



# Spring Into Style

Welcome to this first quarterly issue of the Rae Designs Newsletter. In this issue, we'll focus on low-cost, easy ways to bring new life, light and style into your home.

Want a change in your home? I suggest you begin with a couple of small projects you can complete in one weekend. Sometimes that can be enough to give you a sense of accomplishment and kick-start your momentum to begin all kinds of home-improvement projects. Simply painting a bathroom, adding a

large picture over the toilet and layering colored towels over your existing neutral towels can give you a whole new lease on life!

Freshening the entryway to your home with paint, a mirror and a new light fixture can create a strong visual impact for little cost. Numerous clients of ours have been so inspired by this easy transformation, they ended up taking a class in tiling and putting in a stone floor for themselves. (On the diagonal, of course!)

AFTER TEN YEARS OF DOING THE RADIO SHOW, I STILL FEEL THAT DESIRE TO STAY IN TOUCH WITH LISTENERS AND CLIENTS TO IMPART NEW IDEAS. HENCE, THE CREATION OF THIS NEWSLETTER. WE WELCOME YOUR QUESTIONS AND COMMENTS.

## Shutters: Now A Viable Option!

Usually when I suggest considering shutters, my clients respond with something like "What do you think I am made of? Money?" But then they get a wistful look and talk about how they wish they could afford that elegant look. Before you count shutters out, consider this:

- Shutters are the one window covering that actually adds to the value of your home in an appraisal.
- Even wood shutters have



come down in comparative pricing. If you love your home and shutters are the right look, you should consider getting a quote from us.

- Shutters give your room an earthy, casual elegance. There is little comparison to their comfort and convenience. The new wider slats give you all the view you could want. "They're the *real* thing!"

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## Color Trends

No matter where I go, the first question asked seems to be “What are the newest colors?” Valid question! Interesting answers! We’re still experiencing a great gravitation to nature colors - blues, greens, browns and neutrals. However, the current trends move toward the cleaner hues of those colors. Those muddy hues - sage green, raisin, Tuscan gold - that were so popular just a few years back seem to be leaving the scene rapidly now.

The first color to come clean was blue. Just a year ago I had to look hard for the fresh blue I needed. Now every store features a blue in that range and

dubs it something like *Porcelain Blue*, *Robi*

*n’s Egg*, or *Sky*. The newest yellow would probably be called



*Butter*; the red, *Chili Pepper*; the brown, *Walnut* or *Mahogany*; and the beige, *Vanilla* or *Ecrú*. The most elusive of the colors to find in the perfect shade is bound to be green. Select your other colors first and then ex

periment until you find the perfect green to make the palette say “Ahh!”

Although I love keeping up on the latest color trends and sharing that information whenever possible, I feel it is prudent to remind you that the most important thing is for you to use colors to create the look and mood that reflects you personally!

Ask yourself, *How do you want the room to feel?* Once you’ve listed the adjectives to define the feeling or mood you desire, you can experiment with current trends to create your own special look.

## Other Trends



Painted furniture is definitely back, and the two major colors being used are white and black. White is apropos for the cool, fresh look inspired by the Scandi-

navians, or for the *Shabby Chic* look (which seems to be gaining its second wind)!

Black can give a fresh, youthful slant to the straight-lined furniture pieces prevalent in Country or Traditional styles. It also adds a touch of elegance to more stylized kinds of furniture such as Queen Anne and Bombe.

Toile prints are making a big comeback, along with paisleys, florals and small checks or plaids. Graceful birds and bamboo motifs are also back on the scene. Although the animal print craze seems to be history now, well-done applications of that motif will always be in fashion.

In flooring, the greatest trend is toward wood or stone with lush, colorful area rugs. In artwork, think fewer but larger pieces. And by the way, art should inspire you! The style of the art doesn’t need to match the furniture at all. It’s the same way with the colors in the art!

*“Good Art Shouldn’t Match the Sofa.”*

*Marsha Rae*

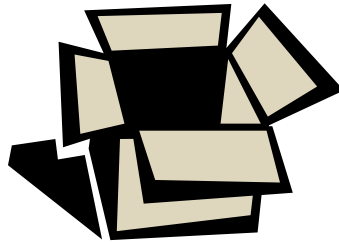
# Thinking Outside The Box

Three times in the last two weeks a client has asked me, “Why in the world didn’t I do that five years ago?” In each case the client had made a change to their home in order to enhance its market value. Then they realized how much they and their family would have enjoyed the new laminate floor, patio, or granite countertops in the kitchen if only they’d made the change earlier!

I invite you to be realistic and think about the things that would enhance your family’s lifestyle now and the sale of your home

later. Then, let us help you get those changes made this spring! I could give you a whole list of reasons to consider this, but here are the top three:

- Interest rates are still very low, so re-financing or taking a second for home improvements makes much better sense now than it might later. I have talked to my



- mortgage broker and have some great ideas I would love to discuss with you.
- New construction has slowed to a near halt, making it much easier to get competitive bids and know that you will be able to get the contractor(s) to actually do the work.
- You won’t have to look back later, like my other clients, and kick yourself for living “as is” instead of in the comfort, convenience and ambiance you deserve.

## Five Great Tips for Selling Your Home

For those of you who must put your home on the market soon, there are some things you can do that will

greatly increase your chances of making a

quick sale and at a good price! First and foremost is to remain flexible and open

minded when your agent or I make suggestions.

- In a market like this, the technical or practical features are important but not nearly as much as creating buyers’ desire for a better lifestyle.
- Trust me, a little addition of color and texture, rearrang-

*Curb appeal can't be stressed too much.*

ing your furniture and accessories, and selecting the right window covers can work wonders!

- With so many homes on the market and prices dropping, curb appeal can’t be stressed too much!

Once you get potential buyers through the door, use the model home approach and remember that most of the time, *less is more*. No matter how much you love that big plasma TV, if it doesn’t really fit, get it out of there. Don’t prove to the buyer that his won’t fit either!

- Keep most of the colors neutral (but not white) and use strong accent walls in a couple of rooms to make them unforgettable.

- Make sure at least one seat in each conversation area faces the entry to the room.







Rae Designs is a full service design firm serving all of Northern California and Reno/Tahoe. We provide consultation and resources from the first dreamy eyed concept as you stand on the vacant lot, through the completion of the construction and the last of the accessories are in place.

Rae is known for her expertise in Color and for creating a Magazine Ready style using just the pieces you already own! Whether you need space planning, a one room makeover, window coverings, furniture or pre-construction detailing, we are here to assist you. We also work on all professional and commercial projects from Dental Offices to Restaurants and Shopping Centers.

For more information visit our website at [www.raedesigns.com](http://www.raedesigns.com) or call the office at 916.987.7868.

## See Your Room in a Whole New Light

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Installing the right covering on your windows is probably the most effective way to gain light, style, and a larger sense of space in a room. In this newsletter we will be talking about two of those products. However, we would love to help you determine the best product for your individual rooms!

Silhouette® blinds are far and away the most popular, exclusive window covering on the market today and with very good reason! They offer an innovative blend of elegance and functionality, simple design and beauty. Their soft fabrics transform the light, creating a magical feeling in your room. There are many great reasons to choose this treatment for your windows, like their energy efficiency, versatility, and ease of operation and control of light, temperature, privacy and view! However, the greatest reason for selecting and installing Silhouettes in your windows is the way they will make you feel. They are light, airy, elegant, and provide just the right touch to transform the mood of any room.

How would you like to open your mailbox and find a check for \$50.00-250.00? We would like to

make that happen for you!

Between March 1 and May 31, in addition to our special discounts on Silhouette blinds, you'll receive a \$50.00 rebate on each Silhouette blind you order from Rae Designs (up to 5 blinds).



Call us to schedule an appointment to begin your transformation!

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**Your Questions:** In our next issue, I would like to focus on *your* questions. We'll choose two for publication in the next newsletter. Those selected will receive a one-hour free consultation. Email your questions to [marsha@raedesigns.com](mailto:marsha@raedesigns.com). Or, write or call us at:

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