

Design Therapy

IT IS TIME. YOU ARE TIRED OF IT. You are not happy any more. Something needs to be done. ••• But the thought of actually having to do it is overwhelming. That is how a lot of people look at decorating, whether it is a single piece of furniture, a room, an area or the whole house. Confused? Having trouble finding the time to get going? Just determining a starting place can be daunting. Do I repaint? What color? Do I reupholster or should I replace or buy new? Which is the better value? What about wall coverings and flooring, lights, window treatments, storage... The list goes on and on.

Simply overwhelmed? Maybe it is time for a little design therapy. Don't worry. A design therapist is just another name for an interior designer and he visits you, you don't have to go to him.

What is design therapy?

Like any good therapy, it involves getting to know you, the things you do, and what you want. For any design therapy to be successful, you need to get to know the therapist and trust in his or her desire to make you happy with the decisions that he will help you make. Figuratively, an interior designer will help you tear down the walls of concern and help you build your vision.

A qualified interior designer will want to know what is important to you. He will ask questions, including: How do you want to feel when you are in this room? Which items in the room are important to you? Have you determined how much you would like to spend to make changes? Who uses

the room and how do they use it? Who are the decision-makers?

He will listen, encourage and offer suggestions based upon years of experience with other clients who faced the same dilemmas. He will serve as a go-between with family members, salespeople and tradesmen who each have suggestions for what they think is best for you, but may lack the understanding of how to implement your vision and pull each piece together so that you get what you want, and get it in a timely fashion.

Avoiding expensive mistakes

It is all about making wise choices and avoiding expensive mistakes. He will help you build an area that can stand the test of time, with options for updating, that let you stay in style. The process can be as simple as freshening with pillows, wall color, window treatments, reupholstering, updating cushions, or new light fixtures here and there. It is amazing what rearranging the furniture or accessorizing can do.

An interior designer can allow you to make


the most effective use of your time by showing you options that will work together, alerting you to possible changes during the process that will enhance your outcome, and making it less stressful for you and those involved.

Your life stages such as marriage, career moves, children, empty-nesting and retirement will often nudge you to redecorate. Downsizing often results in major home decisions that affect your possessions. What to keep, what to let go, how to present the home so that you can garner the best price. Making the right decorating choices now also adds to the perceived value of your home, which can result in a higher appraisal value, because homes that are well-decorated are viewed as being well-maintained.

Helping move real estate

According to REISA's (Real Estate Staging Association) website (realestategingassociation.com) and their book, "The Consumer's Guide to Real Estate Staging", a 2010 study of 97 homes indicated that once those homes were placed on the market, they sat there for 181 days. They were then staged and sold within 60 days. The days from staging to sale represented a reduction of 67 percent in the time the homes might have spent on the market if they had originally been staged. Even better, homes staged before they were listed sold, on average, in 35 days.

What makes this kind of difference? People can more easily see themselves in a well-decorated home. The building becomes more than just walls and floors. It becomes a home they want to live in, a fresh, pleasing and exciting new environment. They may love it so much that they will want it all - lock, stock and barrel. But then again, you may love it so much that you will decide to stay.

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For more information, visit www.lrsinteriors.com.



IS YOUR ROOM JUST A ROOM OR THE

PERFECT

ROOM FOR YOU?

At Loren Reid Seaman & Associates, Inc., a full-service residential and commercial interior design firm, we believe that beautiful, functional interiors are the result of talent, experience and outstanding relationships with our clients.

For an online tour of our showroom visit www.lrsinteriors.com and click on Who We Are.



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