



Home Decorating, Staging and Color Consultation

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Launch of New Local Decorating and Home Staging Business Website Developed by Local Businesses

March 9, 2011 – Charlton, NY - Locust Grove Designs, a local home decorating, staging and color consultation business, announced today that their website has been completed and is now operational. The website address is www.locustgrovedesigns.com.

“As long as I can remember, I’ve wanted to own my own decorating business. I previously worked for Teakwood Builders in Saratoga Springs as their in-house decorator and marketing expert. After working there, I continued to help friends with their paint choices and home decorating needs along with renovating two historic houses of my own,” comments Dawn DiLorenzo, owner of Locust Grove Designs. “After spending hours every month helping friends design their rooms, I realized I could do something I love – and get paid for it. And Locust Grove Designs was born.”

Although an expert in marketing, Ms. DiLorenzo needed help with the website design. After Dave Shacket at Web Instinct in Saratoga Springs secured a domain name and set up the initial site, DiLorenzo realized it was not possible to go it alone. A friend, Dan Tatro, owner of Tatro, Inc. offered to help design the layout and get it ready for deployment. After two weeks in development, Shacket and Tatro worked together to move the new site over to Web Instinct’s server and work out the kinks.

“Dan and Dave were so great to work with on this project. Dave is hosting my site, had his staff train me to get my initial site running and worked to get my site moved back onto his server. Dan sacrificed hours of family time to make my vision come alive on the web,” DiLorenzo noted. “I’m excited to be part of the local business community and to offer my expertise to people who need anything from a little to a lot of help making their vision for their home come to life.”

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About Locust Grove Designs

Locust Grove Designs works with home owners, builders and realtors on decorating projects, big and small. From flooring to lighting-and everything in between–LGD assists with remodeling and new home construction, home staging for real estate sales, and selecting paint colors. Visit the [website](http://www.locustgrovedesigns.com) at www.locustgrovedesigns.com. Locust Grove Designs is located in Charlton, NY.

About Web Instinct

Located in Saratoga Springs, NY, Web Instinct is the fastest growing web solutions provider in the Capital District. With an emphasis placed on making technology simple, Web Instinct has spent the last decade empowering businesses and supporting clients every step of the way, ensuring their customized solutions match their clients need, vision, and budget. Web Instinct believes in making technology simple - so it works for you. Learn more about turning tech-talk into English, visit www.webinstinct.com.

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