Home (SYH) is a two-sided marketplace that connects residential listing agents with professional home stagers. Agents get a curated shortlist of vetted stagers tuned to each listing's price tier, square footage, location, and aesthetic fit. Stagers get a pipeline of qualified listings that match their portfolio, price point, and availability — without marketing, cold outreach, or chasing flaky clients.

The product addresses a clear gap in the \$184B Chicagoland residential real estate market: only ~20% of homes sold in 2021 were professionally staged, despite staged homes selling 73% faster and for as much as 25% more than unstaged comparables. Today, stagers rely on word-of-mouth and agents rely on a short list of preferred vendors — both sides leave money on the table when those lists don't fit the listing.

SYH turns that mismatch into match-quality. A subscription product for listing agents, a free-to-join network for stagers, and a ratings-and-data loop that gets smarter with every close.

THESIS

If we make it fast and low-risk for the right agent to find the right stager for the right listing, both sides will transact more often — and homes will sell for more.

Problem

Listing agents want higher sale prices and shorter days-on-market. Staging reliably delivers both. Yet staging penetration stays stuck below 20% because the existing process is analog, relationship-bound, and inconsistent:

- **Agents rely on a short list of preferred vendors.** If those vendors are booked, wrong-tier, or wrong-style for a listing, the agent skips staging entirely rather than start a vendor search from scratch.
- **Stagers spend their time marketing, not staging.** Demand is lumpy and hard to forecast. New talent struggles to break into the mid-market. Established stagers plateau because every new client requires a new pitch.
- **Sellers in the low- and mid-tier miss out entirely.** Staging is still mentally filed under "luxury listings only," even though HGTV has reset buyer expectations across every price band.
- **Quality is wildly inconsistent.** There is no shared ratings signal, no portable portfolio standard, no easy way for an agent to see an unfamiliar stager's past work before committing.

Goals & non-goals

Goals

1. Make staging a default step of the listing workflow for mid-tier agents, not a luxury add-on.
2. Reduce the time from "decide to stage" to "confirmed stager on-site" from days to under 24 hours.
3. Build a portable reputation layer (ratings, portfolios, price tiers) that both sides trust.
4. Produce enough first-party match data in year one to train an ML-driven recommendation engine in year two.

Non-goals (v1)

- Direct-to-consumer: we are not selling staging to homeowners in v1. Agents are the paying wedge.
- Virtual / digital-only staging. Our wedge is in-person staging; digital is a later adjacency.
- Full interior design or renovation services beyond staging.
- Geographic expansion outside Chicagoland in year one.
- MLS integrations or enterprise contracts in v1 — v2 once self-serve flywheel proves out.

Target users

Two personas. Both must find clear value on day one or the marketplace collapses.

LISTING AGENT

Goal. Close faster for more. Deliver a polished listing with less vendor management.

Cheryl Horace

Real Estate Broker · Chicagoland · 16 years

Pain. Disparate tech, chasing vendors, inconsistent stager quality across price tiers.

Jobs to be done. When I list a client's home for sale, I want to line up a stager who fits the listing so the seller gets top dollar.

PROFESSIONAL STAGER

Sergio Barahona

Interior Designer & Stager · Chicagoland · 25 years

Goal. Fill the calendar with the right listings. Let the work speak and skip the hustle.

Pain. Constantly marketing, chasing flaky agents, proving staging's value on every pitch.

Jobs to be done. When I have availability, I want to be matched with agents whose listings fit my style so I can book jobs without cold outreach.

User stories

Ten stories anchor the v1 scope. Stories map to the four epics in the Requirements section.

Accounts & Onboarding

US-01 As a **listing agent**, I want to register and verify my real-estate license, so that *I can immediately search for stagers in my market.*

US-02 As a **professional stager**, I want to register and verify my staging credentials, so that *agents can find and trust me as a vetted vendor.*

Profiles

US-03 As a **listing agent**, I want to set my territory, typical price tiers, and style preferences, so that *the system can match me to relevant stagers.*

US-04 As a **professional stager**, I want to upload a rich portfolio with photos, price tiers, and style tags, so that *agents see an accurate preview of my work.*

Search & Match

US-05 As a **listing agent**, I want to filter stagers by availability, price range, style, and distance, so that *I can shortlist candidates in under a minute.*

US-06 As a **listing agent**, I want to see ratings and past staged listings before I book, so that *I can pick with confidence even for an unfamiliar stager.*

US-07 As a **listing agent**, I want to see recommended stagers tuned to a specific listing, so that *I don't have to run a full search for every property.*

Requests & Messaging

US-08 As a **listing agent**, I want to request a stager in one tap and send listing details in the app, so that *I avoid switching tools or copy-pasting brief emails.*

US-09 As a **professional stager**, I want to accept, decline, or propose a new time on a staging request, so that *I stay in control of my calendar.*

US-10 As a **SYH user**, I want to receive timely push and email notifications on requests, confirmations, and reviews, so that *nothing falls through the cracks.*

Requirements

Four epics make up the v1 scope. Priority: P0 = must ship in MVP, P1 = v1 polish, P2 = fast-follow.

Epic 1 — Accounts & Onboarding

ID	REQUIREMENT	PRIORITY	DESCRIPTION
REQ-1.1	Listing agent signup	P0	Email + password signup with real-estate license field. Manual verification for v1; switch to third-party license API in v1.5.
REQ-1.2	Stager signup	P0	Email + password signup with optional RESA/IAHSP credentials. Free to join.
REQ-1.3	Email verification	P0	One-time link expires in 24h. Unverified accounts cannot search or be discovered.
REQ-1.4	Password reset	P0	Standard email-based reset flow.
REQ-1.5	Social / SSO login	P2	Apple and Google sign-in — scheduled for Q4 2025 per roadmap.
REQ-1.6	Role switching	P2	A user may operate as both agent and stager under one account. v1 forces separate accounts to simplify matching logic.

Epic 2 — Rich Profiles

ID	REQUIREMENT	PRIORITY	DESCRIPTION
REQ-2.1	Agent profile	P0	Territory (zip codes or MSA), typical price tiers, brokerage, years of experience, listing volume, style preferences.
REQ-2.2	Stager profile	P0	Service territory, price range per project, capacity/week, style tags, specialties, credentials, bio.
REQ-2.3	Portfolio gallery	P0	Stagers upload up to 20 photos per listing, with caption, price tier, and style tag per listing. Edit and reorder.
REQ-2.4	Availability calendar	P1	Stagers mark blocked dates and a weekly capacity ceiling.
REQ-2.5	Ratings summary	P1	Aggregated 1–5 star rating with count visible on stager profile. Individual review text gated behind paid tier in v2.
REQ-2.6	Public share link	P2	Stagers get a public URL to include in their own marketing.

Epic 3 — Search & Match

ID	REQUIREMENT	PRIORITY	DESCRIPTION
REQ-3.1	Filtered search	P0	Agents filter stagers by zip/distance, price range, style tags, and availability window. Results sort by relevance, rating, distance.
REQ-3.2	Listing-aware recommendations	P0	Given a listing (address, price, sqft, year built), surface a ranked shortlist. v1 uses rules-based match; v2 adds ML (see ML section).
REQ-3.3	Saved searches	P1	Agents save filter sets and get notified when new stagers match.
REQ-3.4	Map view	P2	Map overlay with stager service areas.
REQ-3.5	Search suggest	P2	Type-ahead on style tags and neighborhoods; builds the data moat.

Epic 4 — Requests & Messaging

ID	REQUIREMENT	PRIORITY	DESCRIPTION
REQ-4.1	Stager request	P0	One-tap request with listing address, price, target stage date, budget, and a free-text brief.
REQ-4.2	Request response	P0	Stager can accept, decline with reason, or propose an alternative date.
REQ-4.3	In-app messaging	P1	Threaded chat per request. Supports photo attachments.
REQ-4.4	Push and email notifications	P0	Event-driven notifications for request created, response, message, and review reminder. User-configurable channels.
REQ-4.5	Post-stage review	P0	Both sides rate 1–5 and leave optional text. Review unlocks 48h after the staging date.
REQ-4.6	Calendar export	P2	iCal subscription so stagers can bring confirmed jobs into their calendar.

Non-functional requirements

ID	REQUIREMENT	PRIORITY	DESCRIPTION
NFR-1	Mobile-first	P0	Native iOS first (agent and stager); Android 4 months behind. Responsive web companion for profile management.
NFR-2	Performance	P0	Search returns in under 500ms at p95 for up to 2,000 stagers in a market.
NFR-3	Privacy	P0	No seller PII stored in listing briefs. Address masked until stager accepts request.
NFR-4	Compliance	P0	Real-estate license handling follows Illinois IDFPFR guidance. TOS and privacy policy reviewed by legal before launch.
NFR-5	Analytics	P0	Product analytics on every funnel step: signup, profile completion, search, request, confirmation, review.
NFR-6	Accessibility	P1	WCAG 2.1 AA for web companion; iOS accessibility audit before GA.

UX & design notes

The design system is built around three ideas: agents are busy, stagers are visual, and trust is visible.

- **One-screen shortlist.** The search result screen must answer "who should I call?" in under 30 seconds. Card layout with thumbnail, rating, price tier, distance, and a single CTA.
- **Portfolio-first stager profile.** Above the fold: hero image, name, specialty tags. Bio and credentials live below. A stager's work has to sell them.
- **Brief once, match forever.** Agents enter listing details once when they request a stager; those details auto-populate subsequent requests for the same listing.
- **Notifications over inbox.** Assume agents will not open the app proactively. Pushes and emails drive re-engagement; the app is the destination, not the channel.
- **Trust cues everywhere.** Verified badge on licensed agents, credential badges on stagers, visible review counts, completed-jobs counter on each profile.

Success metrics

One Metric That Matters (OMTM)

OMTM

% lift in final sale price

For homes staged through Style Your Home vs. unstaged comparable listings. Baseline target in year one: measurable positive lift. Long-term target: +15% by end of year two, approaching the industry-reported 20% ceiling.

Supporting metrics

Marketplace liquidity	Median time from agent search to accepted stager request (target: <24h by end of Q4 2025)
Match quality	% of requests accepted on the first try (target: 60% at GA, 80% by end of year one)
Supply health	Active stagers per zip; % of stagers with at least one confirmed job per 30 days
Demand health	Agents with ≥1 request per 30 days; subscription renewal rate
Revenue	MRR from agent subscriptions; ACV by tier; free-trial to paid conversion
Data maturity	Reviews per completed job (target: >70%) and ratings-data volume sufficient to power ML ranking in v2

Timeline & milestones

Aligned with the 2025 product roadmap. MVP targets Q3 2025 alpha, Q4 2025 GA. The plan trades breadth for depth in year one to land a credible marketplace before scaling.

QUARTER	MILESTONE	SCOPE
Q1 2025	Foundations	Login Creation · Login Security Protocols · Stager Profile UI · Listing Agent Profile UI · Listing Agent Search Parameter Refinement.
Q2 2025	Profiles & Search	Username Creation · Edit Stager Profile/Gallery · Listing Agent Profile Options · Listing Agent Search Filters · Branding polish.
Q3 2025	MVP Alpha	Forgot Username/Password · Delete Stager Profile/Gallery · Dual Search Optimization & Results QA · Initial App version · SYH Mobile MVP alpha testing.
Q4 2025	GA & Launch	SSO · Password Reset · Stager Profile Settings · AI Search Optimization groundwork · Stager Advertising · Listing Agent Referral · MVP App Store release.
Q1–2 2026	Scale & Intelligence	ML-driven match ranking (v2), ratings-powered review surfaces, expanded markets beyond Chicagoland, MLS partnership pilots.

Business model

Tiered monthly subscription for listing agents; free for stagers; advertising and revenue-share layered on as the network scales.

Listing agent	Tiered subscription (\$29.99/mo starter, higher tiers by listing volume). Free trial for first N searches and one completed request.
Professional stager	Free to join. Optional featured placement or advertising in v2.
Enterprise	Office, brokerage, and MLS tiers in v2 with seat-based pricing.
Year-one SAM	\$204M — 559,291 Chicagoland residential homes × \$29.99 × 12.
Year-one SOM	\$8.38M — 23,292 Chicago properties sold in 2024 × \$29.99 × 12.

ML & AI strategy

v1 rules-based match uses price tier, distance, and style-tag overlap. v2 replaces the ranker with a K-Nearest Neighbors recommender trained on three signals: agent profile data, stager portfolio/style

tags, and post-stage ratings. The result is an Amazon/Netflix-style "stagers you might like" row on the agent's home screen.

ROI is measured in time saved per match and lift in first-try acceptance rate. Every accepted request is a labeled training example, which means match quality compounds as the marketplace grows — the data moat is structural, not bolted on.

Risks & dependencies

ID	RISK	SEVERITY	MITIGATION
R-1	Supply-side cold start	P0	Without enough stagers in a zip, search feels empty. Mitigation: hand-seed Chicagoland stagers via RESA/IAHSP pre-launch.
R-2	Virtual staging encroachment	P1	Digital staging is cheaper and faster. Mitigation: position SYH on measurable sale-price lift, not cost. Consider digital as a complement in v2.
R-3	Agent willingness to pay	P1	Agents may balk at subscription without proof. Mitigation: risk-free trial, revenue-share pilots with early broker partners.
R-4	Inconsistent stager quality	P1	Bad early reviews poison the marketplace. Mitigation: curated onboarding, visible credentials, tight review loop.
R-5	Trust & brand	P1	Agents and stagers protect their reputations. Mitigation: verification, visible credentials, NAR / RESA presence.
R-6	Margin compression	P2	If the gap between seller cost and sale-price lift is thin, the model breaks. Mitigation: measure OMTM from day one and tune pricing.

Open questions

- Does the agent subscription price need to flex by market, or is a single national price simpler and good enough?
- How do we handle brokerage-level procurement — sell seats to individual agents, or pursue brokerage deals from day one?
- Do we invite homeowners into the app (read-only view of their listing's staging plan) in v1, or hold that for v2?

- What is the minimum rating volume per stager before we show public ratings on profiles?
- Should the review be mutual-blind (reveal both sides simultaneously) to avoid retaliatory ratings?

Out of scope for v1

- Virtual/digital staging, AI-generated room redesigns.
- Direct homeowner subscriptions or homeowner-initiated searches.
- Payments and escrow for the staging engagement itself; v1 leaves payment between agent/stager and captures it via post-job survey.
- MLS integrations, IDX feeds, and enterprise contracts.
- Markets outside Chicagoland.
- Ancillary services — flooring, paint, landscaping referrals.

Appendix

Glossary

OMTM	One Metric That Matters — the single north-star metric the product is optimizing for.
Staging	Preparing a home for sale with curated furniture, decor, and styling to maximize buyer appeal.
Listing agent	A licensed real-estate agent representing a seller.
MLS	Multiple Listing Service — regional database of properties listed for sale.
RESA / IAHP	Real Estate Staging Association; International Association of Home Staging Professionals — the two major staging credential bodies.
Marketplace liquidity	Speed and reliability with which one side of a marketplace can find a counterparty.

Sources

- Kellogg PM Capstone: SYH Product Opportunity Brief, Personas, Epics, Roadmap (2024–2025).
- National Association of Realtors staging impact data: 20% of homes sold used staging; staged homes sell 73% faster, up to 25% more.
- SYH Overview Deck (companion to this PRD).

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