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NOTHING TO BUY, NOTHING TO LOSE: THE APPEAL OF REDESIGN

Forget about knocking out a wall or forking over cash for a bunch of trendy knickknacks that might not match your taste. With redesign, a lot of change can be accomplished without a lot of funds, and the results always match your personal style, because it starts with the belongings that already make your house a home.

“Redesign a fast, simple way to give your home or office a bold new look and enhanced functionality by using the furniture and decorative objects you already own, and that’s why it has such a strong appeal,” explains Maru Willson. And she should know. As the owner of Room Outfitters, based in Oceanside, California, it’s her job to help clients understand what redesign is — and what it isn’t. “We don’t show up with a painter, electrician, and camera crew. Redesign is really much simpler than what you’ve seen on TV,” Maru explains. “It’s basically a skilled redesign professional working with the homeowner to quickly and affordably solve a wide range of practical needs, providing a designer look without the designer price tag.

Using Subtraction to Gain an Addition

“You’d be amazed how a little re-arranging can open a room,” says Maru. Reducing clutter, moving furniture to improve floor traffic and focusing the room’s function can achieve wonders. “A spare room becomes an office. And a dining room becomes a relaxing place where families want to meet. People start using rooms they completely avoided before.”

His, Hers & Ours: The Art of Merging Households

Whether it’s a young couple starting out or two large families coming together, merging households can be a difficult challenge. In those situations, a redesigner can be invaluable, blending the photos, furniture and unique styles of multiple people to create a single household where everyone feels at home.

The Fab Refresher

Sometimes you don’t need a reason. And that’s where the true value of redesign pays off. “When you’re just tired of waking up to the same blank wall, a redesigner is your best bet for freshening up your home without a huge investment of time and resources,” according to Maru, who says that most redesigners offer one-day makeovers that can give you a new look fast.

From No Room to Showroom

Everyone wants that indescribable “Wow!” factor. On TV, it’s the final reveal. In reality, it’s the magic moment when “suddenly, everything works.” Overgrown collections are regrouped for maximum impact. Prized family heirlooms move into the spotlight. And lesser pieces are highlighted in new and exciting ways. Redesign can add the perfect punch to one room or transform an entire house, making sure every nook and cranny is “dressed” to impress for a formal open house or casual party event.

Simple. Easy. Done.

“The important thing that people need to know is that redesign is affordable, practical and personal,” explains Maru. “If you want a new way to do more with what you have, it’s the simplest way to get there.” For a fabulous room in a day, contact Maru at 760-529-5032 or visit www.room-outfitters.com.

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Maru C. Willson is an Interior Redesigner and owner of Room Outfitters in Oceanside, CA. She is a member of Interior Redesign Industry Specialists, the premier professional redesign organization whose members are often featured on popular HGTV shows, such as Decorating Cents. She offers one-day makeovers using what you already own, no cost décor workshops and hourly interior décor consultations. You can contact her at maru@room-outfitters.com.