



Design Times

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INSIDE THIS ISSUE:

- The WOW Factor 1
- Valerie's Design Tip of the Month 1
- Blah to Aah (Before and After Pictures) 2
- Testimonial 2
- Gina's Get Organized Tip 3
- Meet my Team 4
- Contact Information 4

January-February Special:

I am offering a 25% discount on all owner-occupied staging. We can totally transform the high-impact rooms of a mid-range house in 3-4 hours. Call today to schedule your appointment.

The WOW Factor

Staging Dramatically Heightens Sales Appeal

When she walked up to the door Becky had already decided this was not the home for her. Her realtor had mistakenly brought her to see a house with only one bedroom instead of the two she'd said was a non-negotiable. Upon entering the house however, she exclaimed, "This is it! This is my house!" and she put a full price offer on it that very day. What was it that changed her mind in a matter of nanoseconds? Professional Real Estate Stagers call it the WOW factor and it can add as much perceived value as a mountain view or a three-car garage.

Most homebuyers dispassionately attack the mission of finding that "perfect house" armed with a predetermined list of priorities. First they settle on a price range and location, next they decide how many bedrooms they need and other must-haves. Then they prioritize the wish list according to should-haves and would-be-nice-ifs. But once a person steps into a house that captures their heart, that list can go right out the window. Suddenly they are caught up in the excitement of visualizing themselves living in this space and they are willing to make all kinds of concessions.

Besides having all the right amenities it is crucial that the house "feels" right also. When people purchase a home they are not just buying a house, they are buying a lifestyle. They are buying comfort, prestige, beauty and a hope for a better life. If the house is spotlessly clean they sense that this home will be easy to maintain. If it is clutter free and well organized they subconsciously feel that if they live here *their* life will

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Valerie's Design Tip of the Month

Build on Neutral Foundation

Lisa and I have worked in many homes where we were limited by what we could do because the large pieces of furniture were powder blue and pink or the tired old navy, burgundy and hunter green palette. When selecting and buying large pieces of furniture, choose classic pieces in neutral shades of beige, black, brown or mossy greens.

Bring in the dramatic color and design through pillows, artwork, area rugs and accessories. You will be able to update easily and inexpensively when you are ready for a change by simply replacing the accent pieces rather than buying new furniture.

The WOW Factor

(cont.)

be less chaotic and organized as well. And if it is beautiful they will be excited about showing it off to family and friends.

If all your listings looked like model homes or at least had that model home "feel", do you think they would be easier to sell and do you think they would command higher offers? Of course they would! Statistics show that staged homes sell 50% faster than their non-staged counterparts and for more money. Call me today and I will help you get your listing in showcase condition that far outshines the competition!

A recent Denver Post article (Feb. 8, 2004, page 4K) indicated that staged homes sell 2.2 times faster and for 5% higher prices than non-staged homes.

Blah to Aah

"Use What You Have" Decorating

With the exception of two chairs the homeowner was planning to buy anyway, a little rearranging of the existing furniture and decluttering was all it took to get this home in showcase condition.



This is the view as you walk in the front door and just about trip over the coffee table. We switched the sofa with the armoire to open up the traffic flow and create a more clearly defined living space.

Testimonial

"You did an amazing job with my listing. The average D.O.M. was 129 and 40% of the comparables expired or withdrawn from the market. After you staged the house, the negative feedback we were getting turned to nothing but positive comments and it sold in 27 days. Saying that your service paid for itself would be a major understatement!

I want to thank you also for making the process so easy and stress free."

- J. D. H.

Gina's Get Organized Tip:

Gina is one of the professional organizers I work with. She has been invaluable in helping me maximize my time. I hope these tips on avoiding distractions help you as much as they helped me.

5 Ways to Eliminate Distractions and Get More Done Now!

How often do you reach the end of a busy day and wonder what you've actually accomplished? If you're like most of us, you're constantly being tempted to stray from your main focus, reacting to distractions rather than accomplishing what is really important. One of the most valuable skills you can cultivate is the ability to those eliminate distractions. Eliminating distractions will harness your energy and intensify your focus to accomplish more with less effort.

Here are 5 tips to eliminate distractions:

1. Know a distraction when you hear it, see it or feel it

Some distractions are simply interruptions. "The average American worker is interrupted six times per hour" (Arizona Republic, 10/3/99). Think about it: If each interruption eats five minutes, you could squander four-hours each day. Think about the phone calls, e-mails and other tasks that pull you away from your main focus. By acknowledging these events as "distractions" you can control them rather than letting them control you.

2. Multi-task in moderation

Resist multi-tasking and save time. "Workers' productivity decreases by 20 to 40% every time they multi-task" (University of Michigan in 2001). Each time your concentration is broken you have to spend time retracing your steps getting back where you started. Allow yourself to concentrate on one task at a time.

3. De-clutter your space

Clear your workspace before beginning a task. Move non-essential papers out of sight. Make room for your ideas and get rid of anything that will draw you away from your main focus.

4. De-clutter your schedule

Are you reacting to issues as they arise? Is your "to do" list endless? Be realistic about what you can accomplish. Each day choose three to five tasks you'd feel good about accomplishing. And take the time to streamline your activities. When possible, group similar activities together. Instead of running one errand, group and complete them when you will already be out of the office. Instead of checking e-mail messages as they come in, set aside a half hour to handle them all at once.

5. De-clutter your mind

Fight the urge to work faster: Save time by slowing down. Try this at the beginning of the day, when you feel overwhelmed or low on energy and before you begin a new task. Meditate, go for a walk, or just take a few long deep breaths to clear your mind. Give yourself permission to have the time you need to do what's important. You'll be amazed at what you can accomplish.

Would you like more help getting more done?

Call for a free 30-minute phone consultation today!

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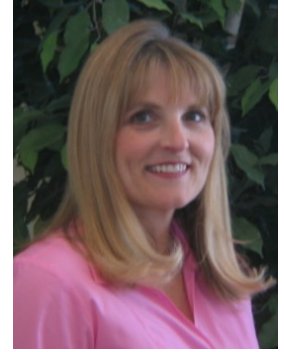
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Lisa Sachleben is a Certified Interior Redesigner and Home Stager. She is Secretary for Women's Council of Realtors® and an affiliate member of the Aurora Board of Realtors. Lisa's business includes both real estate staging and interior redesign. She works with realtors to help them prep their listings to sell quickly and for maximum profit. She enjoys helping people find creative and low cost solutions for their design needs.

Meet my team!

Valerie Shoemaker has been actively involved in the interior design field for many years. Earning a degree in Interior Design in 1994, her focus has been on residential design. Always an advocate for "use what you have first" decorating, interior redesign and staging was a natural step for her. Val has an incredible flair for color and design. She does murals, decorative borders and faux finishes. Valerie is a great asset to Design Refined because of her uncanny ability to find creative and affordable solutions to any design challenge.



Robin Draper has an amazing talent for taking what people already have in their homes and reinventing it for a classy, warm and inviting look. After many years of friends and family begging her to come help them with their homes, Robin finally decided to make a business of it. She acquired her training at Interior Design Internship in Denver, Colorado and later owned a successful redesign business in Texas called Arrange-a-Change. We are honored to have her back in Colorado as part of our team.



R E A R R A N C E F O R A D R A M A T I C C H A N G E !