

25 Fastest Growing Companies • A Supremely Unbusinesslike Ruling

# BUSINESS

## NASHVILLE

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## Clean Sweep

KELLY WATTS KNOWS all about that layer of gummy dirt beneath your stove and refrigerator.

"If you stand at a certain angle, you can see that stuff," Watts says, and that is what gave her the idea for Prix de Solde nearly two years ago, when the mother of two started the business. Prix de Solde gives people who plan to sell their houses a hand with all those odd jobs that never seem to get done. "I find that every owner has a dozen jobs around the house," says the 32-year-old Watts.

She now has a part-time crew of 10 who do such chores as cleaning out closets to planting shrubs. Her partner since January, Stephanie Rogers, specializes in wallpapering and "deep cleaning." Watts' particular expertise is placing furniture and other items to make rooms more attractive and user-friendly.

The benefits of "home staging," as Watts describes her service, is a better sales price, sometimes an increase of as much as 5 percent, she claims. Based on past jobs, Watts says the cost of a Prix de

Solde spiff-up generally runs 1-3 percent of the sales price.

While about 85 percent of her work is on houses people plan to sell, customers also have come back to her for help in organizing their new places, she says.

During the busy real-estate season, generally from spring to mid-summer, Watts says her company handles three to five houses a week. Last year, the busy season lasted from March to September.

"My ideal home is around \$150,000. That's the house I feel I have the greatest impact on," Watts says. She has worked on properties ranging from an \$80,000 bungalow to a magnificent Belle Meade mansion.

Watts moved to Nashville in 1991 from Los Angeles, where she sold designer clothing. She devoted her time to starting a family, but later found herself divorced. It was then she took stock of her talents and created a business that is unique in the Nashville area.

"This is exactly what I was good at," says Watts, who hopes to package and sell



Kelly Watts' Prix de Solde helps harried homeowners prepare their houses for sale.

her business plan to other people — particularly women — who want to be their own bosses.  
— Elizabeth Older