

ELIZABETH ROTH

Petoskey Showroom Sales & Support

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“Done well, design tells you about the people who live in the home.”

A Northern Michigan native, Elizabeth offers showroom sales and support at our Petoskey location and helps guide clients toward finding ideas and products.

Elizabeth realized the family-connecting power of home design even as a young child, and cherishes memories of cooking and baking together in her grandmother's cozy kitchen. She was intrigued by design and would spend hours fantasizing about her dream home. “It was the only thing I ever wanted to do!”

Elizabeth graduated with her Bachelor of Interior Design degree from Baker College of Muskegon in 2016. Shortly after, she joined Preston Feather in Showroom Sales & Support. She finds design inspiration everywhere – in fashion, design magazines and television. She defines great design as when the homeowner's unique personality is reflected in a space that works for their needs. Superb design brings families closer, accommodating holiday gatherings and vacations and enhancing daily life, and shows that the designer listened and truly understood their customer's requests.

With so many products, colors and styles available, the design process can be confusing and quickly overwhelming to homeowners. With the customer in mind, Elizabeth makes sure the showroom is inviting, tidy and organized with helpful information at hand. A perceptive and adaptive listener, she loves the challenge of helping homeowners find exactly what they want, even when they can't articulate it themselves. Customers appreciate this level of insight, and Elizabeth gets deep satisfaction from ensuring excellent service throughout the entire process, from design through delivery and installation.

Elizabeth's personal style is relaxed and traditional with a love of classic colors that reflect nature. Words she uses to describe Northern Michigan Style: “Laid-back, inviting, cozy, relaxed and bright.”

FUN FACT: Elizabeth was a member of the Mackinac Island Honor Scouts (MIHS) for five years throughout Middle School and High School. MIHS is an elite group of Girl Scouts that are chosen to take part in a week of service each summer on Mackinac Island assisting tourists and conducting flag ceremonies.

