

MANN REPORT RESIDENTIAL

HOME STAGING

Home Staging, Interior Design, New Developments

aphereä inc.

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An ASID, NCIDQ certified interior designer, and LEED AP, Hobbs possesses a unique set of skills not found in most home stagers. Popular with developers, Hobbs' name is often the most talked about in the arena of new developments, especially in Brooklyn, where her company is based. Because of her design skills, Hobbs is often hired to style and stage model residences, and in some cases, design common areas in a new development project as well. Dawn Tsien, a fixture in the new development marketing and sales arena, has recommended Hobbs for several of her new development projects. "Cathy has a talent for bringing rooms to life. The model apartments she has staged with me have been instrumental in assisting purchasers to visualize themselves in a new home. She creates an environment that is both stylish and comfortable. Her designs appeal to a broad spectrum of buyers and bring added value to the buildings I represent," says Tsien, an Executive Vice President with Prudential Douglas Elliman.

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(EXCERPT)

