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# PEOPLE TO WATCH

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## HILLARY FEDERMAN & SAMANTHA SENIA

CO-FOUNDERS

ELITE HOME STAGING

Home staging has been deemed essential by today's top real estate agents, with a proven ability to increase market value and sell properties quickly. No one knows that better than Hillary Federman and Samantha Senia, the co-founders of Elite Home Staging. Since starting their company 10 years ago, this dynamic duo has successfully staged over 10,000 homes and has turned their company into the fastest-growing staging company in Southern California.

The driving element behind their success is that they know how to balance the art of appeal with the science of selling, and they work with each client until their home is sold. Their strategic approach curates environments that inspire homeowners and wow prospective buyers. Whether you are seeking an aesthetic revamp or competitive advantage, Elite transforms potential to perfection!

Working in a sales environment for many years, Hillary has perfected the skills needed to grow a brand, understand market demands, create value in whatever the product, and maintain healthy customer relationships. Samantha has always had a passion for the aesthetics and the visual environment around her. Her eye for all things sexy, sparkly, and bold have given her a great ability to create gorgeous interiors; think Restoration Hardware meets Kelly Wearstler.

Since joining forces, these women have been unstoppable, complimenting each other's strengths, while taking Elite from a home business to a firm with thousands of accomplished properties. Their combined knowledge and ongoing study of the market keeps Elite a credible, relevant, and valuable resource. Both women also understand the financial and emotional aspects of home buying and the need to stage each home strategically to appeal to a wide demographic. Their stunning "to date" furnishings turn rooms into visual stories, sparking the imaginations of buyers who often feel



uninspired by vacant properties. Styled yet relatable, each house is staged to captivate attention and leave an unforgettable impression – giving sellers the upper hand over the competition to tip the scales to SOLD.

As a full-spectrum staging firm, Elite offers a wide array of services to satisfy clients' needs. From home staging for real estate to custom interior design, Elite's diversified team brings all of the right qualities and expertise to the table. They also have a residential model homes program for companies that lease apartments, townhomes, condominiums, and timeshares and a corporate relocation program so that whoever walks in the door will feel at home... or wish it was theirs! ■

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