

# BRN Group #3 Bio Sheet

Name: Amelia Laterza, Interior Designer~Owner  
Company: Complete Home Interior Design LLC  
Phone: 859-384.3639 ~ 859-801.3639  
Email: [alaterza.interiordesign@gmail.com](mailto:alaterza.interiordesign@gmail.com)  
Web page:

## **Overview of Products/Services**

- Full Service Interior Design firm
- Residential and Commercial design
- Hourly Consulting
- Space Planning/Floor Plan Layouts
- Pre Construction Selections
- Furniture, Custom Window Treatments, Wall Covering, Rugs, & Accessories
- Color Selections
- Home Staging

## **What makes you different from your competition?**

- Pre Construction Flat Rate Pricing from Foundation To completion I'm with you to the closing.
- Pre Floor planning with construction selections as a professional courtesy
- Hourly Consulting charges end when clients move into a purchasing relationship.
- A designer is present at all Furniture deliveries and window treatment installations.
- In home and Design Studio appointments.
- Day and Evening appointments.

## **Ask for Business: "A good referral/lead for me is..."**

- Someone who is looking for high styled home furnishings at competitive pricing with a Interior Designer by their side.
- Anyone on the market who would like to make a room look new and fresh with great ideas.
- Anyone building or renovating a home or new space that is overwhelmed by the selection process.
- Anyone looking to sell their home and wants to spruce it up for resale.
- If you found a home you like, but are not sure if your furniture will work I can help!

## **A qualifying question to pose to prospect?**

- What is the purpose of this room/space?
- What is your budget?
- How do you and your family like to spend time together in this room/space?
- Do you entertain a lot?
- How many people at a time would you like to accommodate?
- What colors do you like and dislike?

**Memory Hook and then Conclude with Name and Company.**

“This is your home it should feel good to you”  
My job is to listen and not do what I like but to interpret what your dream is

That’s what makes

*The  
Complete Home  
Interior Design LLC*