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First Impression Home Staging Acquires Division of The WOW Factor

Luxury staging and residential decorating firm responds to increased Triangle NC demand

CARY, NC – October 12, 2021 – Raleigh-area luxury home staging and residential decorating firm First Impression Home Staging, LLC (First Impression) today announced the acquisition of the vacant home division of Raleigh staging and design company, The WOW Factor.

The acquisition will assist First Impression in meeting the increased demand the fast-growing firm is seeing from home sellers, as well as to serve residential builders in Wake, Harnett and Durham Counties. Inventory and material additions will double their extensive furniture and décor warehouse to over 6,000 sq ft.

The WOW Factor’s founder, Dawn Drew, will assist with current projects during the transition, but has no plans to join the company. The WOW Factor will continue to offer design, paint and consultation services, as well as soft-touch staging services (those not requiring inventory).

“We could not be more delighted to be able to expand and serve the many quality clients that Dawn and her team at The WOW Factor have worked with over the years,” said First Impression founder and owner Sherrie Medeiros. “Dawn has truly been a leader in the Triangle staging community and my team and I look forward to continuing to advance the profession.”

About First Impression Home Staging

Sherrie Medeiros opened First Impression in 2019 after completing professional accredited home staging programs. The team quickly expanded, attributing its strong success to its emphasis on highly personalized customer service, strict emphasis on sellers’ return on investment, and luxury styling. The company specializes in staging homes valued at \$500K to \$2M—both occupied and vacant—as well as interior decorating services.

For more information, visit <https://firstimpressionhomestaging.com>

About The WOW Factor:

Founded in 2006, The WOW Factor was an early leader in the Triangle, helping to solidify the value of staging to sellers as well as for model homes, and building a strong realtor following. Ms Drew was a recipient of the 2020 Top 100 Most Influential People in the Real Estate/Home Staging industry, and nominated for the same award in 2021. In addition to the above services, she actively runs the *Joy and Ease Podcast*, Breakthrough and Clarity Coaching Services, and does public speaking and teaching.

For more information, visit <https://ncwowfactor.com>