



Decorating in the Zone
for
Selling
and **Dwelling**



www.the-dsa.com

www.sandraracz.com

Sandra Racz

Certified “Selling” Specialist

Moved 20 times
Staged 500+ homes

Certified “Dwelling” Specialist

Decorated 600+ homes

Master Professional Trainer



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the #1 Zone for Selling and Dwelling

- Three Selling Features
- Three Interior Zones
- Three Ways to WOW

My Disclaim



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**DON'T BREAK
THE RULES
WITHOUT
A VERY GOOD
REASON**

Photos are selected for educational purposes and not ALL representative of our work.

Three Selling Features

Direct View
Square Footage
Architectural

WORK ZONE

STUDENT ZONE

10%



Direct View
Square Footage
Architectural



Three Dwelling Features

**COMFORT
ZONE**

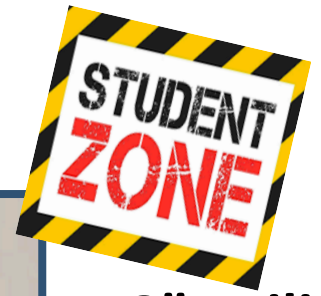
Decorate with Style
Space is Functional
All About Them



DANGER ZONE



Three Zones



78"-ceiling

36-78"

0-36"

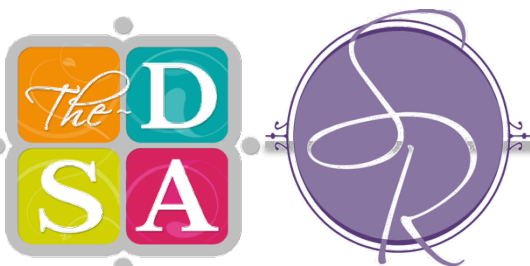




Function Zone: 0-36”

Flooring: Carpet, Tile, Slate, Wood, Etc.

Rugs, Furniture, Placement
and Accessories



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**Defines the Space,
Showcase or Diminish Flooring
Visual Interest or Distraction
Less Pattern**

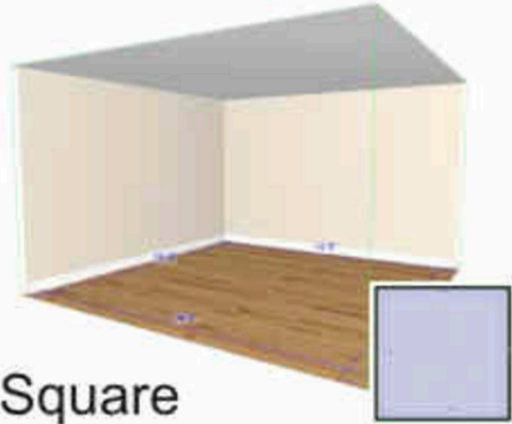
Rugs = Line



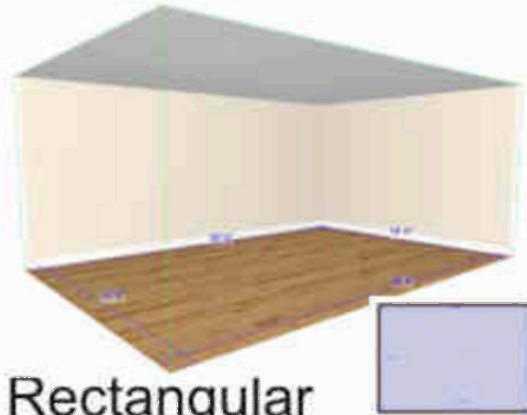




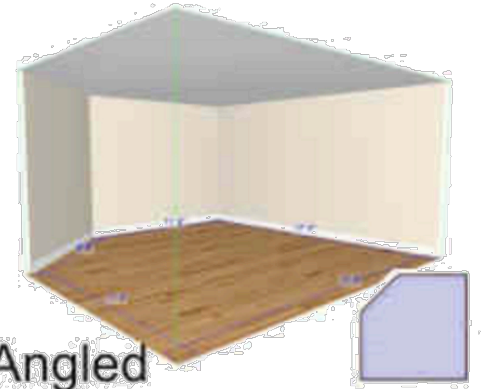
Five Basic Room Shapes



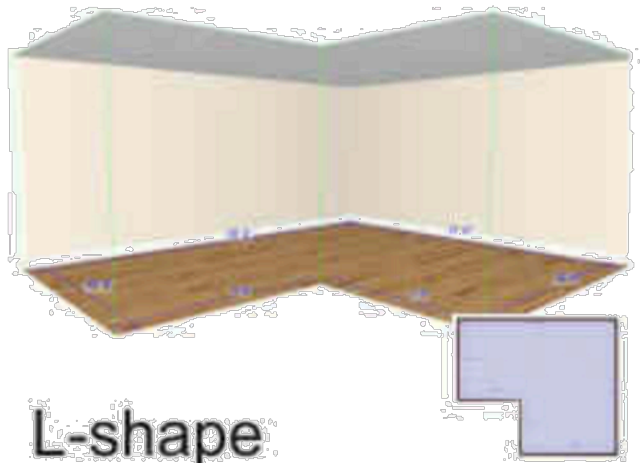
Square



Rectangular



Angled

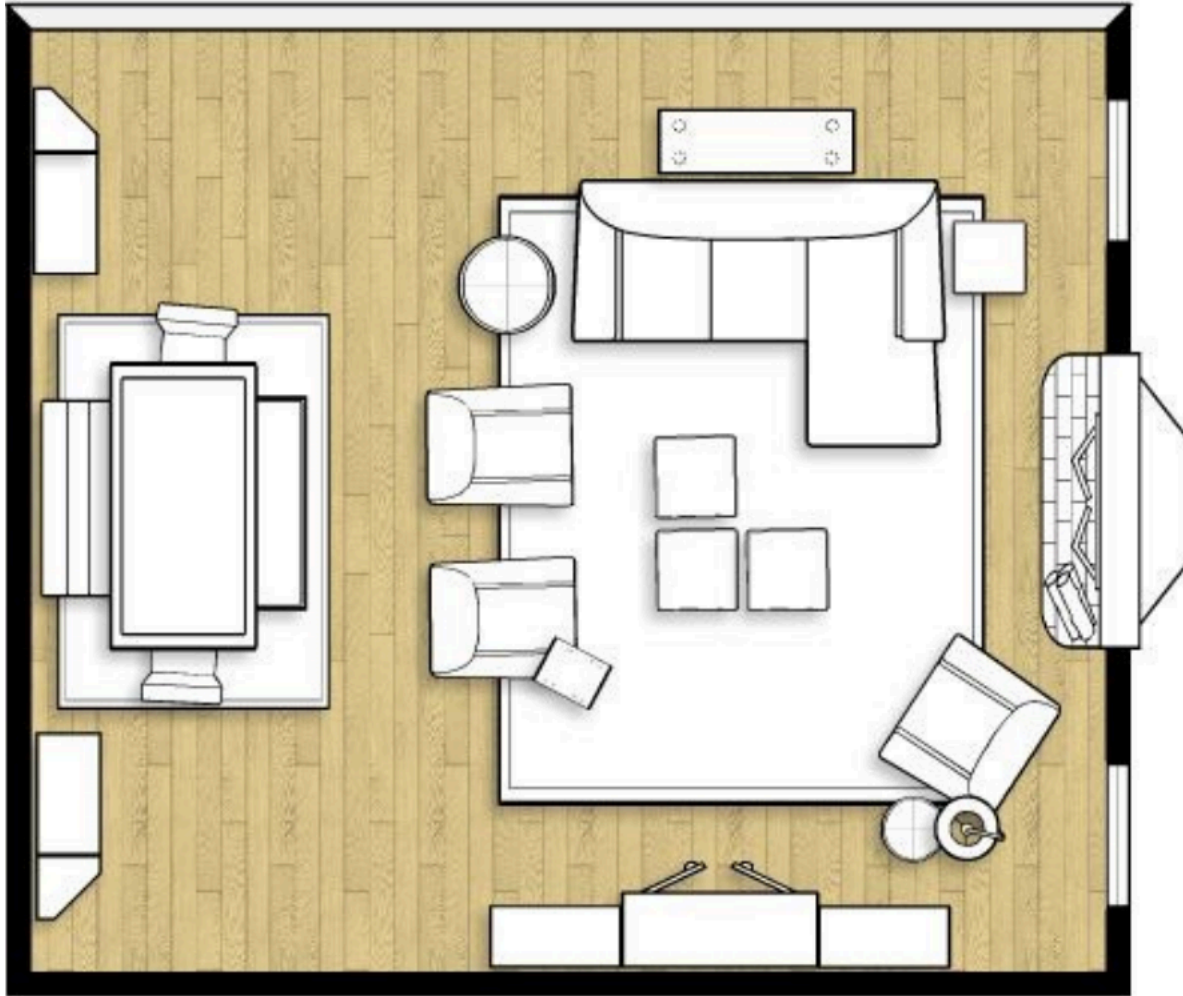


L-shape



Bowling Alley

Furniture Placement and Guidelines



Main Conversation
Grouping 8-10'

Traffic Patterns

Selling 30- 36"
Dwelling 28-30"



1. Furniture Placement: U Shapes



<http://wm15.walmart.com/Home/Home-Style-and-Decor/Decor/Functional-Room-Layouts/>

2. Furniture Placement: L Shaped



<http://www.williamthebeekeeper.com>

3. Furniture Placement: V Shapes



<http://www.constructimures.com>

4. Furniture Placement: Flank



www.irepairhome.com



5. Furniture Placement: Wagon Wheel

[https://
www.pinterest.com/pin/
268316090273179072/](https://www.pinterest.com/pin/268316090273179072/)



Power Zone

36"-78"

Color, Artwork, Lighting, Accessories

Mantles, Book shelves, Placement

Staging Art: Bigger is Better, Less is More



- Eye lingers longer
- Artwork Floor to art center in:
 - Sitting area = 54"
 - Gallery areas = 60"
 - Staging = 58"



SHERWIN-WILLIAMS. Top "Selling" Colors



Ramie



Ancient
Marble



Alabaster



Unfussy
Beige



Doeskin



Wool Skein



Neutral
Ground



Useful Gray



Gray Area



Urbane
Bronze

Imagine
Bonafide Beige
Camelback
Sea Salt
Olympus White

Temperate Taupe
Sands of Time
Blonde
Tradewind

Doeskin
Bagel
Svelte Sage
Krypton



Benjamin Moore Top “Selling” Colors

HC-93 Carrington Beige
HC-45 Shaker Beige
HC-111 Nantucket Gray
HC-81 Manchester Tan
HC-26 Monroe Bisque
2143-40 Camouflage
AF-300 Dinner Party
HC-133 Yorktowne Green
HC-112 Tate Olive



199
barley



1039
stone house



HC-98
providence olive



HC-93
carrington beige



HC-45
shaker beige



HC-111
nantucket gray



AF-300
dinner party



HC-133
yorktowne green



HC-112
tate olive

Walk the Color







Lushhome.com





<http://littlegreennotebook.blogspot.com/2010/06/how-much-would-you-pay-decorator.html>



Same Rule for Exterior

- Black bean
- Turkish coffee
- Garden Gate
- Secret Garden
- Distance
- Naval
- Black Swan
- Luxurious Red
- Fire Weed
- Commando
- Dignified



**STUDENT
ZONE**

Visualize You, Your Client, Potential Buyer

Train Your Eye: Class (s)

FREE Color Webinar

FREE Local Presentations

On line Tools Apps : Color Visualizer
Color Snap App

Practice: Free Webinars



Skyline Zone: 78” - Ceiling



**Window Treatment
Frames Selling Feature
Crown Molding
Architectural Features
Vertical Square Footage**





Learn Three Things

- Know the Lingo
 - Privacy
 - Light control
 - Function
 - Style



- Know How to Measure
- Identify Work Rooms, Fabricators, Resources
- Offer Drapery Package



Three Ways to WOW Get Trendy





Updated Lighting
Modern Art
Metal Elements
Contrast

-Shapes

-Textures

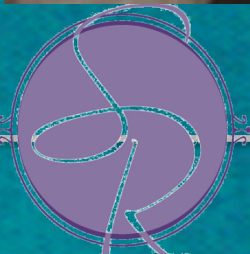
-Style

-Color Value

Singles

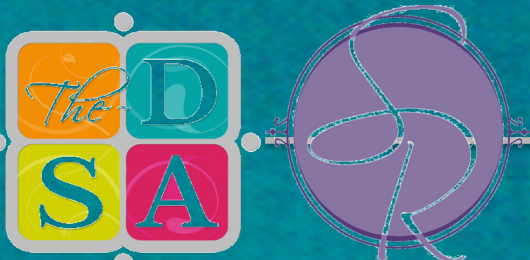
Multiplies

-Grouped



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DANGER
ZONE

Dwelling Vs. Selling

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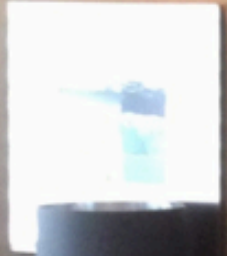


Three Ways to WOW

Transitional
Not Boring

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Three Ways to WOW

Change the Focus









Splendid sass



om
com



Overcome Objections

- Three Selling Feature
- Three Interior Zones
- Three Ways to WOW



My Zone

Happy Clients
Perfecting My Craft
Balance
Cheering On Others
Bank Deposit



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1. Smart Buying

Wholesale

Forty West, Uttermost, K&K,
GoHome, Surya, Barreveld
ProPac, Crestview, Paragon

Trade Programs

The Network, Pier One, Pottery Barn



2. Hired More Help/Shared

3. Reduced Demands

No Large Inventory
No Crazy Clients





More Vendors

- BaileyStreet.com
- Barreveld.com
- Amitainc.com
- Imaxcorp.com
- Southernaccessories.com
- Nomerchairs.com
- IndiaHeritage.net
- Pgidaho.com
- Busbin.com
- Saro.com
- [The CreativeConnection.biz](http://TheCreativeConnection.biz)
- Fantasticcraft.com

Thank You for Joining Me

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