

N A S H V I L L E

REVIEW

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WHAT'S YOUR LINE?

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Prix de Solide

What is it that you do? I think of it as giving a face lift to a house. I get rid of the clutter. Most of my business comes from people who want to sell their home and make a substantial profit. When they are looking to make that much money, they need to make the first showing great. I'm an un-decorator. I take the personality out of a house and open it up to as many eyes as possible.

What kind of people need your services?

When I started, I targeted real estate agents. But a lot of my clients are individuals who want to get the most for their home but don't have the time to do it all themselves. The things I do aren't over people's heads, but who has the time to find good repairmen, call 30 numbers, wait around for the workers to get there or give their key out to strangers? I offer people convenience and security.

How much does it cost for you to remake a

house? My cost is usually 1 percent to 3 percent of the value of the home, depending on the work involved. If a house lists at \$130,000 my costs will usually be around \$1,500. What a lot of people don't know is that any improvements made to a home 45 days presale are deductible from capital gains taxes. Rarely do I ever ask people to buy anything, my work is in minimalising. Minimalising is like liposuction for the environment. So what we do is paint, repair, deep clean, detail the homes we work on. I have a collection of furniture and accessories that I will loan to a client rather than have them buy things. I love working with what people already have, that's the artistic side of my job.

How long does it take for you to do your work?

The average time is about five days. I have a cleaning crew that helps me and we usually have a house ready for the market within five days. I usually warn people that my services will be uncomfortable for them. But they are going to make more money and their house will sell faster. "I have no money" is what most people tell me, so I'll walk through, give them an estimate and then



PHOTO BY CJ SHELLEN

together we'll figure out what they can do for themselves.

How long have you been doing this? I started two years ago.