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Fall Newsletter 2007

9 Tips to Create Interesting Wall Groupings

Interesting wall groupings brings drama, and color to any home. Use these tips to guide you in creating displays.

1 When creating a wall composition, make sure that the framing, color scheme and size make perfect sense to your décor.



2 Keep the weight evenly distributed in the composition.



3 Make sure that the grouping fits the space. Groupings should be at least 12" from the ceiling and occupy 2/3 of the furniture it hangs above.

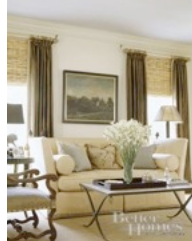
4 Pictures should be hung at eye level 60" to 65" from the floor to the center of the artwork.

5 When hanging pictures on wallpaper make sure that the picture frame and mat is wide enough so that it does not compete with the pattern of the wallpaper.



6 Spacing between pictures should be 3" to 4" apart.

7 Artwork over the sofa should be no wider than the sofa and should be half of the sofa's length.



8 Artwork over a sofa should hang 8" to 10" above the sofa.

9 Keep to one theme in the room. Don't mix still lifes, landscapes, portraits, abstracts or impressionism with realism and cubism.

Ask Melanie

We currently have a home for sale in Dunwoody and will be relocating to New Jersey next month. I read that you should never leave your home vacant on the market. Is that true?

~Karen B

People buy homes for emotional reasons. Vacant houses are often hard to read. An unfurnished home can look boring, unattractive and uninviting. Often potential buyers cannot visualize the potential of a vacant room. If they don't see it, they don't believe it! I would suggest leaving some of your furniture and accessories behind in the home. The other option would be to rent furniture. It is always best to stage the public rooms; entry, kitchen, family room, living room and dining room. The goal is to create a good first impression. If your home is staged and positioned correctly, it will cause the buyer to emotionally connect and engage in the buying process. Homes that are staged attract buyers, sell in record time and for top dollar. Often sellers don't want to spend money on staging, but it is well worth the investment. According to the National Association of Realtors, for every dollar sellers put into staging, the seller gets \$4 back. The average increase over the listing price is 6.32%, enough to cover your realtor fees. On a \$500,000 house, the added value of staging is \$32,000.

Upcoming Events

- In 2008, The Home Stagers Guild will be advertising on TV. Look for us on Style, WE and Fine Living.
- The Home Stager's Guild schedule for 2008:
January 18th - 21st
Dewey Color Course
January 22nd - 23rd
February 22nd - 25th
March 21st - 24th
April 18th - 21st
May 16th - 19th
June 20th - 23rd
- You asked, so we delivered. Many of you requested that the Dewey Color Course be offered in connection with the Home Staging Course. Now's your chance. We are offering the courses back to back in January. Take advantage of our cost saving coupon below.
- Melanie will be featured in the December 2007 issue of Atlanta Life Magazine. She contributed to an article on repurposing furniture.



Many thanks to all our new clients...

Aida Perez, Alberto & Helga Arango, Amber Henderson, Amy Hodge, Angela Kneppers, Bill Perkins, Brook Soss, Carol Brown, Dan & Dana Russotto, D'Anne Duclos, Dave & Leanne Skinner, Debbie Calvert, Debbie Lindsay, Deborah Super, Debra Coheley, Diane & Russell Harty, Donna Jennewine, Gail Hunter, Ho Hyun Chung, Jackie Carol, Jeff Worth, Jerry Haidinger, Judith Tyler, Judy Kamp, June Mitchell, Karin Barton, Kathy Meader, Kimberly Shuman, Lisa Foust, Marc Borrelli, Martin Downing, Mary Scott Laughlin, Mary Thomas, Melissa Speigleman, Mike Shaw, Nicole & Ed Harmon, Sucheta Kamath, Susan Rawson, Susan Willis, Terri Mallory, Tylar Bacome, Wendell D'Mellow

Limited Time Offer!

Register for both The Home Stager's Guild AND the Dewey Color Course before January 1, 2008 and receive \$200 off your total tuition cost. To register, visit [The Home Stager's Guild](#).

*Discount will be applied when paying final balance.

Contact Us

Interior Revivals, Inc.
melanie@interior-revivals.com
404-943-0779