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For immediate release

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### **Another National Award for Local Real Estate Staging & Redesign Firms**

**Highlands Ranch/Colorado Springs, CO.** Erica Starich and Lucy Butcher have won the award for Best Staged Room at the 2007 annual conference of the Interior Redesign Industry Specialists (IRIS), an international organization of redesigners and stagers. Starich's Star Interior Solutions is based in Highlands Ranch and Butcher owns Presentation Is Everything, based in Colorado Springs. The two collaborate to provide real estate staging and interior redesign services to homeowners and real estate agents. This is the second national honor for the pair, who won first place in Living Room Design at the 2006 IRIS conference.

"We are so excited to have won this award," says Starich. "To be recognized by professional peers in the industry is a great honor." Starich and Butcher submitted before and after photos of a living room they staged. The attendees of the IRIS conference in Nashville, Tennessee voted during the March 2007 event for the most dramatic room transformation.

According to the Wall Street Journal's RealEstateJournal.com, staging can increase the selling price of a home from 2 to 10 percent. The National Association of Realtor advises that for every dollar sellers put into staging, \$4 is recouped. Effectively preparing a house to show at its best often goes well beyond such obvious tips as hiding dirty dishes, brewing aromatic tea or baking cookies, though. That's where Starich and Butcher provide a value-added service to real estate agents, homeowners and developers.

Starich and Butcher and are both certified IRIS members. Starich is an affiliate member of the South Metro Denver Realtor Association. Butcher belongs to National Association of Professional Organizers, and is a Women's Council of Realtors and Pikes Peak Association of Realtors affiliate member.

**For information or interviews, contact Erica Starich at 303-909-3491 or [www.starinteriorsolutions.com](http://www.starinteriorsolutions.com) or Lucy Butcher at 719-638-4395 or [www.presentationiseverything.net](http://www.presentationiseverything.net). Photo attached. -30-**