

DESIGN AND MERCHANDISING UPDATE

Creative Marketing Alternatives for '09

◆ Get Ready for the Parade ~ Vignette your Specs

A vignette is a very economical solution to help sell your standing inventory. A full vignette involves some furniture, art and accessories in every room; a partial vignette provides limited furniture and accessories in specific rooms only. Staging/vignette *does* help sell houses but you may not know how very simple it is to accomplish. You decide what option you prefer and Masterpiece will take care of the details. We can get the job done very quickly. You'll create some new excitement at your community, sell your specs and it won't break the budget.

◆ Saturday Models Liquidates Model Furniture

Our subsidiary, Saturday Models, has been successfully helping our builder clients liquidate unwanted model furniture and accessories for over 5 years. We eliminate the hassle and you actually end up with extra \$\$\$ on your bottom line. Our Saturday Models staff handles everything - pickup, inventory, warehousing, advertising and the sale itself. You have 3 options: 1) we sell it on consignment; 2) we pick the best, save it for a future model and sell the rest; 3) we buy it all from you. It's that easy. Saturday Models has thousands of customers in its database and our monthly sales are a huge success with eager buyers lining up before the doors even open. Don't miss a great opportunity! Contact: Karin@masterpieceinteriors.com

◆ New Plans Review

WAIT.....let us help before you make a BIG mistake! Many of our builder clients are in the process of redesigning and value engineering floor plan portfolios. We'd like to make a suggestion: let the Masterpiece team of professional designers review your new plans to see if they're really livable. Can a king-size bed fit between the windows? How do the door swings impact the available wall space? Can people really see the TV in the family room? Consulting with us now can save you a lot of money in the future.

◆ Full-Color Design Boards

Masterpiece has created a colorful and helpful marketing tool for your sales team to use while your new model is under construction. It's a full-color, 3-dimensional design board showing paint selections, fabric samples, furniture placement and creative interior design ideas. It's a simple yet effective tool to help your customer understand how the finished product will look and, most important, how they can live in it! Just a little something else to help your sales team - and it's a solution that won't bust your budget.

News from Masterpiece....

Christy Scanlon, COO of Masterpiece Interiors, is pleased to announce that Kristin Sellers, was recently awarded first place for her design work by the National Kitchen & Bath Association, Central FL Chapter. Kristin, one of the members of the talented team of Junior Designers at Masterpiece Interiors, now has automatic entry into the national competition that will include designs from throughout the US and Canada. Kristin has also been awarded an all-expense paid trip to the finals of the International Kitchen/Bath Industry Show that will be held in Atlanta later this year. She's going to win!!



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CREATIVITY = MEMORY POINTS

A creative merchandising approach can make your models a huge hit. It can cause your customers to talk about it to family and friends alike. Maybe they're not all buyers, but some will be and it's a sure-fire way to generate more traffic. To accomplish this, it's important to identify your buyer profile and target their preferences while also highlighting those special features of the house you want them to notice. Pay special attention to closets, laundry rooms, patios and kids rooms and garages. People want to visualize how their family will live in your home and it's important that you make it easy for them to do so. Some recent model installations by Masterpiece.....



Final Thought..... Professional Design Help Really Does Make a Difference

"After staging {by Masterpiece Interiors} the first weekend the custom houses were held open, all of the shoppers preferred the staged house. Additionally, we are pleased to report that within 3 weeks of staging we have contracted on the staged house. We look forward to having Masterpiece Interiors stage many of our future homes, and hope to continue what has always been a successful partnership between our two companies."

Casey O Herlihy

President, RCB Homes/S&H Development