



Tough Market
Small Spaces
Big Success

Challenges come in all shapes and sizes!

How does **Monterey at the Las Vegas County Club** overcome big challenges, and create big sales success, in tough markets with small spaces? With the help of **Parker Rose Design!**

Tough Markets: It's not easy in today's challenging real estate market and Las Vegas is no exception. With demand and prices in decline, Monterey at the Las Vegas Country Club needed a way to keep sales flowing. By offering turnkey furnishing solutions, they were able to turn beautifully staged models into move-in ready options for their buyers. And each sale afforded them a rebate applied to their next model!

Small Spaces: These small gems, ranging from 782 – 1226 sq. ft. posed a budgetary problem for Monterey at the Las Vegas Country Club: How to differentiate each and every floor plan while keeping marketing costs under control? With Parker Rose Design, they were able to stage any floor plan and still stay in budget. Keeping staging costs low meant keeping Monterey in models, the key to continued sales!

Big Success: In the past year of working with Parker Rose Design, Monterey at the Las Vegas Country Club has sold over **30 furnished models**, some selling within weeks of staging!

"We love Parker Rose Design for their ability to create designs that sell, allowing our prospective homebuyer to see themselves in the home and our community. No matter the size of residence or design style requested, PRD designers have always come through with an amazing end product!"
- Monterey Sales Staff

What are your challenges?

Call Parker Rose Design today to see how we can help!

