

Putting your best home forward



PHOTOS BY P. CASEY DALEY / STAFF

In her business, Prix de Solde Home Staging, Kelly Coty pays attention to details such as arranging this shelf, which replaced the clutter of bookcases in the living room.

Home staging sounds fun, but Kelly Coty is serious about clearing the clutter and getting the most when you sell your house

By **FIONA SOLTES**
For The Tennessean

Give Kelly Coty a week, and you'll probably have to give her your clutter, too.

"I do obsess," she admits. Taking in oatmeal and coffee in the sparse room of Fido coffee house, Coty looks more California hippie than assertive entrepreneur. But Prix de Solde, she explains as she pushes her bowl aside, is an extension of her heritage and an outgrowth of her own neuroses. And sometimes, it's a real pain in the rear.

Home staging can be a hard business. Typically, a five-day project will include cleaning, rearranging furniture, painting, organizing closets, and doing minor repairs so the house will look as attractive as possible to a potential buyer. She works with subcontractors and tries hard to please her clients, but there's always a

bottom line: The clutter really does have to go. When it comes to selling that house, it does nothing but get in the way.

"People tend to be very attached to their stuff, and I think that's why some people don't like me," she said. "For a lot of people, moving can be a very emotional time, and it doesn't exactly bring out the best in people. I tend to get caught in the middle."

It might have something to do with her determination, as well. This 36-year-old Canadian native didn't get here by accident.

"I can see what the final product will look like and I bully my way to do that," she said. "I'm very persistent in my achievement of that vision."

Currently, her vision is set on expanding Prix

VITALS

Family: Husband Neal Coty, a Mercury recording artist; son Max, 9; daughter Audrey, 7; stepson Campbell, 2; a baby girl is on the way.

Business: Owner, Prix de Solde Home Staging, which prepares houses for sale. Mother of Invention is the parent company of Prix de Solde, and through it, Coty will train others in the home staging field.

To learn more: Call 356-2113.

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