

# *Jennifer Smith Interiors*



**Media Kit  
2010 Edition**

# Company Fact Sheet

Company Name:	Jennifer Smith Interiors
Company Headquarters:	Upper Arlington, Ohio, a suburb of Columbus
Founded:	2007
Founder:	Jennifer Smith
Mission:	A renowned source for decorating inspiration
Financial Information:	Privately Owned
Products & Services:	Interior Decorating, Home Staging, Home Organization, Tabletop Design and Wedding Coordination
Target Market:	Women, age 30-60
Company URL:	<a href="http://www.jennifersmithinteriors.com">www.jennifersmithinteriors.com</a>

# About Jennifer Smith



Jennifer Smith founded Jennifer Smith Interiors in 2007 after selling her first business, The Pewter Goose, a Home Décor & Gift store in Upper Arlington, Ohio. Jennifer holds a Bachelor's of Science in Finance.

Jennifer's experience in the home décor market coupled with a background in finance allows her to successfully handle client projects of all sizes and budget. Jennifer is experienced with residential and commercial decorating projects, home organization and home staging. She has also developed a wedding coordination facet of her business and recently did a freelance project as a stylist for local magazine Edible Columbus.

Jennifer started Jennifer Smith Interiors to provide quality interior decorating and home organization at an affordable cost. Working with projects of all size and scope her experience allows her to expertly navigate all aspects of design, budgeting, time management, and cost allocation.

Working on a variety of projects allows Jennifer the opportunity to grow and expand her decorating business and continue to hone her design aesthetic.

# Story Ideas

Jennifer Smith, Owner of Jennifer Smith Interiors has helped many clients achieve the home they have dreamed of. Jennifer is able to expertly identify the decorating needs of a client while utilizing beloved current possessions.

## Here are Some Sample Story Ideas

### **Interior Decorating: Starting Over Doesn't Mean Starting from Scratch**

People are often afraid an Interior Decorator is going to come into their home and tell them they have to scrap everything and purchase all new items. This can be costly and create a home that has very little to do with their unique personality. Jennifer Smith Interiors focuses on expertly utilizing a home owners most beloved possessions, reworking furniture and then identifying the 'holes' that need to be filled in a room. This can often mean a few new pillows or decorative accessories can complete a room and feel like your home, only better.

### **7 Steps to Selling Your Home for Top Dollar**

I tell clients home staging is the opposite of decorating. It has nothing to do with a client's personal taste. In fact staging a home for sale is mostly removing the most telling personal items of the homeowner. Picture frames, collections, collectibles and unique fabric patterns are the first things that need to go. It's not about how you live in your home; it's about how someone else will see themselves living in your home.

### **De-Clutter your Way to a Calm and Serene Home**

Imagine standing in your home and anything you need or want is right at your fingertips, you instantly know where to find it and how many you have on hand. Be it keys to canned goods that is the sense of organization Jennifer Smith Interiors can provide. Clients are amazed at as they put 'the weight that is lifted' after getting their home professionally organized. 'More time' is the number one thing homeowners wish for. Stop wasting time hunting through piles and junk drawers, Jennifer Smith Interiors will literally give you the gift of time, which is priceless.

# Key Facts

## Interior Decorating

- Interior designers/decorators are the chief decision makers, specifying 100 percent of the product in 9 out of 10 design projects
- Interior designers/decorators specify more than \$9 billion annually on products and services
- The Internet greatly surpasses showrooms, trade shows and even sales reps for how designers/decorators obtain their information

## Home Staging

- When houses are Staged for sale, they sell up to 5 times faster than the un-staged competition.  
The average investment to Stage a house ranges from \$300-\$2,000 depending on whether the house is vacant or occupied.
- High end or custom homes that are vacant cost more to Stage because they are larger and/or require unique inventory.
- 95.6% of Staged homes sell on average in 37 days or less (versus 212 days on market for unstaged homes)
- Stages homes spend 83% less time on market

## Home Organization

- The National Soap and Detergent Association believe getting rid of clutter would eliminate 40 percent of the housework in the average home.
- Harris Interactive reports that 23% of adults say they pay bills late (and incur fees) because they lose them.
- The U.S. Department of Energy reports that 25 percent of people with two-car garages don't park any cars in their garages, and 32 percent only have room for one.
- The *National Soap and Detergent Association* says 80 percent of household clutter is the result of disorganization, not lack of space.
- According to a study conducted by a Boston marketing firm, the average American burns 55 minutes a day looking for things they know they own but cannot find.
- 65 percent of people describe themselves as "very" or "insanely" busy according to a *Day Runner Survey*.

# Bio for Jennifer Smith

## Full Bio

299 Words

Dubbed a 'miracle worker' by her fans, Jennifer Smith has saved her clients thousands of dollars by taking her keen eye for repurposing beloved possessions and sussing out the best the market has to offer for new finds everywhere from big box stores to the finest antique marts.

The founder of Jennifer Smith Interiors in Columbus, Ohio you can find Jennifer working on any number of projects including Interior Decorating, Home Organization, Home Staging, Wedding Coordination and Tabletop Designs. Her passion and love of home interiors started over a decade ago when she owned Pewter Goose a luxury home goods store. Turning to her love of Interior Decorating, in 2007 Jennifer Smith Interiors was born.

Inspired by antiques, French interiors, travel and a passion for organizing Jennifer brings a unique and well edited eye to her projects to create beauty, comfort and classic design in all areas. Clients seek out her decorating magazine quality rooms that she creates for a fraction of the price. 'Affordability is key for the majority of the project so you can splurge on a favorite piece here and there', is advice that keeps clients (and their wallets) very happy.

Jennifer has been a guest speaker for Interior Design classes and a mentor to other women and men starting out in the Interior Decorating field. Her work is soon to be seen in the magazine Edible Columbus, where you can see her beautifully styled Summer Entertaining spread.

Serving as a Women's Board member for the Columbus Museum of Art has allowed Jennifer to enjoy her passion for art and décor during the Decorators Showhouse, which is the groups bi-annual fundraiser.

In addition to work Jennifer enjoys an active social life with family and friends, entertaining, gardening, reading and taking long leisurely walks with her husband.

## Short Bio

194 words

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## Micro Bio

67 words

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