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Well-known designer decorates Opelika model home

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DESIGNER VISUALIZES HOMEOWNERS TO MARKET HOMES

By Katie Holland - kholland@ledger-enquirer.com --

To give model homes personality and marketability, some designers visualize potential homeowners.

"We actually make up a whole family and create a narrative," said Kay Green, founder and president of Kay Green Design, Inc., a model home and sales center merchandising company.

The fictional family that occupies the residence at 3203 Turkey Trot Way, Opelika, Ala., is a semi-retired couple with a daughter in school at Auburn University, Green said. The man of the house still works and likes to golf. The woman of the house enjoys scrapbooking.

Details of the fictitious couple are found throughout the model home, but guests have to be looking carefully — something Green encourages — to notice some of the subtle touches. There are items in the closets, food in the pantry and the dining-room table is set.

Today is the couple's anniversary. The evidence is at the foot of the bed: a note from husband to wife accompanied by a box of chocolates.

Green and her team target a specific audience and try to create an atmosphere that appeals to that audience. "We want you to see yourself living here," said Green.

Tips and trends

Green said homeowners can use her tips to make their houses appear more marketable before selling.

Her first tip? "Get rid of a bunch of junk," she said.

Decluttering the house, as well as using neutral, common paint colors will make a home more appealing to a wider range of people.

If a homeowner wants to take advantage of color trends, Green said to aim for dark chocolate browns and sea-foam accents. She noted that "white-white is replacing off-white," and predicts grey tones and soft buttery yellows are on the fashion horizon.

To stay up-to-date on trends, Green suggests looking at magazines and catalogues.

The development

The National Village is a resort community located off of the Robert Trent Jones Golf Trail in Opelika. The 770-acre development won't be complete for at least 15 years, said Don Conner of Conner Brothers Construction, the group hired to develop the area.

Conner said 43 percent of the development will be green space.

Green, whose redesign project wrapped up on March 23 with an open house, said she "fell in love with Alabama," and will be back in a few weeks to design



Special to the Ledger-Enquirer The entrance view of the living room Kay Green decorated at 3203 Turkey Trot Way in Opelika, Ala.

[Kay Green Design](#)

SEE THE HOUSE

When: National Village realtors are on-site from 11 a.m.-6 p.m. EDT Monday-Saturday, 2-6 p.m. EDT Sunday or by appointment; model homes are open during these hours.

Where: The sales office is located at 3201 Turkey Trot Way, Opelika, Ala. There are five different floor plans and houses range in size from 2,100 square-feet to just under 3,800 square-feet. The house that Kay Green designed is located next door to the sales office.

Contact: For more information or to make an appointment, contact Gail Box or Jim Folmar at 334-749-8165 or 334-559-9700.

Green will return this month to design one of the smaller cottages, which are expected to be open for viewing at the end of April. The cottages are 1,200-1,600 square feet.

Meet designer Kay Green

Age: 56

Title: Founder and president of Kay Green Design, Inc., based out of Orlando, Fla.

Education: Associate of Arts degree in interior design from Palm Beach Junior College in Palm

another model home in National Village.

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Beach, Fla.

Previous jobs/experience: Office administrator at Mullan Development (1970-1974); head of design department at Bellmead Development Corporation (1974); founded Kay Green Design, Inc. in 1975. For more information about Kay Green Design, Inc., go to kaygreendesign.com