

## ***Masterpiece Interiors Expands Builder Services***

**WINTER PARK, FL** – *Masterpiece Interiors* has unveiled a new scope of modified services aimed at helping the state’s homebuilding industry.

The Winter Park company, who over the years has provided design services for a number of the industry’s heavyweights, has introduced a line of support and merchandising services to builders who’ve been forced to scale back operations because of the economy, says Masterpiece Interiors Chief Operating Officer ***Christy Scanlon***.

The company’s new support services address three vital areas of most concern to builders – ***New Plan Designs, Standing Inventory*** and ***Design Centers***.

“Those are the key areas that have been impacted most by today’s economy and they are essential to a builder’s success,” says Scanlon.

Because so many builders are and have been sitting on completed inventory despite significant price reductions, Scanlon is promoting the “staging” of those spec homes to facilitate a sale. Staging involves the selective furnishing or accessorizing the home to “bring out its best features and generate the excitement factor.”

“Prospective buyers cannot visualize how their furnishings will look in an empty house, so you need to provide them helpful insight,” Scanlon adds. “Our experience shows that ‘staging’ is a simple, effective approach that helps generate sales.”

Adds Scanlon, model centers at many new home communities also have been affected by the economy, with many builders no longer having the budgets for those jazzed-up model showcases – losing a key element in their merchandising efforts.

Masterpiece Interiors has overcome that hurdle with its Mini-Masterpiece models – providing “knock-out” or “vignette modeling” of the rooms that will have the greatest impact on buyers, while leaving the rest of the home unfurnished.

Masterpiece also is equipped to assist builders in the early stages of their new home plan designs, providing professional insight for such things as proper furniture placement, window placement and door swings. And, until the new model or models are completed, the company can produce color floor plan boards for the builder’s sales offices, making the sales person’s job easier and substituting for a more expensive virtual home tour.

Another area where many builders have cut back to save on operating costs is with their Design Centers, reducing or eliminating altogether their in-house design staff. To bridge that void, Masterpiece is offering consulting services to meet with a builder’s clients to assist them with their home selections on such things as color schemes, flooring, fixtures and surfaces.

“The economy has forced many companies to reinvent themselves in order to remain competitive without compromising the quality of their services,” says Scanlon. “What we’re doing is underscoring our company’s versatility and our status as a pro-active partner to the builder community.”