

Creating a California Room

Overview:

Use this blog post to introduce homeowners to the idea of creating an indoor/outdoor space known as a “California Room.” It’s a great idea for those with backyards, pools, and favorable summer weather.

Recommended Post Titles (use one):

Creating an Easy, Breezy California Room

Create a California Room for Summer Fun

The California Room is a Seasonal Space You’ll Love

Post Teaser:

(Used to describe the post on Facebook, search engines, etc.)

During the summer months, don’t you want to enjoy as much as you can of the great outdoors? One way to enhance your enjoyment is by creating a “California Room” for your home.

Remember:

- This blog post could double as a newsletter piece.
- Be sure to PROMOTE this post using email, Facebook, and Twitter. Help yourself by sharing it!
- Don’t forget to customize the post with your contact information.

Your notes (when you used it, how you used it, modifications, etc.):

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Some summer hours are too beautiful to be ignored. Whether those dewy dawns before the sun is at full strength, or the long evening hours when the heat bleeds off the day, there are times when being outdoors is a tremendous pleasure.

But this doesn't mean you always want to spread out a blanket or a lawn chair. In fact, creating a "transitional space" which blends outdoor living with indoor amenities is a great way to maximize the season. The California room is just one of those spaces.

California rooms are typically situated in the rear of a home, sometimes connected to the home by sliding glass doors. The California room is usually a covered space with flowing outdoor fabrics and durable, luxurious "indoor" style furniture such as chaise lounges, couches, ottomans, and even coffee and accent tables. Walls give way to curtains. It often includes a dining space or even a protected (or moveable) entertainment center. Bluetooth music systems with outdoor speakers are also a nice touch.

If you see yourself spending a lot of time outdoors, you might consider supplementing your California room with an outdoor kitchen. A good grill, an outdoor sink in a stone or other durable counter surface, and some built-in refrigeration for drinks is a great way to upgrade your California room.

The California room is one of the hottest trends in home design right now. If you search Google images for "California room," you'll find hundreds of design examples from down-home country living to lavish, Mediterranean-inspired decor. Pinterest and Houzz are also great places to research California room styles.

The beauty of the California room is that it can be scaled to meet your budget. Even a modest transitional space with some cover and cozy furniture can make a small home feel larger and improve your quality of life.

What does your dream California room look like? What are your must-haves and your nice-to-haves? How would you like to use your California room?

If you're looking for a new home with the ideal space for a California room, I'm happy to help you with your search. Let's talk soon: **[Include your phone number, email, or link to your contact form]**



Remember:

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Promoting: Creating a California Room

Reminder: Change the "[YourBlogDomain.com/post-page.html](#)" to match the location of the blog post on your website.

Email Message:

Subject:

California room?

[CONTACT FIRST NAME],

With the summer months here, have you ever considered creating a California room for your home? If you've never heard of a California room, maybe this blog post I put together will give you an idea of why they're a great way to soak up those outdoor hours which are too beautiful to ignore:

[YourBlogDomain.com/post-page.html](#)

Facebook Status Update:

Ever thought of adding a California room to your home? Here's an overview of what makes these indoor/outdoor spaces so appealing:

[YourBlogDomain.com/post-page.html](#)

Twitter "Tweet" to Promote Post*:

Boost your enjoyment of the summer months with a California room:

[YourBlogDomain.com/post-page.html](#)

** Your Tweet must be 140 characters or less. Twitter may shorten or change the appearance of your link, but don't worry-- it will go to the right place. If you make a mistake, just delete the tweet and post it again.*



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