

108 Marketing Ideas for the Year 2008, International Builders Show
Kay Green, kay@kaygreendesign.com

Bethany II Model, Sarasota, FL
Clean line furnishings and “vapor” colors



Christenbury Clubhouse, Charlotte, NC
Merchandise your outdoor spaces for an entertainment lifestyle!



Creek Club Cottage, Greensboro, NC
Feature the latest in kitchen appliances to drive a buying decision



Amelia Model, San Fernandina Beach, FL
Using repetition with your accessories is a great memory point!





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Color Your World

- Bright and bold colors are the look for the next generation. Your merchandiser should mix neutrals with a splash of color to make a room dynamic.

Going Global

- Clean lines with an “international” feel. Asian, Moroccan, and Middle Eastern influences are becoming more the rage. From cabinetry hardware and sinks to floors and accessories, the mixture of styles creates an exotic feel.

One Man’s Trash is Another Man’s Treasure

- Recycle, Reduce, Renew! It’s not breaking news that the “Green” lifestyle is very popular with buyers – here is how you can integrate the latest sustainable features in your home!
 - Install the new solid surfaces and flooring that use recycled porcelain
 - Old glass bottles become new solid surfaces, walls and flooring
 - Recycled metal is even being reused for new lighting fixtures, solid surfaces and tiles
 - Coconuts are not just food anymore! The exterior shell is being used for wall treatments, tile and flooring
 - Cork is one of the more renewable resources for flooring and tiles. Just another fact: cork is fire retardant, and cork is the bark of the tree so no trees are killed in the harvesting process
 - Bamboo is another favorite because this plant is regenerative. From flooring to walls and ceilings, bamboo is being substituted for many other wood products including furniture and cabinetry

Saving Water...Smart & Stylish

- Change out your bathroom and kitchen faucets and fixtures to save a bundle of money
 - Hands-free faucets not only help save water but also help stop the spread of germs.
 - Low-flow aerator options expel less water, when in use
 - Water Sense Toilets use 20% less water than regular toilets
 - Energy efficient washers use half the amount of water as normal washers

“Plugged In” Furnishings

- In our “High-Tech” world, all of our electronic gadgets need to be recharged!
 - Tech plug-in stations and I-pod furniture
 - Smart base lamps
- Multitasking Appliances
 - Refrigerators with personality: televisions, photo frames, radios and weather stations - your fridge is now its own computer station
 - Bathrooms with electronics! Televisions can now be stored anywhere

Founded in 1975, Kay Green Design, Inc. has become one of the nation’s most respected design firms, performing merchandising services for builders and developers throughout the United States.



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Convenience - Always in Style

- Appliances and fixtures that make living a breeze
 - Faucets that accommodate large cooking pots, sinks with wet work surfaces and custom-fit cutting boards and colanders
 - Dishwashers that hold a 45 oz. bottle of detergent and dispense equal amounts when used
 - A Speed Cooking Oven cooks 15 minutes faster than a normal convectional oven

Things That Make You Go Ooooh!

- Everybody wants to be pampered! Spa rooms and sanctuaries help homeowners get needed R&R
 - Pedicure spas, custom showers, luxurious soaking tubs and beautiful fixtures help to create these spaces for the working consumer.

They Make That?

- Scenic screens that can take you to a favorite destination in your own back yard
- Furniture jewelry that adds interest and whimsy to any décor
- For the flower child in us, Rangemaster has come out with three floral ranges
- Decorative urinals, finding humor in everyday
- Fish crazy? Have a fish tank anywhere - sinks and toilets with style
- LED faucets - blue and red lights let you know the temperature of the water
- Vanity watch - timepieces that insert into your bath, sinks or showers

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