

Long Island Business NEWS

HOME IMPROVEMENT

LI furnishings business lifted by rising housing market

FOLLOWING HOUSING TREND,
HOME FURNISHING
BUSINESSES ENJOYING
SUCCESS » 4

'WE ARE NOTICING THIS SUMMER HAS BEEN BUSIER THAN THE LAST TWO SUMMERS WITH DESIGNERS WORKING WITH RESIDENTIAL CLIENTS. THE SUMMER IS GENERALLY SLOWER, BUT WE'VE HAD A PRETTY BUSY JUNE AND JULY AND AUGUST IS LOOKING POSITIVE.'

It's a similar story for Keith Baltimore, who owns the Baltimore Design Center in Port Washington.

"I've seen a tremendous uptick in Main Street decorating for the home," he said.

Baltimore credits the improving housing market and increasing home values for the momentum at his retail store as well as at his high-end interior design firm called the Baltimore Design Group. He added that new and existing homeowners are spending more because they believe that investment in interior design will further improve the value or perceived value of their homes.

"I think it's a good place to put your money," Baltimore said. "Their homes are worth more. Everybody's more comfortable pulling the trigger."



BALTIMORE DESIGN CENTER: An uptick in home decorating at the Port Washington store.