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Brenda L LaRocca

RESIDENTIAL STYLING & DESIGN

Staging • Styling • Design Concepts





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My Approach.

With a background in graphic design, I've always had a strong eye for color, balance, and visual detail. My work has evolved naturally into home staging, renovations, and interior refreshes, always beginning with understanding what matters most to each client. Whether reimagining a space using cherished existing furnishings or creating a fresh new look with updated furniture and décor, every project is approached with the client's needs, lifestyle, and vision in mind.



Full Interior Renovation | Historic Village Home

A complete bedroom refresh featuring newly installed maple hardwood floors, updated lighting, fresh paint, and new closet doors- creating a brighter, more polished space while complementing the character of the home.

Village of Pittsford Historic District Rochester, NY



Full Interior Renovation | Historic Village Home

Beadboard adds architectural character and visual interest, creating a timeless backdrop for the sleigh bed while honoring the home's historic charm.

Village of Pittsford Historic District Rochester, NY



Bathroom Refresh

A quick-turn around featuring new flooring, vanity, fixtures, and fresh paint- creating a clean, updated bathroom ready for the next tenant.

Downtown Rochester, NY



Residential Home Staging

Thoughtful transformations designed to highlight a home's potential, enhance its best features, and create an inviting connection with buyers.

Rochester, NY



Residential Home Staging

Strategically preparing each property to stand out in the market, attract buyers, and maximize its selling potential.

Fairport, NY



Residential Home Staging

Thoughtfully simplifying each space to improve the flow, highlight its features, and appeal to potential buyers.

Chili, NY



Residential Home Staging

Simplifying and organizing spaces to highlight the home's best features and help buyers envision it as their own.

Fairport, NY



Residential Home Staging

Creating clean, welcoming spaces that allow buyers to see the home's potential.

Cobbs Hill Park, Rochester, NY

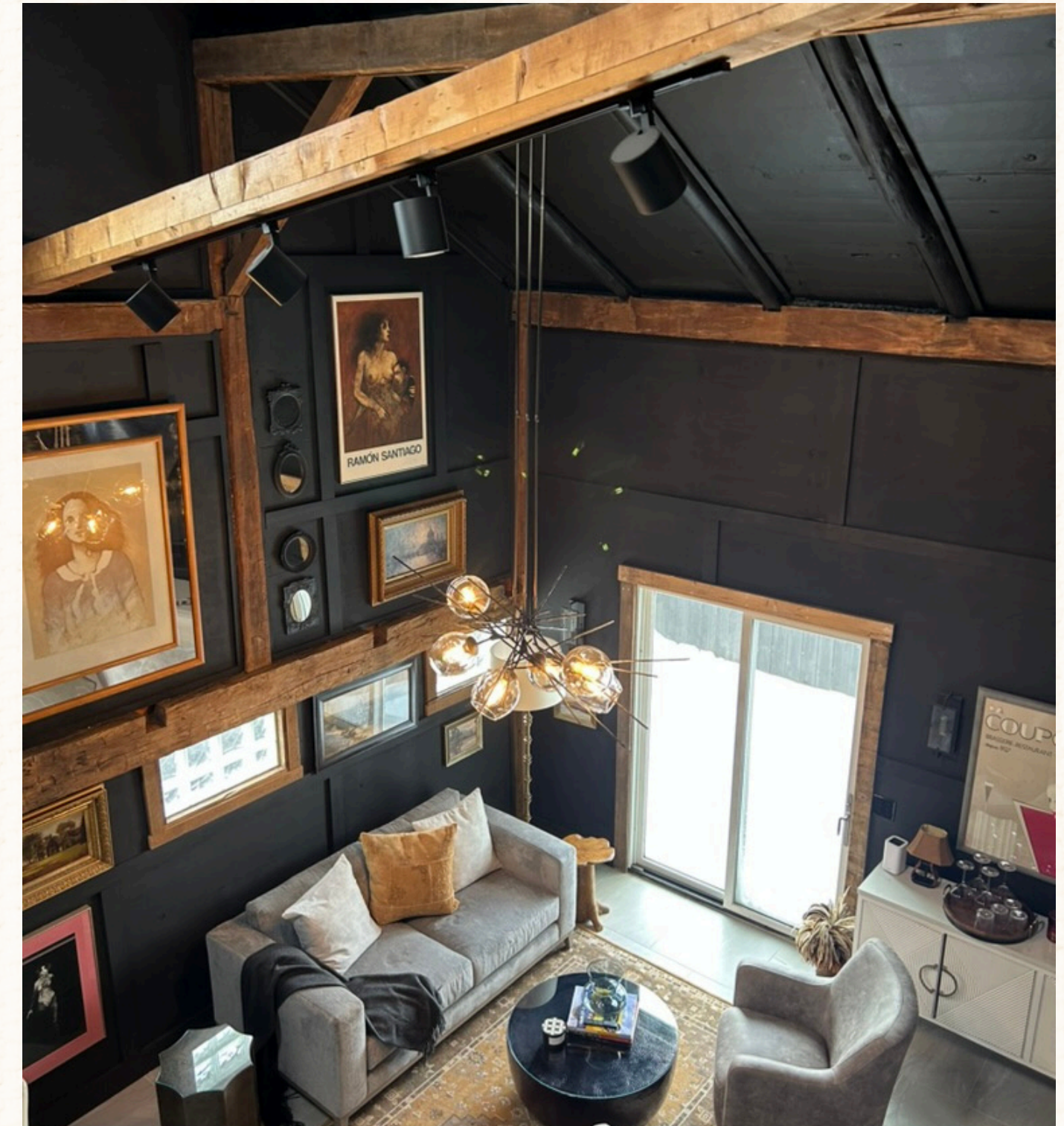


Residential Styling & Staging

Staging consultations go beyond furniture placement. A more in depth consultation.

Providing thoughtful recommendations on paint colors, finishes, and simple design updates to refresh each space and showcase the home at its best before listing goes live.

Palmyra, NY



Interior Styling & Furnishings

A barn transformed into a STR/ MTR with a distinctive style of its own, featuring thoughtfully selected furnishings, artwork, and details designed to appeal to guests who appreciate a more elevated experience.

Historic Village of Pittsford, NY



Interior Styling & Furnishings

An 1875 historic home given its own distinct identity for a STR/ MTR through curated furnishings and décor that honor the home's character while creating an elevated guest experience.

Historic Village of Pittsford, NY

Design Challege:

The client wanted to update the unused log-storage area beneath the gas fireplace, creating a more intentional and cohesive look.



Design Vision & Concept Board

Helping clients envision the potential of their new home through curated design ideas, furnishings, and creative solutions that transform the spaces they want to change with AI Technology.

Townhome with partial lake view in the Finger Lakes, Upstate NY.

Design Challege:

Create a flexible bonus room that functions as both a comfortable guest space and a practical home office.



Design Vision & Concept Board

Helping clients envision the potential of their new home through curated design ideas, furnishings, and creative solutions that transform the spaces they want to change with AI Technology.

Townhome with partial lake view in the Finger Lakes, Upstate NY.

Design Challenge:

Refresh the space using the clients' existing furnishings while addressing the outdated brick fireplace.

Explore a lighter whitewashed finish and incorporate a newly purchased piece of artwork.



Design Vision & Concept Board

Helping clients envision a fresh new look of their well-loved home of 25 years without over-investing as they prepare to downsize in the near future.

Honeoye Falls, NY

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