

WELCOME TO OUR
**MONTHLY
NEWSLETTER**



**THE CITRUS TREES THAT
WOKE UP MY HOME**



Most people don't know this, but while I was in school earning my MBA, I also made my first real leap into entrepreneurship... by opening a tropical and rare online plant store.

For two years, I sold some of the most sought-after plants in the world—plants so rare, you could only find them in obscure online communities and niche auctions. The prices? Honestly, if I told you, you wouldn't believe me. I barely believe it now. But it wasn't about flipping rare greenery for profit—it was about the thrill, the connection, and the unexpected joy of cultivating something that felt one-of-a-kind.

Now, years later, a few of those original collector plants still live with me. They're like old friends—proof of how far I've come, and how some passions never really fade.

But what truly makes my heart sing these days?

My collection of citrus trees.

Their glossy green leaves, delicate blossoms, and sunny fruit sit proudly in gorgeous pots outside my home—and every time I see them, I feel a jolt of joy. They wake up the space. They remind me that beauty doesn't have to be exotic or unattainable—it just has to be alive, present, and nurtured.

And honestly, that's what spring does too.

It reminds us to come back to life. To invite in warmth, growth, and vibrancy—not just in our gardens, but in our homes.

So this month, I'm not giving you a list of "trends."

I want to offer you a feeling—that same lightness, curiosity, and unexpected joy that rare plants gave me back then... and that a well-placed citrus tree gives me now.

**IN THIS
NEWSLETTER**

- A personal story
- A new staging perspective
- One tiny challenge
- One important reminder
- One quick question for you



STAGE SPOTLIGHT

This modern wooded retreat was staged with organic textures, sculptural accents, and warm layers to soften its clean architectural lines. The result is a balanced, inviting space that highlights both the home's bold design and natural surroundings.

[Find out more via the website](#)



COLOR IS BACK, BUT NOT WHERE YOU EXPECT IT

YOU DON'T NEED TO REPAINT YOUR WHOLE HOUSE. INSTEAD, TRY UNEXPECTED COLOR PLACEMENT

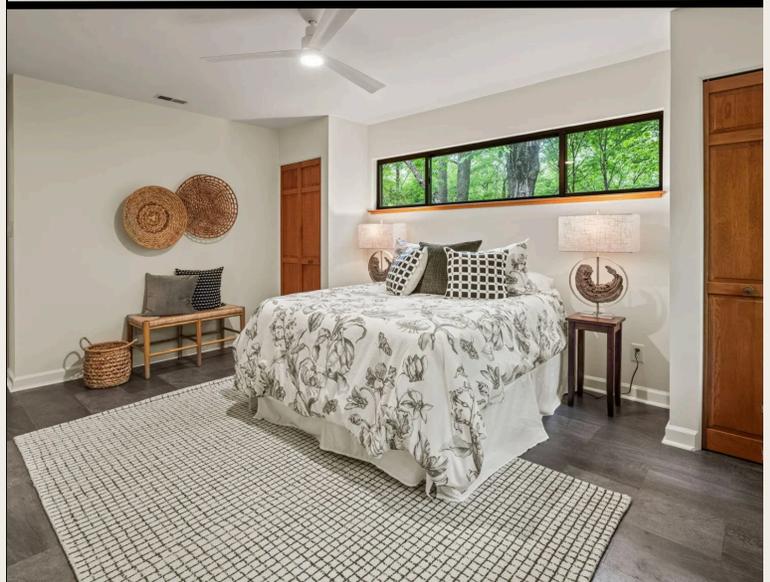
- Dark ceilings in small rooms → makes them cozier, not smaller
- Sage green interior doors → they don't steal the show, but they shift the tone
- Wallpaper in a non-traditional spot → The back of a bookcase, a laundry room wall, or even inside a hall closet. A little pattern where no one expects it is pure joy.

www.maartencroix.com

NOT A TREND LIST - BUT A FEELING CHECKLIST

INSTEAD OF "WHAT'S IN," HERE'S WHAT YOUR HOME MIGHT BE MISSING EMOTIONALLY:

- **Relief** – Is there one space where your eyes can rest? (Maybe it's time to subtract, not add.)
- **Surprise** – Do you have an object, a light source, or a nook that makes people pause?
- **Honesty** – What part of your home still feels like a catalog, not like you?
- **Life** – Is there something truly living in each room? A plant, a pet, a family photo with meaning?
- **Memory** – Is there something that reminds you who you are, where you've been, or who you love?
- **Scent** – Have you paid attention to how your home smells? Freshness is invisible—but powerful.



info@maartencroix.com



THE “LESS PERFECT, MORE PERSONAL” STAGING PHILOSOPHY

We recently staged a home where the sellers left their dining table and chairs for us to use. Initially, we planned to keep the table but swap in our own chairs—ours “fit” the aesthetic better, visually speaking. Then the seller stopped by for a peek and told me the story behind the set. The table and chairs had been in his family for generations. Countless meals, milestones, and quiet moments had unfolded around them. Right then, we knew—we had to use his chairs. Sure, they didn’t match the curated look we had planned. But they added the just-right kind of soul.



Leave one conversation piece.
One texture that says this was loved.
One item that tells the truth.

Buyers walk in and sense it immediately.
They’re not in a showroom. They’re in something real.

And if you’re not selling?
Take that same approach at home.
Bring in the worn quilt. The quirky lamp. The art from that one trip.

Because the mix isn’t the problem.
The mix is the magic.

A QUICK NOTE ON STAGING DAY LOGISTICS

We know things can get hectic when you're preparing a home for sale—but one thing that makes a huge difference in how smoothly staging goes?

A clear, quiet space on staging day. We kindly ask that contractors, cleaners, painters, and other service providers complete their work before we arrive.

Why?

- **Safety:** Our team is moving furniture, artwork, and accessories—distractions or crowded spaces can lead to accidents. It also compromises not only our process, but our personal sense of safety.
- **Timeliness:** Staging is a tightly timed process. Delays due to shared space can ripple into longer timelines for everyone.
- **Staging magic takes focus:** We design, tweak, and photograph every angle with intention—and that flow is best uninterrupted.

We promise: give us a clean, quiet canvas, and we'll give you your home's best possible version.



QUICK QUESTION: WOULD THIS HELP YOU?

We're always looking for ways to make staging smoother, simpler, and more thoughtful. So I've been wondering:

Would it help if we included a professional cleaning option before staging?

Would it feel like one less thing on your checklist?

I'm thinking about bundling this into our staging package—and I'd love to hear your thoughts.

A TINY ASSIGNMENT (IF YOU'RE IN THE MOOD)

Go outside. Find a small pot. Buy a baby citrus tree. Or basil. Or rosemary. Plant it. Water it. Put it where you'll see it every day.

Let it grow. Let it remind you that your home is a living thing, just like you.

FROM RARE PLANTS TO REAL HOMES—

THANK YOU FOR LETTING ME KEEP GROWING WITH YOU.

**GRATEFULLY,
KELSEY**