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Entrepreneurs Share Their Stories



Jill Vegas

JILL VEGAS INC.

Founder

Founded: 2004

Fun Fact: Wrote a book called Speed Decorating, which comes out in 2009.

www.jillvegas.com

When asked to describe what she does, Jill Vegas smiles and simply says, “I make homes look fantastic and they sell for more money.” Of course, there’s nothing simple about it; optimizing the look of a property before it hits the market, and thereby maximizing its sale potential, takes both an artist’s eye and a psychologist’s keen understanding of human nature. By capitalizing on her people-smarts and innate design flair, she has created a thriving business.

As often happens, the impetus for Vegas’s new career came about via a fortuitous sequence of events. When she and her husband sold their New York City apartment in 2004, the property fetched much more than the couple had anticipated — and their broker attributed it to Vegas’s astute staging of the space. The broker then asked for her help with another apartment, and a new business was launched.

In fact, Vegas says, some of her clients have loved her work so much they’ve taken one look at her work and instantly pulled their homes off the market. No wonder Vegas’s work speaks for itself: in the three years she’s been in business, her clientele has come solely by word of mouth. Now that’s viral marketing at its best.

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