



CREATING UNIQUE DESIGN SOLUTIONS TO HELP YOU FALL IN LOVE WITH YOUR HOME ALL OVER AGAIN

WRITTEN BY ELIZABETH MCCABE



Life is too short to live in a dated home or one that is stuck in the '80s. Fall in love with your home all over again with the expertise of Designer Heather Rineer, owner of Rineer Designs LLC. Four years ago, she opened her business as a full-time interior design firm on East Market Street and she loves what she does. Making people's dreams a reality is what she and her team of four do best.

PURSUING HER PASSION

"It has always been a passion of mine to create unique design solutions and help others while doing so. While working in the industry there were always limitations working for others, so I wanted to have more independence and influence within the design community. I gained a sense of ownership to make a positive impact in our community," explains Heather. Whether designing a space for a homeowner to function better or a commercial owner to reflect their brand and increase employee productivity, Heather does not disappoint. With her experience and expertise, she is making a difference for clients, one redesigned space at a time! With over 20 years of experience in the industry, she excels in all aspects of design. Consulting; space planning; finish, fixture and furniture selection and specification; window treatment design; kitchen and bath design; and furniture design comes easily to her. Not to mention procurement and detailed construction documentation, which includes plans, elevations, lighting placement and section details. Project management and design-build are additional services that she offers.

A trailblazer in design, Heather has high hopes for her future. Heather explains, "One of my key aspirations is to play an active role in shaping and nurturing the next generation of professionals in our industry. I hope to expand on this beyond internships in the near future."

SERVICES OFFERED

"Our Interior Design Firm creates interior and exterior residential and commercial spaces for the discerning clientele. We enjoy creating spaces that are not only beautiful but are functional and inviting, a true reflection of the client. Our focus and forte in residential is kitchens and baths and in commercial, we enjoy assisting clients create their brand in offices, restaurants, hotels, salons, and private clubs." Heather does not just do interior design. Expect architectural design for residential properties as well. She explains, "When the footprint is too small, we can expand it with an addition that compliments a home's architecture. We have designed new homes as well. This enables us to think outside the box and make sure the outside to inside flows well together." Outdoor living is another area of expertise, which extends from the interior of the home. "There is no boundary of design!" says Heather proudly.

SETTING HERSELF APART

When it comes to hiring an interior design firm, choose one that has a personal approach. Heather says, "We listen



to our clients; preferences and requirements to understand their vision and lifestyle, and to deliver personalized designs that reflect the clients; personality and enhance their living or working environments.”

Expect Heather and her dedicated team to pay attention to detail. The process is also less stressful for clients. Heather says, “We bring the showroom to the client so there is no overwhelming feeling of what to choose. Minimal options to select from and well-thought-through plans that can be discussed within minimal meetings. We provide all the selections and plans so the client has minimal decisions to make during the build process.”

COMMUNITY FOCUSED

Heather is also committed to the community. She shares, “We volunteer time by sharing our experience with the younger generation at Career Days. We give back to local charities. We are always looking for how to be an integral part of our community so we are open to hear ideas and other opportunities.”

ADVICE FOR RESIDENTS

This successful business owner has some advice for residents, especially working with a team of professionals in the industry. When dreaming of a project, make sure that you prepare specific questions and save pictures of things, places or spaces that mean something to you. Also, know how much you want to invest in the overall project. Share this information upfront to avoid confusion and to have clear expectations. “Having a well-thought-out plan for your project makes the build process run smoother without an abundance of change orders,” says Heather.

HEATHER'S BACKGROUND

“Growing up I always wanted to have my own business and I also knew I wanted to be an Interior Designer since junior high,” explains Heather. “I started very young



assisting my parents with selections for our small Lancaster home renovations, reorganizing my closet again and again, and taking many art and architectural drafting classes.”

She designed her very first home in high school, hand drafting the plans and elevations. To this day, she still has the blueprints. With her heart of gratitude, she has some people to thank for getting her to where she is today. Heather shares, “Thanks to Mr. Rasmussen (Mr. Ras) at McCaskey, I was driven to succeed no matter what I chose to do and with that, I wanted to do things for others.”

When she attended college at PCAD in Lancaster, she started her career in Interior Design. As Heather says, “I knew there were so many facets of design, I wanted to learn them all. I enjoy learning new things and taking on challenges so before I could have my own firm I needed to learn and experience the different aspects of design from home design, and architectural design to commercial design of all markets.”

FOCUSED ON FAMILY

When not working, you can find Heather with her family. She is married to her wonderful junior high sweetheart, Jason Rineer. They’ve been married for 26 years as of July 11 this year. This happy couple is blessed with two boys, Jayshon (25) and Jayden (22). “Our babies now are Huxley and Harley, two French Bulldogs, who are 5 and 3 years old,” smiles Heather. To relax, Heather enjoys walking, roller skating, watching movies, miniature golf, going to the beach, and traveling. Most of all, she loves her work and is passionate about what she does. Making people’s dreams come true through design is what she does best.



We are honored to feature Rineer Designs LLC in this month’s issue!

FOR MORE INFORMATION:

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