



Home Signature Designs Launches Home Staging Service in Tampa, FL

Company Focused on Helping Home Sellers Achieve a Higher Price and Faster Sale.

Tampa, FL, April 22, 2007 --(PR.com)-- A new Tampa based company, recently relocated from Washington, DC, has combined its business strategies, interior design and home improvement techniques to deliver a collection of services known as "home staging". These services are designed to help home owners, realtors and investors maximize the selling price and quicken the sales process of residential properties.

Home Signature Designs, Inc. (HSDI), created by President and Founder, Leticia Lawson, is a company whose mission is simple Lawson says, "First, to prepare properties in such a way that they generate greater appeal among prospective buyers, and second, to help home sellers realize a greater profit in a shorter period of time for the sale of their asset." To accomplish this, Home Signature Designs draws on the business and design expertise of its founders to deliver its home staging services, which range from consultations with sellers to creating fully staged homes that feature both interior and exterior enhancements.

"Our experience in multiple areas of design and business puts us in a distinctive position in terms of the services we can deliver. We have developed relationships with manufacturers and suppliers, skilled trades and other services providers. This allows us to meet almost any need when it comes to preparing a home for sale," said Winston Lawson of HSDI. "With access to all types of furnishing and artwork on a rental or purchase basis, we can quickly and affordably make any property look like a showcase home."

"Our clients appreciate the diversity of our firm's background and expertise because it truly demonstrates that we're adaptable from an artistic design perspective, but also experienced in working with strict deadlines and budgets," adds Winston Lawson.

"We're ecstatic with the advances we've made since the company's inception. We're expanding rapidly with projects developing around the Bay area and we're now in the process of expanding our staff to accommodate the growing necessity for home sellers to present their properties at their very best", said Leticia Lawson of HSDI. "We're providing home staging services to clients with everything from one bedroom condos to vacation properties, and executive homes to luxury estates."

"There's compelling research across the US that shows staging a home will often result in a higher price and a faster sale," said HSDI's Winston Lawson. "In some markets realtors® simply won't list a residential property until they're first staged to some extent. Home staging is still relatively new to the Tampa area, but with the rapid growth and success we're experiencing I expect it will quickly become the standard among home sellers in the Bay area as well."

About Home Signature Designs

Home Signature Designs is the areas leading home staging company specializing in the enhancement of



residential properties listed for sale. Services range from consultations with sellers to creating fully staged homes that feature both interior and exterior enhancements. In addition to Professional Home Staging, HSDI offers a full range of decorating services. Some of their services include Interior Decorating, Redesign and specialized consultations for color, fabric, furnishings, window treatments and more. For more information visit www.HomeSignatureDesigns.com.

For more information or to schedule an interview please contact Winston Lawson at (813) 968-1414 or email pr@HomeSignatureDesigns.com.

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