

masterpiece

interiors

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DESIGN AND MERCHANDISING UPDATE

Best wishes for a Prosperous & Happy 2009

To All,

We would like to take this opportunity to wish you a Very Successful & Happy New Year.

Masterpiece Interiors is very grateful for your continued support and business. Our goal in 2009 is to provide you with the latest and most innovative model merchandising programs and to provide you with imaginative, financially prudent alternatives to help you sell more homes. Here's to a wonderful year for us all.

All new - MINI-Masterpieces

Great model home alternative for the budget-challenged.....

Given our current economic conditions, not every builder has the budgeted funds for complete models. And, we all know they are a key to creating increased prospect traffic and sales. Practically every customer wants to look, see and touch exactly what they're about to buy. Well, don't fret, we've come up with an affordable, exciting and impressive alternative. **MINI-MASTERPIECES!** Here's how it works. We'll review the plans with you and your sales team and establish the primary impact areas to be merchandised. Then we'll create a market-driven, on-target showcase model. The finished product will give you all the **WOW** in priority areas while letting your buyer's imagination do its work in the secondary ones. It's a very sound, economical alternative - you essentially get the best of both worlds. Let us help you stimulate new excitement and enthusiasm with your customers. Showcase your product in the best possible light with fabulous new **MINI-MASTERPIECES.**

News Bulletin from Masterpiece.....

Christy Scanlon, COO of Masterpiece Interiors, is joining forces with Bobby Morales, Partner of Morales-Kessee Design Group, to give an encore presentation of their "Multi-Cultural Design Presentation" at the HBA on Thursday, February 26th at 12 noon. RSVP: Stacie @ HBA : 407.691.2185. It's great, don't miss it!

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Masterpiece is very proud of our latest model completion at Engle's Independence community in Winter Garden (above pictures). The work of Chris Popovich & the Design Team is outstanding. Please visit - I promise, you'll really will love seeing the Spa/ Yoga Room and Lego Room.

COOL COLOR TREND

Design & Decor's color forecast is led by Pantone's optimistic selection for 2009, True Blue. The magazine spotlights this delightful hue (see above), as well as a bumper crop of water-inspired blues that signal an ongoing example of eco-awareness. Sky-and sea-inspired blues are especially relevant right now.

Volume 1, Issue 2, January

Newly Appointed Director of Design at Masterpiece Interiors



Christy Scanlon, COO, recently announced the appointment of Lisa Mulholland as Director of Design at Masterpiece Interiors. Lisa, a FSU graduate and 15-year interior design veteran, joined MPI in 2004. She'll be responsible for overseeing and managing the design teams for all three divisions under the Masterpiece umbrella - Model Merchandising, Boutique Resort and Custom Residential Design.



Final Thought.....Professional Design Center Assistance is Just a Phone Call Away

Masterpiece can easily provide Design Professionals to help staff your Selection/Design Center. So, if you're man-power challenged and need professionals to help meet with your customers, we're here to help. Our services can be pre-arranged by the day, week or per-appointment. This then gives you total flexibility based on need and volume. We can cover the inside and the outside - from flooring, cabinets and tile to shingles, pavers and doors. This option reduces your payroll and gives your customers the advantage of working with a talented designer in completing their new home. It's that simple. It's a treat for your customers and, in addition, your sales team will have an extra marketing tool! Just give us a call....