

Inspirational and Famous Sayings for the New Year

- Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man.
-Benjamin Franklin
- Always bear in mind that your own resolution to succeed is more important than any other.
-Abraham Lincoln
- Cheers to a new year and another chance for us to get it right.
- Oprah Winfrey
- Good resolutions are simply checks that men draw on a bank where they have no account.
- Oscar Wilde



Partner Profile

jessica charles

Timeless traditional, Hollywood Regency, cutting-edge contemporary... there are many categories to describe what we call home.

Yet, there is only one chair maker that can so easily adapt to each. The Jessica Charles story begins with our love of chairs.

Handmade by our skilled craftsmen in North Carolina, each piece is tailored to express who you are. Solid, kiln-dried hardwood frames and eight-way hand-tied springs ensure a lifetime of comfort and durability.

Jessica Charles' dedication to the art of fine upholstery can be seen in our custom-fitted cushions, beautifully proportioned tufting, and skirts that are precisely cut, lined and mitred for a perfect drape. With endless designs, infinite coverings and signature style, our chairs will inspire and enhance your individuality. Let us embrace the inspired in you.



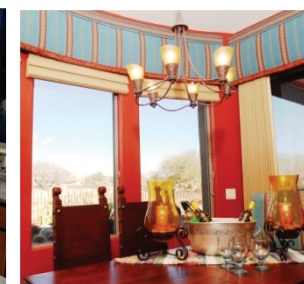
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Newsletter Issue: 13-01

Your One-Stop Home Interiors Solution



What Our Clients Are Saying

GREAT LISTENERS

We've had a **most positive experience** working with IE. The entire staff are **great listeners**, and even better at follow-through. I have a home that reflects our personalities and interests – without sacrifice for the sake of a "designer look".

What made us happiest was your ability to listen and **interpret our sometimes unclear wants**, and show us choices that would please us. **We never felt insecure**. It's a **wonderful feeling** to be able to rely on your knowledge and expertise.

Zelda Aaronson, Retired Teacher –
SaddleBrooke

THANK YOU!

Referrals are the life-blood of our business. We wouldn't have grown for all these years without the generous referrals from our wonderful clients, like...

Sandy Voges referred...
Liz & Ken Zebal

Barbara Bardach referred...
Debbie & Jack Jackson

Dave Reese referred...
Jean & Mike Reale

Thank You to these and all our clients that have referred others to us over the years.

Happy New Year & Thank You!

I hope 2012 was as good for you as it was for me and my business.

On the personal side of things, I was able to visit our daughter and her family twice during 2012 vs. normally only once at Christmas.

In July our daughter and I spent a 'girls weekend' in Charleston, S.C., which was great. So much history and unique culture there. I highly recommend Charleston.

I was able to spend a day with my 'grand-babies' before and after our Charleston excursion. Those three boys (ages 8 – 10 -12) don't necessarily like Nana calling them 'grand-babies', but they will always be that to Nana.

I was also able to visit our son and daughter-in-law, as well as other family and friends, in Iowa twice during 2012.

A big reason I was able to take these trips is the fantastic and dedicated staff we have. I think you'll agree – they do a great job for all our wonderful clients.

On the business side of my life, the move in December 2011 to Steam Pump Village has been a huge success.

The increased visibility and accessibility was a major contributing factor to a 15% increase in sales over 2012, and our best sales year since 2008.

I want to personally thank all our wonderful clients for making 2012 a successful year for us.

And I'm thanking not just those that did projects with us in 2012, but all the many past clients that referred others to us, provided testimonials, and helped us grow our business these past 8+ years.

We've been very blessed to have such wonderful clients; to be able to help so many people create the home of their dreams, while doing what we love.

I wish you great health and happiness in 2013.

Until next month,

Betty

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Desert Zen – a style we created to meet client's desires

Desert Zen is what we call the style we created to meet the desires of several clients.

We describe Desert Zen as warm earth tone colors and clean lines. It has become quite popular with our clients that prefer a somewhat contemporary look, but not the stark and cold colors often seen in contemporary interior design.

Desert Zen was the perfect solution to the differing style desires of Corky and Larry Bull. Corky wanted warm and inviting colors and Larry was partial to a more contemporary style. When we showed them some of the other Desert Zen homes we had done, they both fell in love with it.

Corky and Larry Bull live in upstate New York. They bought a get-away and eventual retirement home in Sun City Oro Valley that needed some updating. But, they wanted to enjoy their 3 – 4 trips a year here. They love to hike in the mountains, and did not want to spend their precious time here dealing with all the hassles of home renovations.



Great Room area with all new Norwalk Upholstery

Coordinating Subs – so they didn't have to

We have rigid procedures for key control and home security that all our subs follow. We personally check the job on a near daily basis and routinely visit the job site while the work is progressing.

All our subs, who we keep very busy, know that just one incident will mean they will never do work for us again. It has taken us over 10 years of trial and error to cultivate our current crew, and we've fired a few subs along the way.



Great Room area, looking back toward kitchen/dining

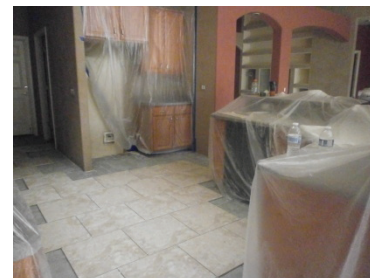
Tile, Tile and more Tile

Corky and Larry originally wanted to replace the carpeted areas with tile to match the existing. Unfortunately, that tile had been long discontinued, so we ended up replacing all 2,800 sq. ft. of flooring with a magnificent new tile selection.

Because we were able to do the work with nobody living in the home, the work could be done much more efficiently, saving them money. We always take precautions to protect existing furniture etc.



New Tile Flooring in Kitchen Area



Protecting the kitchen cabinets during floor tile installation

Corky and I are really pleased with the way you have decorated our home. It really captures what we wanted to have for our place in AZ.

Larry Bull



Desert Zen backsplash, with under-cabinet lighting to highlight the backsplash while providing added task lighting.

Kitchen Backsplash

The kitchen was somewhat dull and needed some color and focal point.

So we added a strip of glass and stone to the center of diagonally placed tile.

With older homes that need a bit of updating, we can often make otherwise sound cabinets look newer with much less expensive touches – like this backsplash or lighting.

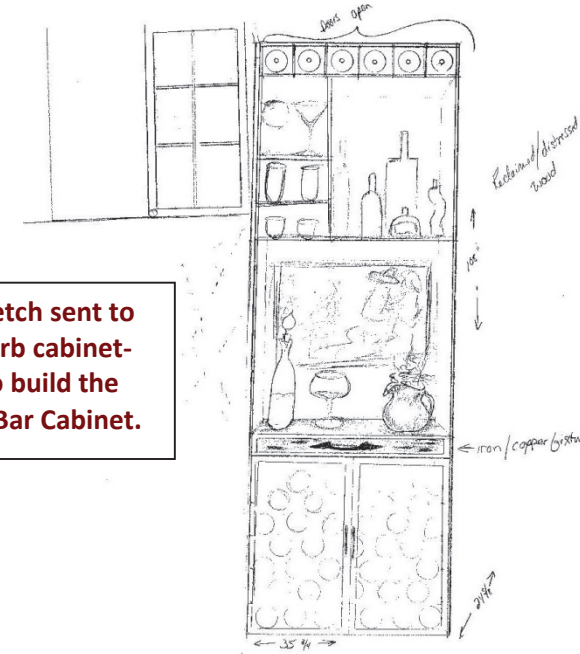
Cabinet refacing can update sound but tired boxes at less cost than a full cabinet replacement.

Custom Bar Cabinet

The Bulls like to entertain, and needed a place for a wine cooler and other party gear.

I sketched out what I thought would look good in the space available and had my outstanding cabinet and furniture maker build it to fit in the kitchen wall.

With our cabinetmaker, just about anything is possible – at a price that often surprises our clients.



Hand sketch sent to our superb cabinet-maker to build the Custom Bar Cabinet.



Custom Built-in Bar Cabinet