

*Times Call*

1/22/2009

by Kimberly Pursel

The Carbon Valley Edition

### **Business Helps Get the Upper Hand in a Tough Market Company Assists Home Sellers**

Firestone—It may be a buyer's market in the world of real estate, but what if you happen to be the seller?

Two Firestone women believe they can help answer that question and have started a business to help people throughout the Front Range sell their homes quickly without having to lower the sales price.

Liz Lorentzen and Lois Britton started SpaceLift Colorado in early January—a home redesign business that uses furniture, artwork and accessories in the home to help sell it.

“The market is slow right now, so it's more important than ever to give your house the extra advantage,” Britton said. “When we stage a house, we help the seller see it from the buyer's point of view.”

“We'll help you showcase your home so that it stands out from the competition and sells faster and for top dollar.”

Britton and Lorentzen are certified home redesigners and real estate stagers who help people wishing to eliminate clutter or create a different environment in their home.

“If someone you love has left a house that needs to be tended, we can prepare it for sale or for living,” Lorentzen said.

The women also redesign homes for people who are getting married, divorced or downsizing.

“If you are entering a new phase of life and want to downsize to a smaller house or living facility, we can make your new space feel like home,” said Lorentzen, who specializes in spatial

Lois Britton  
ph: 303-834-5244  
lois@spaceliftcolorado.com

Liz Lorentzen  
ph: 720-987-6079  
liz@spaceliftcolorado.com



design.

She has worked for an interior design firm in Vail and a high-end furniture store as a design consultant. She also has a real estate license.

“I see firsthand how people react when they walk into a home, and many people can’t picture the possibilities of a home when there is nothing in it,” Lorentzen said. “Staging is the best way to appeal to buyers.”

“Staging allows the seller to get their asking price or more when selling their home.”

Britton specializes in color and fabric selections.

### **Aiming for Organized and Functional**

“I have a knack for organizing,” she said. “I like the idea of having people decide what to keep and what to get rid of. You can’t really organize clutter—you have to get rid of it.”

SpaceLift Colorado also offers paint color selection, fabric coordination, space planning, lighting and electrical outlet placement, new furniture selection and a theme, mood and style evaluation.

“We come through your home like an inspector and just give you ideas, or we can redesign it for you,” Britton said. “We match the person’s personality and lifestyle to the home décor.”

For more information, visit [HYPERLINK "http://www.spaceliftcolorado.com"](http://www.spaceliftcolorado.com) [www.spaceliftcolorado.com](http://www.spaceliftcolorado.com) or call Britton at 303-834-5244 or Lorentzen at 720-987-6079.

“I like to live in a house that is organized and functional, and it’s nice to share how to accomplish that with other people,” Lorentzen said.

Kimberly Pursel can be reached at 303-684-5326 or [kpursel@times-call.com](mailto:kpursel@times-call.com).

Lois Britton  
ph: 303-834-5244  
[lois@spaceliftcolorado.com](mailto:lois@spaceliftcolorado.com)

Liz Lorentzen  
ph: 720-987-6079  
[liz@spaceliftcolorado.com](mailto:liz@spaceliftcolorado.com)

