



Floral  
Trends

Coastal  
Inspirations

Before and  
After Photos

Home  
Staging 101

# FIRST *impressions*

Volume 1: Issue 3

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# FOREWORD

I just love summer; sunshine, cold drinks, long days, beautiful plants and green grass! In this issue of First Impressions, we cover a multitude of topics that will surely give you some great tips for the perfect summer oasis right in your very home!

We dive right in with what's new and trending in the design world as well as some very real and manageable tasks to help your home sell fast! This issue is also filled to the brim with before and after photos, a real crowd favorite!! One of my most favorite things is to help a frustrated seller implement some key strategies, stage their home properly, get professional photos and then watch the offers roll in!

That is how I got started in this exciting journey after all! Helping a desperate neighbor stage her house...it's a long story, but you can listen all about it on a podcast where I was interviewed. Find it on my blog at LoveLeeHomes/post/podcastfeature

Thank you all for the love and feedback on this journey, we appreciate it so much! Remember, you only have one chance to make a great First Impression!

Kindest Regards,

Trisha



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Trisha Lee



# FLORAL trends

OFFER THE OLIVE BRANCH

Interior Design has been moving more and more to bringing nature into the home. Everything from more natural elements like raw wood and natural fibers to (my most favorite things) Plants!! Recently in the plant department, we've seen how popular the Fiddle Leaf Fig has been, but move over Fiddle Leaf Fig, there's a new Sheriff in town: The Olive Tree (and branches) are making a huge impact in the design world. The olive branch has been long known as a symbol of abundance, glory, and peace and it's fitting to have a tree on display at home.

Olive trees have a more subtle look with their wispy branches and grayish leaves, but they are so workable in almost every design esthetic. Traditional, modern, eclectic, they fit nicely in almost any space. The biggest question you have to ask yourself is if you want a real one or a faux one!

Did you know you can grow them inside a pot? You can go big or small, depending on if you want to fill up an empty corner or just add a splash of whimsical green to your desk. If you consider growing your own tree indoors, be sure to find an area in your home that gets at least 6 hours of daylight. (And because the tree is inside, it most likely will not grow fruit.)

If real plants aren't your thing (Really? They aren't? Maybe you watered them too much? DM me and I can help with your plant frustrations!) There are PLENTY of beautiful faux options!



# Coastal Inspirations

Modern Coastal Design is the epitome of fresh, simple, elegance. It's totally upscale, while still being refreshingly comfortable. It's quiet. It's breathable. It's a restful place from the hectic day-to-day pace of life. It's that beachy "light, bright, and airy" style that feels undoubtedly current. Trust me, it's not your grandma's beach house.



- 1 To pull off the perfect “Midwest” beach house, start with the layout. Fewer statement pieces that define the space. Go with a minimal approach and try to leave some negative space around your furniture.
- 2 Select a soothing color palette with muted colors. Start with a base of neutrals, like a soft sandy linen, off whites and grays. And remember, even your accent colors should be more subdued. Layer in texture that are visually obvious, like woven rugs, smooth pottery, rough wood, and plush soft linens.
- 3 Editing is always the best way to finish. Remove unnecessary pieces that just clutter. Larger statement pieces can do the trick without making a space feel heavy and busy. Understated comfort is the ultimate goal.

# How to “BEACH HOUSE” *like the best of them...*





# HOME Refresh

Do you ever feel like you just need a little bit of a pick me up in the interior of your home? Sometimes a fresh new plant does it for me or even a few new throw pillows will do just the trick! Armed with an Amazon account and a few other favorite retailers, I gathered some great items to freshen up your spaces!

These days it's all about adding warmth and natural items to create areas of interest in your home. A cutting board on the island is the perfect starter for charcuterie, a glass of wine and great company!! A tray on a coffee table allows you to corral those coasters, candles and cocktails!

## 1. NEW TREE

Update a corner of your house with this tall stylish olive tree. To Buy: Nearly Natural Faux Olive Tree. Amazon.com \$109.00

## 2. SEAT OR FEET?

A poof can provide so many options for additional seating or raising your feet. To Buy: Creative Co-op Cream Blue Stripes Poof Ottoman. Amazon.com \$60

## 3. SHAPE UP!

These pillow covers are sure to brighten and freshen any space. To Buy: Homefiner Throw Pillow Covers Set of 6. Amazon.com \$40 (Also seen on page 2)

## 4. SLICE ON ME

Cutting boards are great way to add warmth to your kitchen; leaning them against your backsplash or using for everyday service. To Buy: Extra Large Acacia Wood Cutting Board. WorldMarket.com \$60

## 5. CARRY ON

This tray is the perfect side kick for drinks or every day items. To Buy: Table Top Wood Tray, Gray wash. Walmart.com \$14

## 6. HAVE A SEAT

This armchair is a best seller; comfortable, sleek, and lightweight. To Buy: Irene Armchair. Wayfair.com \$198





# Modern HOME

Isn't it funny what constitutes a modern home these days. Most people really want modern amenities, like new kitchens and bathrooms; but still love the feeling of an older home with "character". We love them all and stage them all! The two houses pictured were built about 100 years apart; one in 1920 and one in 2020! I feel like home builders these days are spending more time adding "character" into homes for those buyers who love new builds and character! And remodelers are doing everything they can to bring older homes up to date by removing walls, updating kitchens, and adding more modern features. Either way, we just love the way both of these houses turned out!





# STAGE TO SELL

## BEFORE AND AFTER PHOTOS THAT SPEAK FOR THEMSELVES

Everyone loves a good before and after photo! Maybe it's the realization of how much just editing a few elements in a room can drastically change what a buyer sees!

We included some of our favorites over the last couple of months. Several of these houses were on the market for OVER a year! We went in, made some much needed changes, staged the home properly and "Voila" SOLD!! In a matter of days!

We aim to add value throughout each space we stage. With our luxury lifestyle staging, we elevate the good things and help the not so perfect parts fade nicely to the background.





# HOME STAGING 101

I realize staging homes is what I do and not everyone knows exactly what needs to be done in order to get your home ready to sell! So, if you need a quick refresher, you're in luck, I created this quick checklist sure to get you your biggest bang for buck with your home sale!

## START AT THE STEPS

- ☐ Stand at the curb of your home. What do you see? Look for things like chipped paint, broken house numbers, landscaping crispness, etc. These are things buyers will be looking at while they make the trip up your front walk.
- ☐ Be sure your front porch is clean, free of spider webs and clutter. Add a NEW fresh simple welcome mat and a clean, non-seasonal green wreath; like boxwood or magnolia. Buyers will typically spend a solid minute or so on your front porch waiting for the key to drop—give them something clean and pretty to look at.

## SCRUB, SCRUB, SCRUB

- ☐ Cleanliness is everything. Well, cleanliness and tidiness. Even if your home is super outdated, having it very clean can make all the difference in the world.
- ☐ Clean kitchens and bathrooms very, very well. Even the doors, backsplashes, counters, inside of cabinets, appliances, etc. When buyers are touring a pre-owned home, it's imperative they feel it has been taken care of very well and the best way to show that is through tidiness and cleanliness

## SIMPLIFY

- ☐ Remove all the personal "extras". Like photos, diplomas, awards, anything with your name on it.
- ☐ Remove dated decor items. Anything dark or things that look "tired" like old pillows, blankets, comforters, etc.
- ☐ Only add back in simple stylish items, like a new throw pillow or two, a few touches of greenery throughout, and maybe a mirror or two

Design Term Defined

CURATED

KYOO-REI-TUHD (adj.)

A distinct style with a point of view. A space filled with well thought out furnishings that appear to be acquired over time creating depth.  
Not Matchy-Matchy!

- Trisha Lee -

PHOTO CREDITS

Nine Sparrow Lane:  
Front cover, Foreword, Updates

Tobie Andrews Photography  
Contents, P. 12 (top),  
P. 13 (top), P. 14 (top)

AEV Real Estate Photography  
P. 2-7, P. 8 (top right), P. 10,  
P. 12 (bottom)

Alicia Short Photography  
P. 8 (bottom), P. 11

Adler Grey Real Estate Media  
P. 8 (top left), P. 14 (bottom)  
P. 13 (top), back cover 2

UPDATES

Thank you for following along on our design journey. We have been so unbelievably blessed this past season and are so thankful for the opportunity to work with outstanding homeowners, design clients, and realtors! We have resumed in-person staging consultations and continue to find new ways to do business during these strange times! We are still enjoying summer, but are always looking forward to what the future holds! Please stay in touch through our social media pages, we'd love to connect!

Take Care,

Trisha



# LoveLee

HOMES

