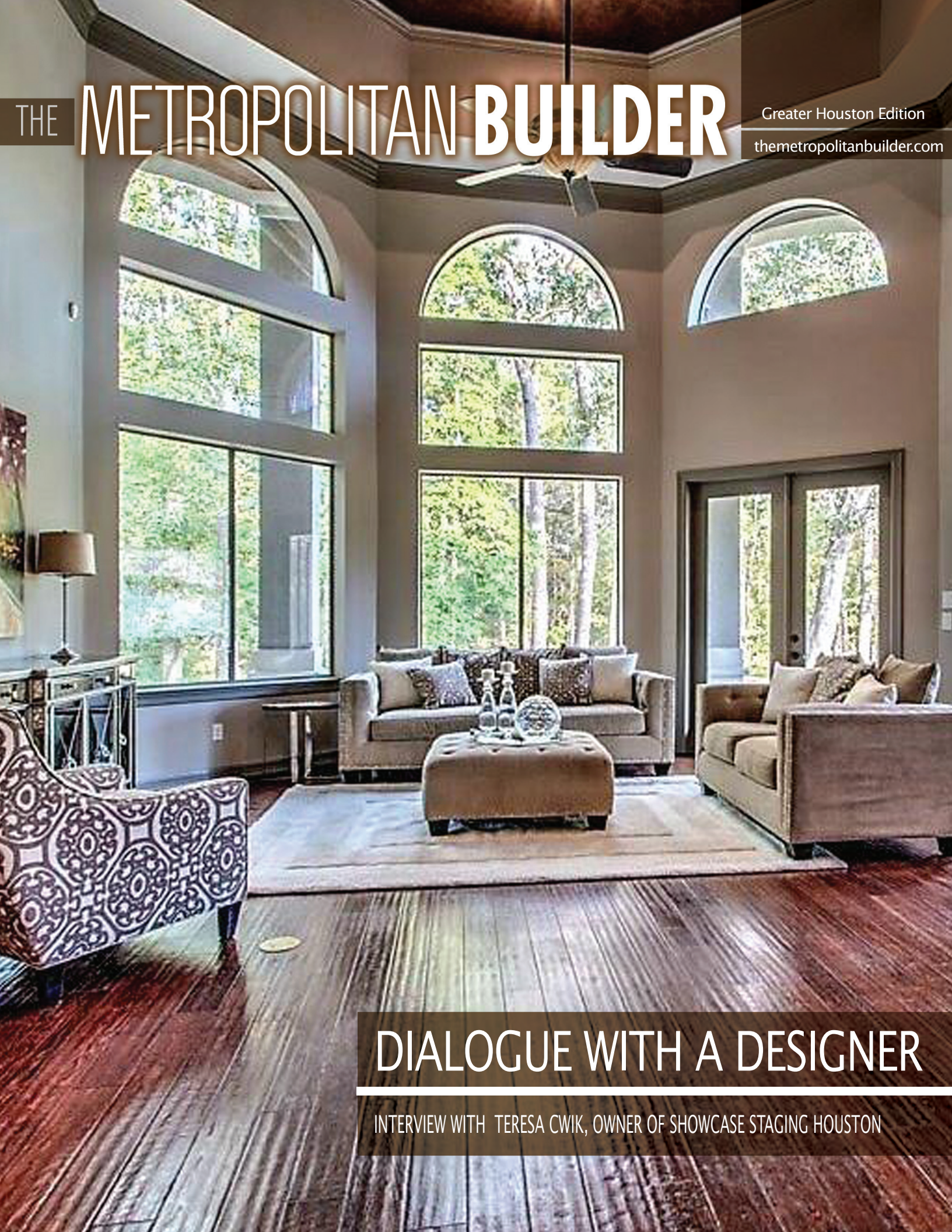


THE METROPOLITAN BUILDER

Greater Houston Edition
themetropolitanbuilder.com



DIALOGUE WITH A DESIGNER

INTERVIEW WITH TERESA CWIK, OWNER OF SHOWCASE STAGING HOUSTON



Dialogue with a Designer

Teresa Cwik, owner of Showcase Staging Houston

This month The Metropolitan Builder (TMB) speaks with Teresa Cwik, owner of Showcase Staging Houston, which is Houston's premier, award-winning, home-staging design company. Her experience includes more than 25 years in the real estate industry and more than 20 years of professional home staging.

Teresa's notable skills as a "stage-to-sell" designer have earned her a reputation as one of Houston's top professional home-staging experts. She specializes in staging vacant high-end luxury homes, designing each home to appeal to targeted buyer and specific Houston markets. Teresa and her talented team of professionals create sophisticated, beautiful designs in their staged homes. Homes designed by Showcase Staging Houston sell quickly and for top dollar. Ninety-nine percent of the homes staged locally by Showcase Staging Houston have sold.

The Metropolitan Builder: What motivated you to go into the interior design field?

Teresa Cwik: I have always loved beautiful homes and furnishings. Before becoming a home staging professional, my mother and I would visit model homes. I was always fascinated by the various designs, styles and color schemes. I was motivated because I saw a need within the real estate industry for home staging. I believed I could fill the need and offer a great service.

TMB: How can an experienced interior designer help custom home builders or remodeling contractors with their building or remodeling projects?

Teresa Cwik: Home stagers can create lots of value in a home's sale price. They can transform a cold/vacant home into a warm/inviting home. It is difficult for buyers to visualize furniture placement. Staging takes the guesswork out of visualization. Staging will appeal to the vast majority of buyers regardless of their personal taste. Staging helps our clients sell their homes faster and for top dollar.

TMB: What sets you apart from other designers?

Teresa Cwik: Our service. Our custom staging designs. Our stylish, quality furniture, art, rugs and accessories.

TMB: How do you begin the selection process for materials when working with builders' and remodelers' clients?

Teresa Cwik: We custom-design the staging for every home we stage. We design the staging to match the homes style and colors. We also target the market area and buyer profile for very effective staging.

TMB: What are some common mistakes made by builders and homeowners?

Teresa Cwik: Placement of the dining room light fixture.



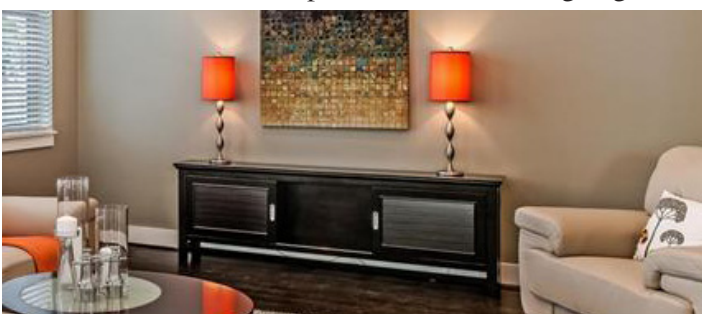
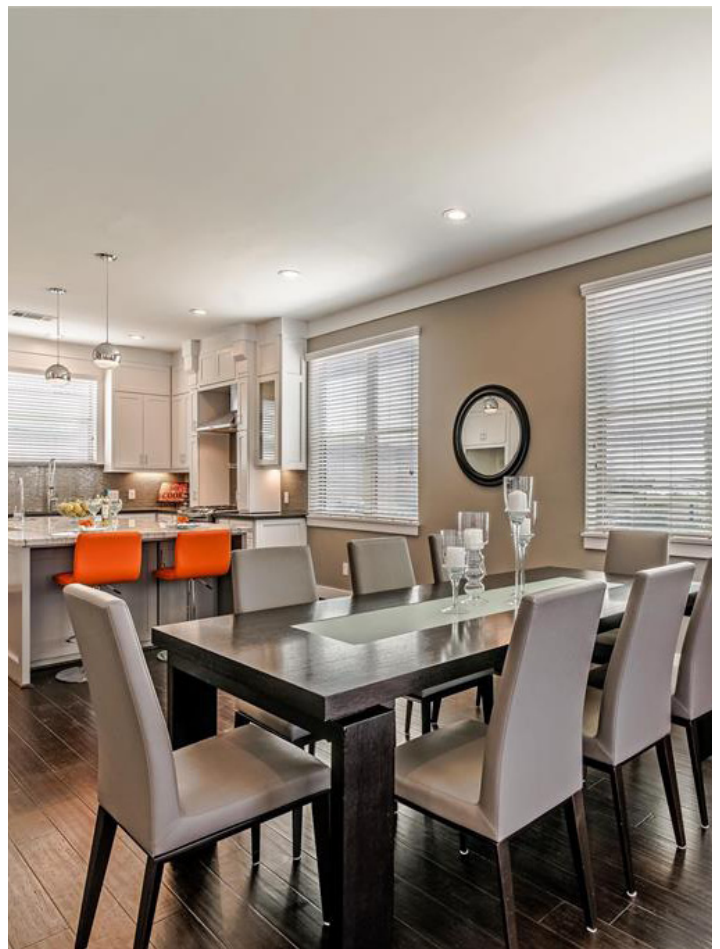
Don't know why, but often the dining room light fixture is not positioned over the table but centered on the room. For accuracy, investors that I work with will wait to place the dining room light fixture until the dining room table has been placed.

TMB: *What is your recommendation for “what to do first” in a decorating project when working with the builders and/or homeowners?*

Teresa Cwik: The last contractor in the home prior to listing should be the stager (other than the photographer). It is important that all construction projects are complete and the home is cleaned before staging.

TMB: *How do you keep yourself up to date with all the design trends happening in the industry today?*

Teresa Cwik: It's easy. I love all styles, and I search the internet sometimes for inspiration. I like viewing High





Fashion Home and Restoration Hardware websites, among many others.

TMB: *What is your favorite design style?*

Teresa Cwik: Contemporary and/or modern. I especially love the new mid-century modern look.

TMB: *What fascinates you and how have you incorporated that fascination into your designs?*

Teresa Cwik: Doing unexpected pairings of color choices. Also, mixing styles for an amazing, fresh, new design.

TMB: *How would you characterize your personal style?*

Teresa Cwik: My personal style is transitional with pops of contemporary/modern.

To contact Teresa Cwik at Showcase Staging Houston, call 281-979-555 or visit www.ShowcaseStagingHouston.com.

Guests Are Family. Steaks Are Prime. Memories Are Made.

LEGENDARY EVENTS SINCE 1926.
 Prime Aged Steaks | Jumbo Nova Scotia Lobster | Classic Italian Specialties

THE PALM HOUSTON 6100 Westheimer | 713.977.2544 | thepalm.com/houston
Private Dining Rooms Available