

Scottsdale Realtor Tori Toth Wins RESA's Lori Kim Polk Lifetime Achievement Award for Home Staging

17-year home staging veteran and Coldwell Banker Realty agent honored for career-long contribution to the real estate staging industry



Scottsdale, Arizona Jul 30, 2026 (IssueWire.com) - Tori Toth, Realtor® with Coldwell Banker Realty and Founder of Tori Toth International (www.toritoth.com), has been named recipient of the Real Estate Staging Association's (RESA®) Lori Kim Polk Lifetime Achievement Award, the organization's highest individual honor, presented July 24, 2026, at the Home Staging Industry Awards Show during RESACON Vegas.

Toth has worked in real estate staging since founding her first company in 2009, and has spent the 17 years since building a career centered on one principle: price and presentation aren't competing strategies, they're the same strategy.

"A home doesn't sell because it's staged," Toth said. "It sells because the right preparation creates confidence, and confident buyers make stronger offers."

Toth calls this approach "Design That Negotiates," the idea that a well-prepared home isn't a cosmetic expense but a negotiation tool, reducing buyer objections and holding perceived value through inspection and negotiation. "A beautifully staged home won't fix an unrealistic price," Toth said, "and the perfect price won't maximize value if the home isn't presented well."

Toth has been named one of RESA's Most Influential People in Real Estate Staging for nine consecutive years, authored the bestselling book *Feel at Home: Home Staging Secrets for a Quick and Easy Sell*, and hosts Home Staging TV on YouTube, which has surpassed 2.5 million views. She currently serves as Secretary of the RESA Board of Directors and specializes in pre-market preparation and strategic positioning for sellers in Scottsdale and the Greater Phoenix market. More information is available at www.toritoth.com.

About RESA®

The Real Estate Staging Association® (RESA®) is the trade association for professional real estate stagers and redesigners. For more information on real estate staging and the convention, visit www.RESAConvention.com. For more information about the awards, please visit www.HomeStagingIndustryAwards.com. For more information about real estate staging, or to find a professional stager or redesigner, call 888-201-8687 and speak with Shell Brodnax, or visit the RESA® website at www.RealEstateStagingAssociation.com.

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