

## ■ COLUMBUS HOME STAGING

3rd Congressional District

### Columbus Home Staging Expands Operations with FCAP Small Business Loan

When Columbus Home Staging saw opportunity to centralize operations, owner Suzanne Byrd turned to Finance Fund Capital Corporation (FCAP) for a \$110,000 Small Business Loan to purchase and renovate a vacant 5,376 sq. ft. building into an office and warehouse. The building is located in a qualified investment area on Columbus' east side and enables the company to expand services, store furniture and accessories and run operations from a central location.

*"This is a great example of how FCAP's small business lending helps entrepreneurs grow using fixed rate, long-term financing often only available to larger businesses on the traditional financial market,"* said FCAP President and CEO Diana Turoff. *"In addition, this growing small business will create jobs and contribute to the health of the local economy."*

Columbus Home Staging helps property owners prepare their real estate for sale by maximizing its visual appeal from the curb to the interior. Services range from quick improvements to full makeovers designed to generate competitive offers from multiple buyers. Fresh new furnishings, lighting, updated surfaces, room arrangements and color schemes can transform spaces, and can help potential buyers see themselves at the property.

The business was founded in 2009 and has grown steadily to now provide a full range of services. Consultation and minor staging involves adjusting existing furniture and décor. Full staging includes rented furniture, art and accessories and is often needed for newly renovated or vacant properties. Through virtual staging, the company's designers make detailed recommendations on changes that homeowners can do themselves based on room photos and layouts.



### FINANCE FUND CAPITAL CORPORATION INVESTMENT IMPACT:

- Enables small business expansion
- Funds redevelopment of a vacant property in an underserved area



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### About FCAP Small Business Lending

FCAP provides small businesses with access to capital to grow operations and create jobs in economically distressed communities. Funding is most often used to purchase real estate, inventory or equipment; build or improve real estate or leasehold property; and/or meet general working capital needs. Typical borrowers include small business owners, health and wellness providers, and healthy food operators.