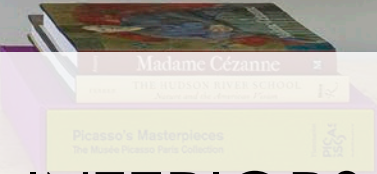




SOCO INTERIORS



PRIVATE LABEL



“Consign to Sale” Proposal for Soco Interiors

Statement

RG Private Label seeks to create an unique and mutually beneficial art partnership with Soco Interiors.

The Concept

Many factors affect sale in the luxury residential real estate market. When furnishings and accessories are staged properly, they elevate the interior design and help promote a sale. Fine art is often a key factor in transforming a home into a luxury residence, but sourcing art for this level of real estate poses a challenge. Evidence suggest that higher quality artwork influences a home buyer's decision-making, but many times designers are faced with budgetary restrictions that limit art selection.

To alleviate budgetary concerns and yet still furnish the highest quality artwork, RG Private Label proposes that we become the sole-source art consultant for your luxury real estate market. We will curate original paintings, framed objects, and sculpture and we will provide these items at no direct cost to Soco Interiors. We will dress the walls in artwork that complements the design of each space and provide this comprehensive art collection on a strictly consignment basis. In exchange, the retail value of the art collection will be added to the sale price of the home, with proceeds being placed into escrow and transferred at closing.

The Benefit

An exclusive, sole-source partnership with RG Private Label will alleviate a number of design challenges. We will elevate the design of the home and enhance appeal to prospective buyers, all while easing budgetary concerns and reducing the workload.

RG Private Label

LUXURY ART CURATION

Art is transformative. When thoughtfully selected and carefully placed, art can make a space feel richer and more luxurious. The subject matter, the color palette, how the art is finished, and where it is placed - all these details work together to complement the designer's vision for the space. Understanding these individual nuances requires an expert's eye and intimate knowledge of the both the art and design world.

The Blue Chip Standard in Art

RG Private Label is the highest standard in luxury art consulting. We work directly with owners, interior designers, and investors to create tailored art collections for discriminating collectors and art aficionados alike. We leverage our intimate knowledge of the art world and our design expertise to curate investment quality artwork that will increase in value and stand as timeless expression of culture and taste.

The White Glove Approach

Our white-glove approach to selecting and installing fine art is intended to exceed every expectation. Every step of the process is handled by industry veterans with decades of fine art expertise, and as our name implies, each project is personally overseen by Russell A. Glotfelty.

What RG Private Label Offers

- On-site consultations
- Tailored art collections
- Gallery wall and space planning
- Development and management of investment portfolios
- Sourcing of investment quality art and sculpture from private galleries
- Curation of original pieces by the world's most celebrated artists
- Commissioning of custom original artwork
- Wide selection of luxurious framing options
- Archival and preservation framing
- Expert, secure installation

Art is Fashion

Fashion and art are inseparable. They both continually influence and inspire each other. That's why we keep our eyes on the changing design trends and look for artwork that transcends both time and place. From custom, one-of-a-kind originals to rare works by the world's masters, we interpret our clients' vision to thoughtfully select pieces that reflect their style.





Russell A. Glotfelty

President & CEO

Russell A. Glotfelty is originally from Atlanta, GA. He began his career at HG Arts in 1984, and has been the pivotal force behind the company's evolution into the brand it is today. As the firm's CEO and President, Russell has been responsible for art direction and sales development at HG Arts. Under his leadership and direction, Russell has consistently expanded HG's capabilities by adopting the latest in printing technology and seeking out new ways to bring art into interior spaces. He's pushed the firm's creative boundaries by establishing Studio HG, a working artists' studio, and has also developed a visionary new line of custom wall coverings called Tickled Orange Papers.

In 2014, Glotfelty launched Bad Dog Editions, a new breed of Program Art intent on providing value-conscious artwork to the residential design market. Most recently, Russell has applied his wealth of art expertise to become the name and face behind RG Private Label, a blue chip residential art consulting company focused on curating and installing investment quality art for the luxury market.

Highly respected in the art and framing industry, Russell has served on many major art publishers, mat board and moulding selection committees. He has been published in numerous interior design and art-oriented publications as an industry expert and leader. Russell is a graduate of Rollins College in Winter Park, Florida with degrees in both Art History and an MBA in Business. He is currently a member of ASID, NEWH and PPFA.



Laurin VanBeukering

Creative Director

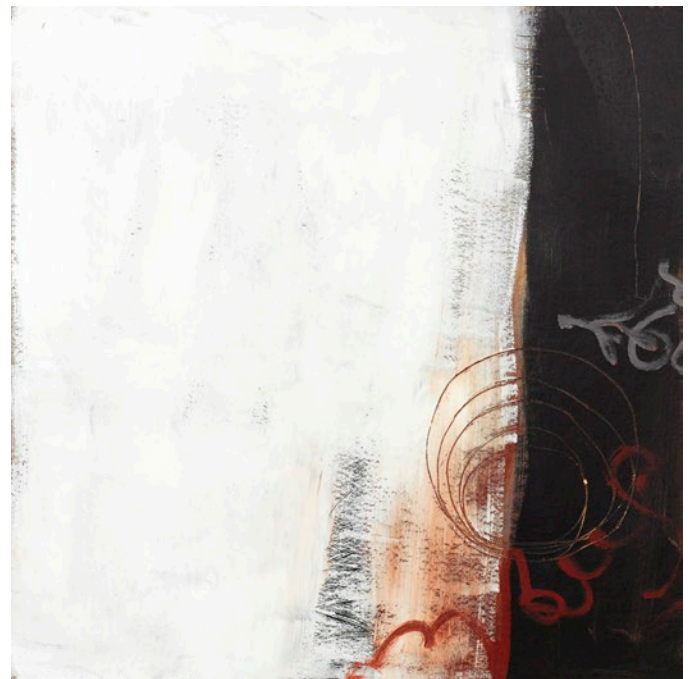
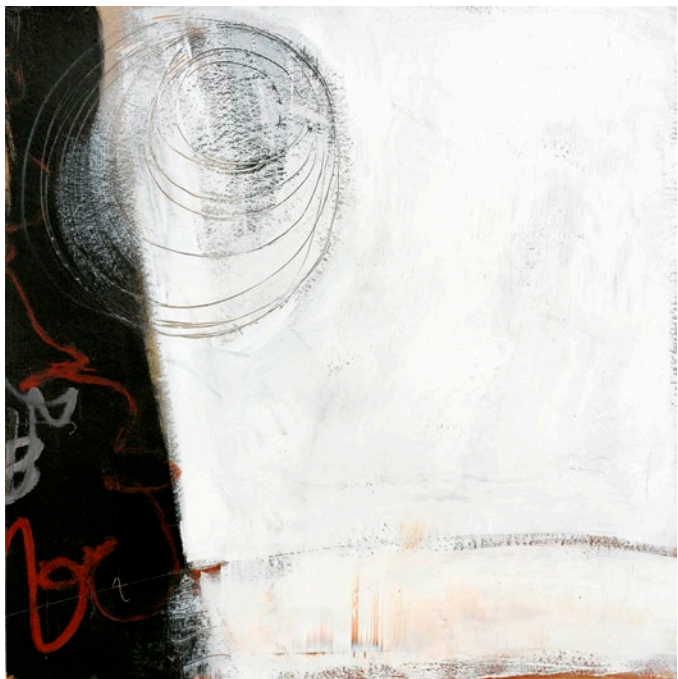
Laurin was born and raised in Grand Haven, Michigan. She began expressing her creativity at a young age and that creative spirit carries on through all aspects of her life. As a child, she was very active in competitive gymnastics and later celebrated national success in equestrian competition. Laurin chose a career in Interior Design so she could follow her creative passion. She received her BAA from Central Michigan University, where she also studied construction management and art. After graduation, she established her own design business in Michigan and went back to school to focus on Business Management. In 2011 she relocated to Orlando for a change of pace and found herself here at HG Arts. Laurin's background in design, construction, business management, and her expertise incorporating materials, finishes, and artwork into a cohesive design story make her a strong asset for our organization.



Carrie Lewis

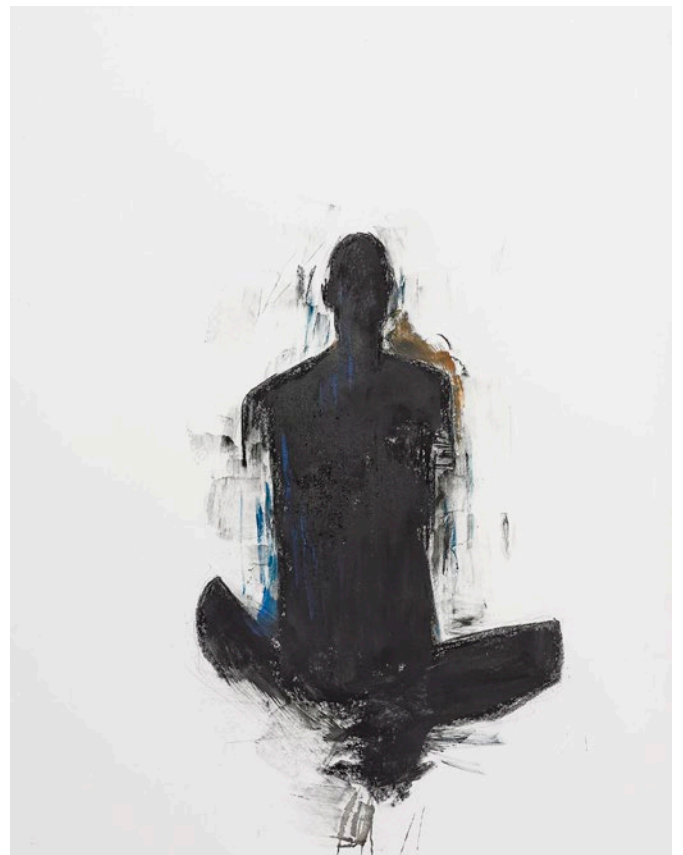
Luxury Art Consultant

Carrie was born in Palm Beach Gardens, Florida and raised in DeLand, Florida. She received her Bachelor of Arts degree in Psychology from Rollins College, Winter Park, Florida in 1997. Post-graduation she continued her education in various Studio Art classes, focusing in Art Therapy. Her experience in the art industry began in 1996 when she worked as a studio manager and artist assistant at a local fine art studio. There, she consulted with interior designers, residential and commercial clients, and architects. Carrie specializes in painted finishes in acrylics and oils and has educated students in color studies. Carrie began her Art Consulting and Project Management career in 2004. Carrie is an integral part of our Residential design team, partnering with world-class, visionary designers to produce truly inspired interiors for luxury private residences.

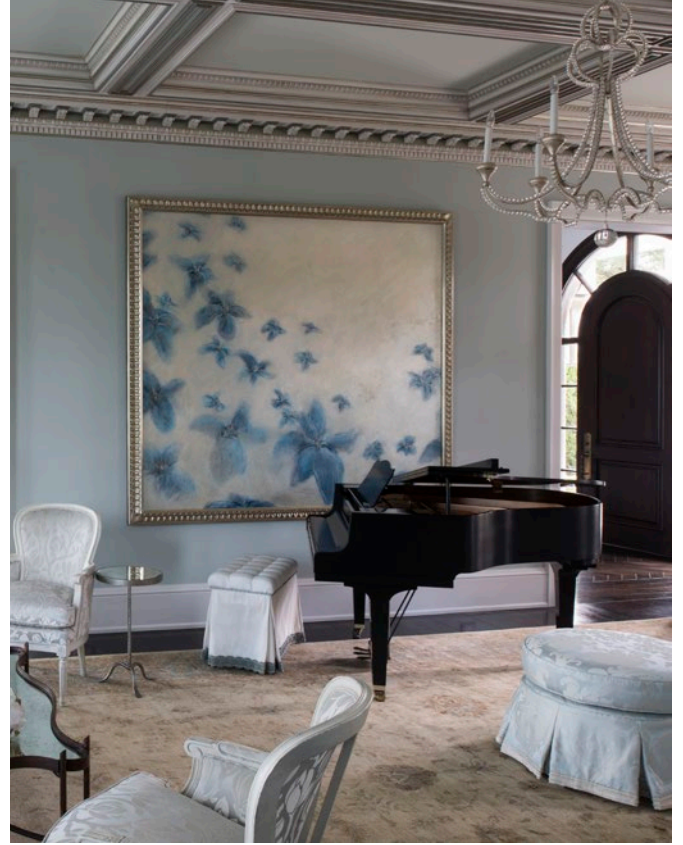


RG Private Label





RG Private Label



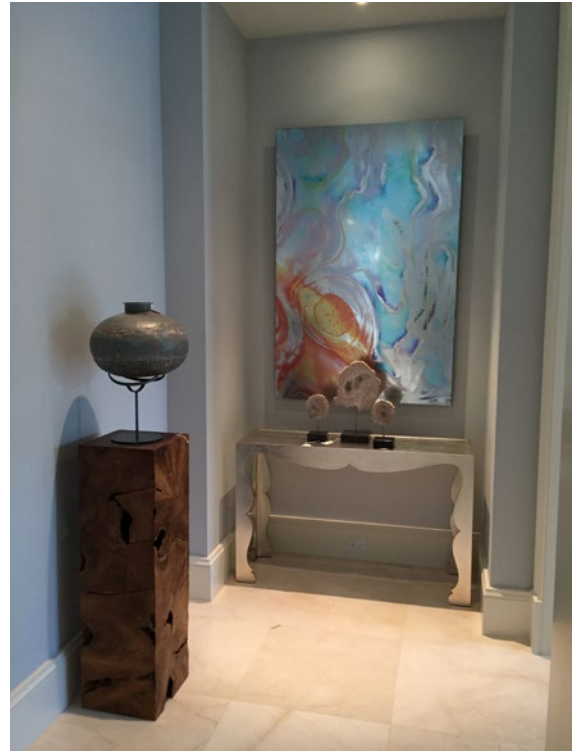
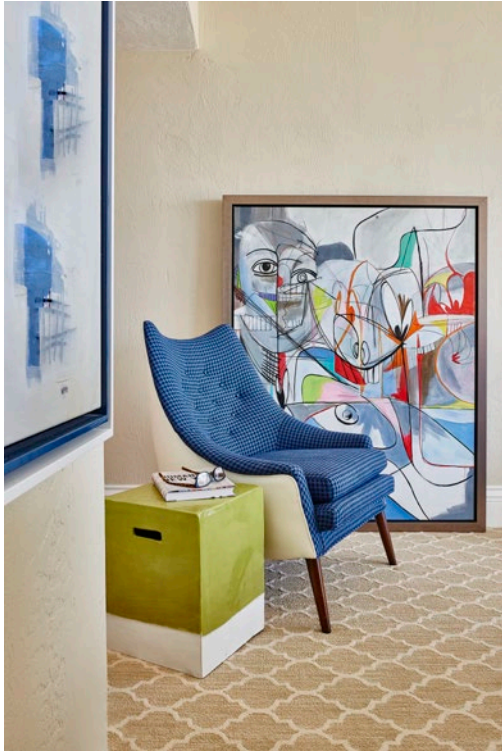


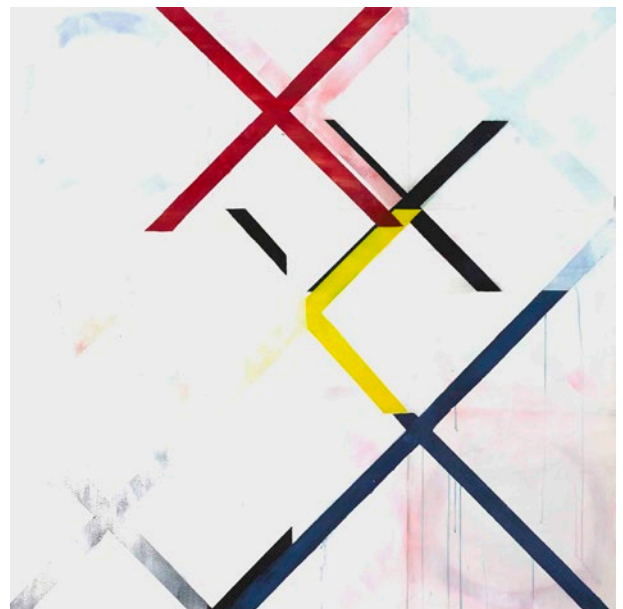
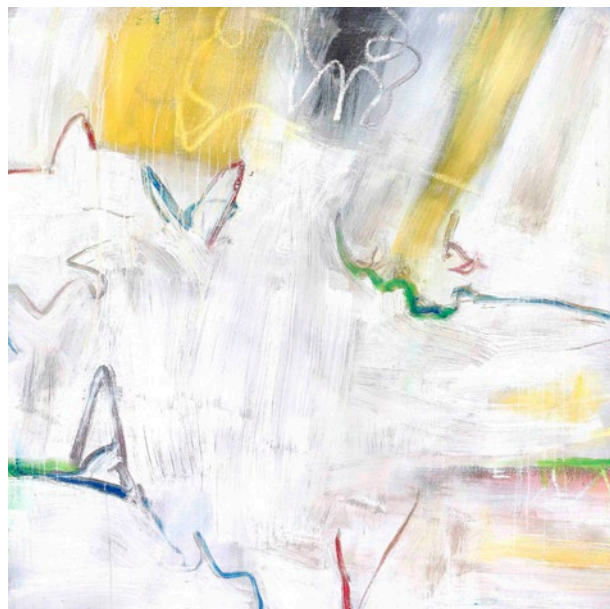
RG Private Label





RG Private Label





RG Private Label







www.RGPrivateLabel.com 407.523.3243
