

The Home Lighter Enhances Consultations to Support New Homeowners and Renovators

Lighting boutique responds to increased demand for expert guidance in residential design upgrades

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-- As residential renovations and new home purchases continue across the Central Coast, The Home Lighter is expanding its personalized [consultation services](#) to support clients navigating lighting upgrades during key transition periods.

With many homeowners replacing outdated fixtures within the first year of moving or during remodeling projects, demand has surged for design guidance that balances aesthetics, functionality, and long-term value. The Home Lighter, known for its

[private showroom](#) and consultative approach, is meeting this need with tailored appointments that simplify the lighting selection process and ensure every fixture fits both space and style.

“We’re seeing more clients who want more than just a product, they want a partner in the design process,” said Briann Martinez, owner of The Home Lighter. “Whether they’ve just moved in or are halfway through a remodel, they’re often overwhelmed by choices. That’s where we come in.”

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Design Support Where It Matters Most

The Home Lighter’s consultations are designed to meet the

specific needs of homeowners and interior designers working on:



The Homelighter

- Whole-home renovations
- New homeowner upgrades
- Room-specific refreshes (kitchen, entryway, etc.)
- Historic or coastal property restorations
- Outdoor and landscape lighting plans

During appointments, clients receive one-on-one guidance from experienced staff, helping them understand proportions, materials, energy efficiency, and current design trends. The company's showroom, while open for walk-ins when available, operates primarily on an appointment basis to provide focused, uninterrupted service.

This approach is especially beneficial for clients managing multiple decisions during a move or remodel, a time when lighting is often overlooked until it becomes urgent. The Home Lighter helps clients avoid rushed or mismatched purchases by providing early-stage planning support.

Across the Central Coast, renovation activity remains steady as homeowners invest in improving energy efficiency, boosting property value, and personalizing older homes. Lighting upgrades, in particular, are among the first design changes new homeowners make, often replacing "builder-basic" fixtures with personalized, high-end options.

At the same time, the national shift toward thoughtful, sustainable design is shaping customer expectations. Clients are increasingly interested in:

- Eco-friendly lighting such as LED fixtures and sustainably sourced materials
- Statement pieces that double as focal points and conversation starters
- Smart technology integration for convenience and efficiency

Consultation-based retail helps homeowners navigate these evolving preferences with clarity and confidence.

"Lighting is one of the most impactful changes someone can make to their home, but also one of the most misunderstood," said Martinez. "Our goal is to simplify that process, to listen, advise, and help clients make decisions they'll feel good about for years."

For more information or to schedule a consultation, visit <https://homelighterinc.com> or contact briann.m.martinez@gmail.com

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About The Home Lighter, Inc.

The Home Lighter, Inc. is a [boutique lighting retailer](#) offering personalized consultation and premium lighting products to clients across the Monterey Peninsula, Salinas, and Santa Cruz

areas. The company specializes in high-end residential lighting with a focus on quality, design integrity, and client education.

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