

MASTERPIECE INTERIORS KEEPING BUSY AS IT EMBARKS ON 12TH YEAR OF OPERATIONS

WINTER PARK, FL – *Masterpiece Interiors*, a multi-faceted design firm that evolved from a small, home-based operation into one of the state’s leading full-service companies, recently embarked on its 12th year of business.

The Winter Park-based company which has built its award-winning reputation on its expertise and zest in new home model merchandising and boutique resort design for some of the industry’s biggest names has reinvented its scope of services to accommodate a changing economy, says Masterpiece COO *Christy Scanlon*.

The “reinvention” is keeping the company busy.

“We have a different challenge today than we did starting our business 12 years ago,” says Scanlon. “As a fledgling company going out into the business world there was the uncertainty of the unexpected; today there is uncertainty of a different kind shared by every business owner – when will our economy get back on track and when can we get back to business as usual?”

Until then, companies must adapt. Masterpiece already has taken steps to remain competitive in the marketplace by creating demand where people didn’t realize one existed.

Recently the company introduced an abbreviated scope of design and merchandising services for the homebuilding industry – its primary customer base – and last summer it expanded its Residential Division, providing design services for private homeowners, as well as vacation and second home residences.

Both concepts found traction, says Scanlon.

“The ideas have been well received by both market groups but more so by builders already familiar with our work who have had to significantly cut back on their marketing budgets,” says Scanlon. “It has allowed them to maintain an edge over their builder competitors who may have frozen their model merchandising budgets altogether.”

Scanlon says Masterpiece tailored its services and consulting expertise to three key areas vital to a builder’s success: New Plan Designs, Standing Inventory and Design Centers.

The company also has begun to aggressively market its *Saturday Models* division to the outside public and is finding great success. Saturday Models is a company subsidiary that sells the furniture, accessories and other items from model and new home community closeouts throughout the state at below-cost pricing. The items – many of which are found in the high-end retail stores – are sold at the company’s Winter Park warehouse.

So, despite the economic slowdown, Masterpiece Interiors continues to stay busy. The once two-person company now has more than 35 employees and has cultivated an impressive client base throughout the state’s major metro markets, including Central Florida, Tampa Bay, Jacksonville, Sarasota/Bradenton and South Florida.

Scanlon, who was in Las Vegas earlier this year at the *International Builders Show* speaking to the group about the market and judging the *Best of American Living Awards (BALA)*, is pleased with the company’s growth and success.

“We’ve achieved much during our first 11 years but I feel the company’s most productive years remain ahead,” says Scanlon. “We’ve had an opportunity to work with some of the giants of the industry in some of the most prestigious communities in Florida and the Southern U.S. but we really feel that as a design company we’re just now beginning to capitalize on our potential.”