

Interiors By Design

Making a Design Work for You and Your Budget



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Brenda Smith, owner of Interiors By Design, helps us understand the advantages an interior designer presents the homeowner as she dispels some common concerns about working with a professional decorator.

Misconception #1: *Decorators are too expensive.*

Yes, decorating a home can be expensive, but “you want to make sure you’re making good choices,” she said. And that’s where she comes in.

She offers furniture as an example. A couple will go to a furniture store and find the perfect couch to match their favorite armchair. But when the couch is delivered, they discover it’s entirely too big, or too small, for the room. Working with a designer ensures that problems such as this do not arise.

Smith will sit down with you to create a plan for your home that takes everything into account, including your budget. She’ll help you figure out everything from wall color and window treatments to furniture and art work. Smith makes sure her clients get the most for their money. “You have to know where to look,” she said. And you can rest assured that she knows where to look.

Misconception #2: *A decorator will take over my house.*

Yes, everyone has their own basic style when it comes to design, but when Smith designs a home, she does it for the homeowners, not herself. She said there are several basic questions she asks every client:

How do you live in your house? In other words, how do you use it? Some clients want a house that is well suited to entertaining. Others want a place of utter peace and relaxation, somewhere to

get away from it all. What do you want?

What do you want your house to look like? How do you want it to feel? Bright and colorful? Warm and subdued? Classic or contemporary? The possibilities are endless. Smith recognizes that every client is different, and she wants that difference to come across in the overall design.

Misconception #3: *The job isn’t big enough to warrant a designer’s help.*

Smith is available for a wide range of job services, including custom window treatments, real estate staging, home décor shopping, art and accessory placement, move-in services, faux finishing, decorative painting, crown molding and decorating and color consultation services.

In fact, she does a large amount of business in color and painting consultations. A certified color consultant, she’ll visit your home and help you select what colors will work best in any given room. “You can’t pick out paint colors from those little paint cards at the store,” she said. The lighting in most stores is completely different from the lighting in your house, she explained. And most people don’t realize how much furniture can affect the overall feel of a certain color. Smith offers painting and color consultations beginning at only \$100.

Smith is a licensed and insured interior decorator, certified color consultant, certified interior redesign specialist, certified interior staging specialist and a window fashions certified professional. She is a proud member of the Interior Design Society, Interior Redesign Industry Specialists and Real Estate Staging Association.