

Model Home Merchandising

One of the biggest chapters in the story of our lives is buying a new home. It is often referred to as “turning a page” or “beginning a new chapter” in our lives. At [Charleston Model Interiors](#) we understand this.

At [char.m](#), we illustrate what that story looks like. We create the dream place to experience the next chapter of life. Buying a home is an emotional decision; it must *feel*/like home before it has any chance of actually *being* home. We understand and utilize that knowledge to your advantage to help you achieve your goals. We can assist you in demonstrating to others what the possibilities are for your property. Let us illustrate the story of a life well lived. A story with ‘charm’!

Phases of Merchandising

Consultation

Ideally char.m will be involved from the inception of the project, although we can begin anywhere from the selection of the floor plan to being as far along as a completed, empty model. The initial consultation is an information gathering session. We get to know each other and define what we can expect from one another during this process.

All of this information is the basis for the...

Phase One: Preliminary Presentation

We provide ‘theme’ boards to illustrate the direction that char.m proposes to take the design. Please understand this is a free creative meeting to talk about color, style, and theme. Nothing is set in stone. This is when changes are made and the design direction is decided. Once all is approved the project moves onto...

Phase Two: The Selections Meeting

Begin with the end in mind. Once we have decided upon a theme and mood for the model and obtained information regarding target audience, we can then move forward with the initial steps to making that vision a reality. We start with the builder selections. We decide the interior color selections and options/upgrades that would most benefit your bottom line. We compile these selections onto a board for reference at....

Phase Three: The Presentation

We keep in close contact with you all along the way asking questions and answering any that you might have during the specifications process. This is when all of the goodies, big and small that go into making this model feel like home to your buyers are selected. The Presentation is comprised of displaying all that we have discussed in visual form. We take you on a visual journey. When you are happy with what you see then the real work begins....

Phase Four: The In between

We give updates as to the status of the project all along the way. This is when all of the little details come together. We are busy purchasing, scheduling and inventorying everything for your project. Throughout this process char.m strives to keep you informed. We also visit the home site throughout construction to be sure that the selections specified are installed. We need to be sure that we are up to date on our information for...

Phase Five: Installation

Once the C.O. is obtained then Char.m goes to work. Our team goes to work putting into place the vision that we put together all those months ago. The transformation from blank canvas to model home happens

at a break neck pace. Then you'll finally see the reality that has been planned for so long. It's amazing when it all comes together. There is so much going into the model you'll need a way to keep track of it all...

Phase Six: Closing

After the model is complete there is still work to be done. Char.m provides you with a closing package for your records. This is useful for insurance purposes. We want you to have at your fingertips all of the information you will ever need for reference.

But wait there's more...

Phase Seven: Ongoing

Once the final candlestick has been out into place and we give you the final closing package we are still there for your staging needs. We want to be there for you before, during and after the project is complete. In addition to our typical offerings we offer a variety of other services that compliment what you have already done by having the model home merchandised.

At the close of each project we provide you with a list of additional services that we can help you with or refer you to including ...

~ **Fluff** - If you have a photo shoot or promotion coming up we can fluff the model for the occasion. After a time, your model can loose it's 'like new' feeling. Let us come in and put the zing back. We recommend this approximately every six months.

~ **Holiday** – Winter time is probably the only time customers will ever wonder where they will put the Christmas tree. Let us show them what a holiday feels like in their new home! Buying a home is an emotional decision. And the holidays tap into a wealth of warm and fuzzy emotions. Let's work together to tap into those holiday emotions and make it feel like a home for the holidays! (Picture it: Agents serving wassail and gingerbread men instead of the typical chocolate cookies and coke. Bing Crosby is playing softly in the background. Powerful.)

~ **Referrals** – If you need help finding suppliers for cookies or coffee/tea delivery, or information services for direct marketing. We can help. We have references to all sorts of services that can assist you in a variety of areas. Just ask, we can find someone to help you.

Char.m Interiors is your Model Home Merchandising source.