

Spring 2007 Newsletter

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Paint is your cheapest decorating tool. It gives you the biggest bang for your buck. When I work with clients, my goal is to create interiors that are unique and make a statement. An intuitive interior decorator will understand her client's personality, lifestyle and their decorative desires to take them to the next level in the decorating process. So how is this achieved? By fine tuning and upgrading the color palette in the home. Can you go a shade darker or lighter on the walls? Can you add a secondary accent color to create a focal wall? You can be daring without being over the top. Here are some ideas:



1 Entry - Paint your oak banister railings black.



2 Bookshelves - Add a punch of color. Paint the back of bookshelves a bright accent color.



3 Moldings - Say goodbye to white molding...paint trim in rich earthy tones.



4 Dining Room - Replace yesterday's tomato red with persimmon or coral on the wall.



5 Kitchen - Dare to be different? Stand out from the neighbors and paint your kitchen cabinets in a bright color.



6 Doors - Paint your doors black or brown.



7 Den - Paint dated judges paneling in a rich color with a high gloss finish to get the look of lacquer.



8 Ceilings - Don't forget your 5th wall...painted ceilings are sexy!



9 Fireplace - Emphasize this focal point. Paint the mantel wall a contrasting rich color.



HOME STAGER'S GUILD

The Home Stager's Guild Launches Telecourses

In 2006, Melanie launched The Home Stager's Guild, an association that supports and trains other staging professionals in the industry. Every other month, she offers a four day home staging certificate program where students gain the knowledge and tools to own and operate a successful staging business. Next month Melanie is offering a telecourse on "The Secrets of Staging". For more information visit www.thehomestagersguild.com.

Many thanks to all my new clients...

Angela Cohen
Beth Corwin
Beth Ostapiuk
Dusty Devore
Erin Messer
Janet Berkman
Janice Page
John Murray
Marty Pinover
Marylin Matinez
Michelle Keane
Pat Bower
Patricia Katz
Ramsey Kazem
Rick Bortles
Sue Mied
Tami Crewdson

Upcoming Events

- Melanie will be attending the annual IRIS convention March 21st thru March 24th.
- Melanie will be teaching another mini-course at Emory on May 5th. Sign up at www.cll.emory.edu.

• The next certification program from The Home Stager's Guild will be May 18th thru May 21st. Space is limited so register now at www.thehomestagersguild.com.

Ask Melanie

Melanie, I received your letter in regards to your new fee structure. Can you explain your flat fee rate?
-Kathleen B.

Instead of charging by the hour, my business policy has changed to include more time within each session. I was finding that I was not allowing enough time (with an hour appointment) to meet the needs of each client. So the new policy is to charge a project fee of \$275 for each session. The session will last longer than an hour. I won't be as rushed and hurried and the clients will get more of their needs met in one session.