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| 3.35%* 60 MONTHS | 3.45%* 66 MONTHS | 3.65%* 72 MONTHS |
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| | | | |
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| 4.29%* 5 YEARS FIXED | 4.69%* 10 YEARS FIXED | 4.89%* 15 YEARS FIXED | 5.49%* 20 YEARS FIXED |
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*Annual Percentage Rate, rates are expressed "as low as". Actual rate may vary depending on credit qualifications. **Austin Telco will pay all standard closing costs on Home Equity loans below \$100k. Additional non-standard fees will be the responsibility of the member. Please call for details.

SPECIAL REPORT ■ DESIGN

Look at it this way

Home stagers offer sellers alternatives for presenting homes in best light

By Michele Chan Santos
SPECIAL TO THE AMERICAN-STATESMAN

If you love houses and decorating or you're planning to sell your house soon, you've probably watched TV programs like A&E's "Sell This House" or HGTV's "Designed to Sell." These shows promise to let you see "simple updates that make a difference — including a bigger bottom line."

Unfortunately, not all our homes can be on a TV makeover show. However, there are many qualified home stagers in Central Texas who can help make the interior and exterior of your house more appealing before you put it on the market. Both occupied and vacant houses can be staged. The stagers come to your house, evaluate the appearance of your home and then help you improve it. They store your clutter; rearrange your things; buy or rent new linens, furniture, pieces of art and light fixtures; and generally create a warm atmosphere. And those changes, local real estate agents say, are the key to a quicker sale, at a higher price.

"We've been using stagers for seven years," says Bob McKenna of Austin Real Estate Partners. "We do so because a staged house will

See **STAGING**, G4



Brenda Spencer SPENCER STAGING AND REDESIGN Virginia Broady SHUTTERBUG STUDIOS

BEFORE AND AFTER, LIVING ROOM: At this house on Beauregard Drive in Leander, the living room initially had a rug, some guitars and guitar cases and swag curtains. Home stager Brenda Spencer removed the curtains, put away the guitars and recommended that the owners buy new living room furniture. Once the furniture arrived, she arranged the room to show off the large windows and view of the pool.



@ statesman.com/homes
See more photos with this story online.



Allison Cartwright photos TWIST TOURS

BEFORE AND AFTER, FRONT ROOM AND LIVING ROOM: At this house on Avenue B in Austin, Linda Alderman-Robles removed furniture but kept the piano as a focal point and an antique dental chair as a conversation piece. She wanted to make the whole home feel more upscale. "It's similar to detailing a car," she says of staging. "You don't want to give people reasons to knock money off the price they are planning to offer."



BENJAMIN MOORE

Benjamin Moore's dusky purple Vintage Wine is paired with Wasabi walls and Hush trim.

2011 color forecast blends influences of global design, cool modern styles

By Julie Bonnin
SPECIAL TO THE AMERICAN-STATESMAN

Sonu Mathew, senior interior designer for Benjamin Moore and a University of Texas graduate with a degree in interior design, is happy to live in a time when design choices are more egalitarian than ever.

"We make a home primarily for ourselves, and we live at a time when we're allowed to have creative expression," she says. "Historically our homes have sometimes been a trophy, sometimes a museum. Now we're able to live however we want to live and really embrace that as a society we're free to be whoever we want to be."

That said, as the architect of Benjamin Moore's 2011 color collection, Mathew has ideas about what hues we're likely to see a lot of next year, what those colors signify, and even (to a certain degree) the impact they could have on our lives.

And the word from Benjamin Moore is that many of us will be making room for purple-infused hues such as Benjamin Moore's earthy Vintage Wine and the punchy Royal Flush. A more subdued, non-violet hue the paint company predicts will be popular next year is a subtle blue-gray called Smoke.

The 2011 colors signify a yearning for balance in areas such as work and family, technology and the environment and more, Mathew says.

In the rich wine shade, there's a marriage between the extravagance and richness of violet with the familiarity and comfort of a muddy brown, Mathew says. The color

See **COLORS**, G4

INSIDE

What you get Kyle, G3
What's selling in West Lake Hills, G3
Area mortgage rates, G3
In the spotlight: A 1941 charming cottage near Deep Eddy, **G6**
Next week: Michael Hsu-designed condos.

Central Texas Home Showcase



W Austin Residences
The private residential pool is just one of many benefits of ownership at the new *W Austin Hotel & Residences*. Opening this December, the *W Austin* will deliver a whole new way of living downtown. Residences feature open plans with floor-to-ceiling windows, breathtaking views, natural wood and stone flooring and Miele appliances. One, two, three bedroom and Penthouse plans are available. From the high \$300's. Models now open. Construction attire required. Please call for details. Open House Sunday 1-5 pm
waustinresidences.com



210 Guadalupe St. 512-322-9221



102 Desert Forest Ct in Flintrock Falls
Open 1PM to 5PM This Sunday!
Prominence Homes would like to invite you to visit their new model home in the gated country club community Flintrock Falls! The model and 4 additional homes nearing completion will be open to tour this Sunday from 1PM to 5PM. The 1 and 2 story homes range in size from 2,346 sf to 3,107 sf and offer 3 to 4 bedrooms, 3 to 4 bathrooms and 2 and a half car garages. Many of these homes have beautiful views of the Hill Country. Prices range from the mid \$300's to the \$400's and the area offers an amenity filled, relaxing lifestyle.



Winnett Group 512-263-3500



Lake Travis Waterfront Community
Large Acreage Lots, Waterfront Villas & Resort-style Amenities. Come tour The Reserve at Lake Travis and experience the ultimate in luxury living. Located on the south shore of Lake Travis, just minutes from Lakeway and The Hill Country Galleria. Amenities include a full service Equestrian center, state-of-the-art marina, giant waterslide & lazy river pool and member lodge. From \$199K. Open House today from 1-5. Visit www.reserveatlaketravis.com or call 512-264-2456 for directions.



The Reserve at Lake Travis 512-264-2456



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Over 72 residences sold this year!
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MODELS OPEN DAILY 11-6 PM

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