

THE METROPOLITAN BUILDER

Greater Houston Edition
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Instagram Elevates, Expands
The Luxe Designer

The Luxe Designer | Houston, Texas



The Luxe Designer Wows on Instagram

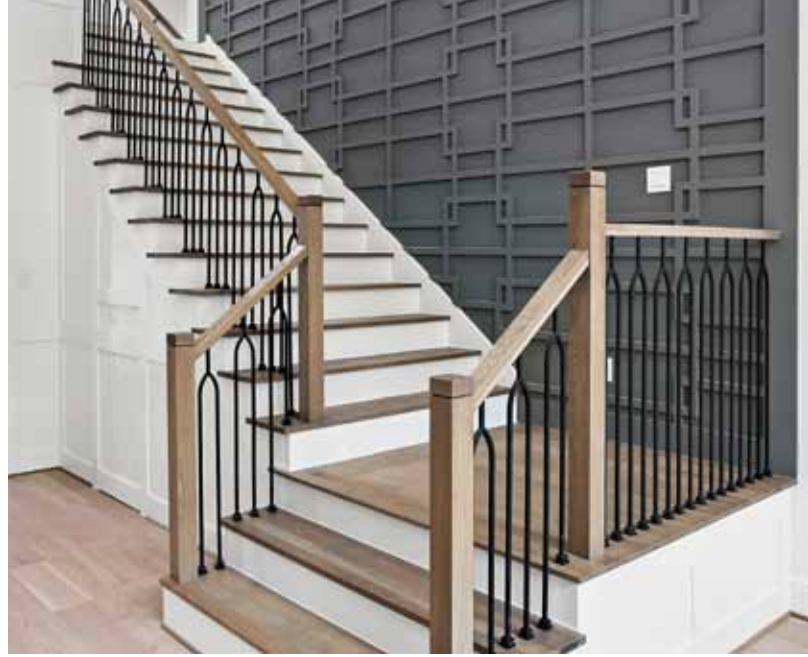
By Kathy Bowen Stolz

The Luxe Designer's Instagram platform has elevated it's Houston-based owner, Lisa Robert's design business. While most of her meetings were in person, due to covid, all communication became virtual. Lisa quickly realized that she could design residential projects virtually anywhere. "We have zoom consultations and facetime walk throughs. It really has streamlined the process and allows more time to be spent where it's needed... on the design!" Lisa says.

Her current new construction clients are located all over the country. She currently has projects in Miami, Fort Lauderdale, Austin, Dallas, Pensacola & 30A, Florida, San Diego & L.A., Chicago, Indiana, New Jersey and Birmingham. "My clients email me their inspiration photos

and we'll review them together, with the floor plan, during the consultation. Each client has their own personal style and goals so together we create a customized and functional design they desire. I am here for my clients from beginning to end! I want to make the process as smooth and seamless as possible."

She has 130,000 Instagram followers and is continuing to grow! "Instagram has really changed my life and I'm excited for the opportunity to share my projects and inspiration with others who are also passionate about design." While her Houston clients are mainly referrals, Lisa has more than 50% percent of clients from Instagram. "Most of my clients hire me because they feel like we have



a similar design style and I'll be able to capture what they are wanting."

The Luxe Designer focuses on high end residential design. From new construction and major renovations to furnishings, TLD can do it all! Lisa says, "She prefers designing the whole home to achieve a cohesive look that flows from room to room. Our goal is the deliver the most functional, inspirational and meaningful design to our clients day in and out."

Her team just furnished a home in Florida and California without ever being there. The construction team followed the design plans. The furniture was all sent to a nearby



receiving warehouse. Once the construction was complete, the movers brought over all the furnishings and accessories and set up the home based upon the space plans. From there, the professional art and curtain installers came and hung the wall décor and window treatments. “It’s truly incredible what can be accomplished with today’s technology.”

Many of her clients are pro athletes and entrepreneurs like herself. Time management, customer service and communication are most important, along with great design! Her clients say, ‘If everyone had customer service like you, I’d be so happy!’ “My client’s time is valuable, so I try to make sure we cover everything in a timely manner and that takes a lot of preparation & organization on my part.” Lisa says.

Lisa says, “This year and more than ever, I’ve tried to be selective with the opportunities we are saying “yes” to. If you have reached out and gotten a “no” please don’t take it personally. It just means we’re saying “yes” to family time, more balance and more of what aligns with our vision of what TLD is all about!

Since December 2021, Lisa is now offering the most popular furnishings in her online shop. “Furniture and accessories sales are mainly for our Instagram followers. If 50 or more followers ask, ‘Where did you get that piece,



then I will offer it online. This way someone can purchase a product they love without hiring me. It also gives potential furniture clients an idea of what the furniture costs



will be. TLD purchases from the furniture manufacturers to bring our clients the best pricing possible. "Visiting the furniture markets keeps me stay in tune with the latest and greatest furniture and design styles!", TLD says.

Lisa says, "My design style continues to evolve. Just like my business has. I never want to stop learning and growing."

*You can find Lisa Roberts' services, portfolio,
and fee schedule by visiting
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