



**Sisters Pamela Wales Juergens and Kristine Keyes are excited about their newest venture in downtown Lake Geneva, Absolutely Home. Both ladies have extensive backgrounds in furnishing and decorating and formerly owned The Red Rooster in Elkhorn.**

## Absolutely Home Opens in downtown Lake Geneva

For most people, home is a sanctuary where we kick back, shed our daily stresses and enjoy the living environment that reflects our good taste and personalities. Our homes are a unique expression of what comforts and entices us...It's a place where friends and family gather for the good times...And when we've put it together in a style and theme that pleases us most...we know, we are Absolutely Home!

In downtown Lake Geneva, being Absolutely Home is as easy as visiting Lake Geneva's newest store at 262 Center Street...Absolutely Home.

Absolutely Home, co-owned by sisters Pamela

Wales Juergens and Kristine Keyes since 2003 (Formerly the Red Rooster in Elkhorn, Wisconsin) is a beautiful store offering casually elegant furniture for all areas of your home as well as a distinctive selection of lamps, framed art & mirrors, floral's, accessories and gifts.

As of press time, these vibrant young ladies were busy putting many of the final touches on this unique store. Groupings of furnishings, accessories and gifts are attractively displayed in two main showrooms allowing visitors the opportunity to shop in an uncluttered space and view combinations that are tastefully put together and that will ignite your imagination for your own living space.

Classic to casual, elegant to vintage, you'll find a great selection here, and with the interior design expertise of Pam. Pamela Wales Juergens has been decorating homes for over 10 years. She began by making her own home into her first masterpiece. From there, her friends and family all began using her for advice, ideas, expertise, and then their friends and family, and so on. Pam can help you put it all together for a look that is simply second-to-none!

Here are a couple testimonials from previous Lake Geneva clients:

"We just finished building and furnishing/decorating a condo in Geneva National. Our developer/builder, who made the building process a positive experience, used The Red Rooster (now Absolutely Home) to decorate his model homes. The Red Rooster (now Absolutely Home) helped to sell a lot of his condos!! Of course, we then asked Pam of The Red Rooster (now Absolutely Home) to help us decorate. Not only does Pam have a good sense of color, fabrics and style...she LISTENS to her clients. In addition, Pam has gone that "extra mile" to make sure our vacation condo meets our particular needs. Thanks Red Rooster (now Absolutely Home)!"

*Barb & Wayne W.  
Lake Geneva, WI*

"A daunting task, I thought, but thanks to Pam, the decorating of our condo went smoothly. Jim Drescher, our builder, provided the lead to The Red Rooster (now Absolutely Home). Bless him. Not only did Pam know product well but her special flair and pro-

fessional eye were outstanding and most helpful! Taking personal tastes into consideration made it all just right. Pam and Kris are a great team. We are VERY pleased with the end result."

*Ron & Connie S.  
Lake Geneva, WI*

Consultative services offered at Absolutely Home include:

- New Construction/Home Improvement.
- Color Consultation.
- Faux Finishing/Painting
- Interior Decor Consultation
- Furnishing & Accessorizing
- Home Staging/Casing
- Custom Floral Arrangements

Take the time to stop in and visit Kristine and Pam at Absolutely Home. You'll be absolutely glad you did.

For further information, phone 262-248-8822. You may also visit [www.absolutelyhomestore.com](http://www.absolutelyhomestore.com)