

# INTERIOR

SPRING | SUMMER 2016

\$4.95

# APPEAL

*Rooms  
with  
Views*

KITCHEN & BATH TRENDS  
HISTORIC RESTORATION



# SHOWROOM SHOPPING

## Saturday Models

Ever wonder what happens to the furniture you admire in model homes? While sometimes a professional stager loans it out, more often than not, the builder actually works with a professional designer and purchases the furniture. The home sells and then the builder is left to liquidate the barely used, quality furnishings and accessories.



Saturday Models General Manager Karin Freis, Masterpiece Design Group President Christy Scanlon and Masterpiece Design Group Client Services Manager Amy Becker



**That's where Saturday Models comes in.** The concept began almost as a fluke. Masterpiece Design Group was designing and delivering model homes, but decided to take it another step further by helping builders consign furniture through a public sale held at the Masterpiece warehouse.

“At first, this consignment setting was daunting, yet, to our delight, this was eagerly received by the public... and, it was just a matter of time before the word got out. After the initial few months, the demand on both sides was so great, Saturday Models transitioned from a once a month sale to twice a month, with buyers lining up before the bay doors opened!” says Masterpiece Design Group President Christy Scanlon.

While some pieces may come in a little worn, they are either priced accordingly or donated to local charities. For the most part, the furniture has never been sat on. “My philosophy is if I don't want it in my own house, I won't sell it,” says Saturday Models General Manager Karin Freis.

And a lot of pieces can't typically be bought on the open market as they are to the trade only. “You can find something similar but not the quality, or custom finish,” adds Amy Becker, client services manager at Masterpiece Design Group. “So a lot of this is unprecedented access to items that are designer only.”

Karin and her team work full time to make sure the showroom is meticulously staged and every item is priced competitively. She doesn't foresee doing sales more than twice a month, which are held the first and third weekends of the month — Friday and Saturday — unless they fall on a holiday.

“That's the most I think we're going to do because we don't want to lose the whole concept as it builds excitement and anticipation,” she explains. “And it gives us enough time to make it look like



this, make sure everything is priced accordingly — we try to be competitive to what’s online — with smartphones everyone will come in and look it up. We value our reputation and we’re going to make sure we have the right price on everything.”

After a sale, the customer is welcome to take their purchases with them that day or can make arrangements to pick it up within in a few days — typically three business days. Otherwise, Saturday Models works with a delivery service.

“We have a full staff to help people load their cars and wrap things that are fragile,” Karin adds. “We’re not pressure sales.” Masterpiece designers often work the sale events, and are eager to help guests with their selections. And Karin is always looking for new builders to partner with and assist in selling their model furniture. “I love my job,” Karin says. “Every time we get new inventory it’s like Christmas morning.”

You can learn more and sign up for the newsletter at [SaturdayModels.com](http://SaturdayModels.com).

### SATURDAY MODELS

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