

FOR IMMEDIATE RELEASE

CONTACT: Kathi Presutti
RE:STYLE LLC
810-333-5240

Local Home Staging Company Offers a Way to “Stage-it Green”

BRIGHTON, MICHIGAN, March 31, 2008 – Local home staging company RE:STYLE, LLC today announced the launch of “Reuse, Recycle, RE:STYLE,” a new program that introduces eco-friendly, resource-saving practices as part of the company’s service to its clients.

“Many green principals are inherently a part of what RE:STYLE does when staging a lived-in or vacant house,” says Kathi Presutti, RE:STYLE’s owner. “We reuse as much of the current owners furnishings as possible, saving home sellers another kind of green (money). And over half of RE:STYLE’s \$55,000 worth of staging inventory is recycled—meaning, we purchase from resale and consignment shops, as well as from furniture rental companies. We even reuse the bags we get when we do purchase new items—they serve as packing materials for the accessories we bring to jobs.”

The company’s Reuse, Recycle, RE:STYLE program takes these green principles a few steps further by partnering with other companies committed to eco-friendly practices, and expanding its own use of resource-saving products. For example, RE:STYLE will now use only compact florescent bulbs in the lighting brought into client homes, and will encourage clients to replace their bulbs where appropriate as well.

“Even though a home staging company can’t have the same wide-reaching effect as a green-builder, we can help in many of the same ways,” said Presutti. “And the other companies that RE:STYLE partners with will be those that share our ‘green’ values, such as a cleaning company that uses only environmentally friendly cleaning products.”

RE:STYLE will also be specifying no-VOC paints when recommending paint colors, and offering clients eco-friendly alternatives for flooring, or any remodeling components that are contracted out for clients.

“We also will request that our staging partners recycle whatever they can from a jobsite. And, of course, RE:STYLE will do the same,” said Presutti.

Beginning in April, RE:STYLE will donate a portion of every hands-on staging project to an eco-conscious program. “I particularly like Brad Pitt’s ‘Make It Right’ project,” said Presutti, “but I really want to keep the money closer to home.”

To accomplish this, RE:STYLE will devote a section of its website to the new Reuse, Recycle, RE:STYLE program, and will list the recipients of the donated dollars. “We also plan to highlight staging projects that have gone above and beyond in terms of being green,” said Presutti.

The website, www.ReStyleStaging.com, will also feature eco-friendly tips that any homeowner can use. Presutti welcomes email suggestions for eco-friendly products or tips from the public.

By introducing the new Reuse, Recycle, RE:STYLE program, RE:STYLE is on the leading edge of the new “green staging” trend. “I can see other staging companies going the ‘I-am-greener-than-you’ route, but that’s a good thing, because in the end, the whole earth benefits,” said Presutti.

About RE:STYLE LLC

RE:STYLE LLC is located in Brighton, Michigan, and helps homeowners & realtors sell homes more quickly and more profitably by using proven staging methods to ensure that listings appeal to a broad range of buyers. For more information, please contact RE:STYLE at 810.333.5240 or visit <http://www.restylestaging.com>.