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For immediate release

Real Estate Staging & Redesign Firms Win National Award

Colorado Springs/Highlands Ranch, CO. Lucy Butcher and Erica Starich have won First Place in Living Room Redesign at the annual conference of the Interior Redesign Industry Specialists (IRIS), an international organization of redesigners. Butcher owns Presentation Is Everything, based in Colorado Springs, and Starich's Star Interior Solutions is based in Highlands Ranch. The two collaborate to provide real estate staging and interior redesign services to homeowners and real estate agents.

"We are so excited to have won this award," says Butcher. "To be recognized by professionals in the interior redesign industry is a great honor." Butcher and Starich submitted before and after photos of a living room they redesigned, explaining the design principles they used. The attendees of the IRIS conference in San Antonio, Texas voted during the April 2006 event for their favorite redesigns.

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 Butcher and Starich provide a value added service to real estate agents, homeowners and developers.

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

For information or interviews, contact Lucy Butcher at 719-638-4395 or www.presentationiseverything.net or Erica Starich at 303-909-3491 or www.starinteriorsolutions.com. Photos attached. -30-