

Entrepreneurs

START-UP

Setting the stage

BY KATELYN LITALIEN

INSPIRATION FOR THE BUSINESS?

ANSWER: Two inspirations merged since Just Perfect! became a partnership in late 2007. The original idea came from Pirone walking into two homes that were very similar. She ended up falling in love with one because it was "just perfect." The ambience and the arrangement of the furniture made Pirone want to do anything to be able to call it hers, even though the house was the more expensive of the two. Realizing the potential of furniture placement and emotional connections that can be established, Pirone wanted to apply this to help people sell their own homes.

"When a house is vacant, we bring in all the furniture, accessories and lighting and set it up so that it defines the space," she said.

This concept is called staging. Donaldson joined Just Perfect! after being inspired by seeing the transformation of a space using redesign. This practice involves utilizing what already is in a home to improve it.

"The reaction of a person when they first see their newly redecorated room and the emotions that they have made me want this to be available for everyone," she said.

WHAT DOES THE COMPANY DO?

ANSWER: Just Perfect! offers many

services but focuses on vacant and occupied home staging, which improves a property to make it appeal to the majority of buyers by transforming it into a welcoming, appealing and attractive product for sale.

"Staged homes sell up to 50 percent faster and for two to nine percent higher offers than homes that are not staged," Pirone said.

The duo also offers redesign services.

"Redesign is taking the clients personal belongings and rearranging the space to give it a fresh new look in one day," Donaldson said.

FIRST-YEAR GOALS?

ANSWER: "To establish that relationship with realtors and builders," Pirone said. "This allows them to refer us, and it helps with our repeat business."

FIVE-YEAR GOALS?

ANSWER: By their fifth year, Donaldson and Pirone hope to have a well-established reputation, which includes a name for themselves and branding for their company.

PHOTOGRAPH BY KATELYN LITALIEN



Just Perfect Home Staging + More!

LOCATION: Wilmington

OWNER NAME AND BACKGROUND: Jessica Pirone and Jenny Donaldson. Pirone graduated from The College of Charleston with a degree in arts management with a minor in both marketing and studio art. "Interior design has always been something that I have wanted to do, and I found out about staging, and it appealed to me because of its faster turn around,"

she said. Donaldson worked in photography and interior design before becoming certified as an Interior Redesign Industry Specialist. "I've always rearranged furniture in spaces, but I never really knew you could do that as a career," she said.

OPEN DATE: May 2007

WEBSITE:
www.justperfecthomestaging.com