Dana Townsend

Real Estate Entrepreneur · Home staging, renovation and vacation-rental design

Orange County, California | CA DRE #02450456 | danatownsend@gmail.com | linkedin.com/in/dana-townsend-487ba618

SUMMARY

Dana is a real estate entrepreneur. She started Staged Interiors by Design in 2003 and founded Reimagined Rentals in 2026 to design and stage luxury vacation rentals.

She has personally led eight residential projects across California, Wyoming and Texas, from finding the property and managing the renovation to running it as a rental or preparing it for sale. She also spent about twenty years in business sales at ADP and Verizon Wireless, and earned her California real estate salesperson license in 2026.

CORE COMPETENCIES

Real estate: Listing preparation, listing copy, offer and lease negotiation, escrow and inspections, 1031 exchanges

Staging & design: Home staging, redesign, color consulting, space planning, furniture sourcing, curb appeal

Renovation: Budgets, contractor bids and management, finish selection, design-studio selections, permits

Rentals: Short-term rental setup, guest experience, tenant placement, vendor management

EXPERIENCE

Founder · Reimagined Rentals

Orange County, California · Aug 2026 – Present

A studio that designs and stages luxury vacation rentals.

- Advises vacation-rental owners and handles the design and setup. Recent work includes two bathrooms and a kitchen in Big Bear and a ranch home in Laramie, Wyoming.
- Built the company website, client questionnaire and property supply checklist.

Owner · Staged Interiors by Design

Irvine, California · Dec 2003 – Present

Home staging and redesign across Southern California. Licensed and insured.

- Also offers color consulting, curb appeal and renovation guidance.
- Designed and furnished a new corporate office for Black Swan Data, managed the flooring proposal and contractor bids, and sold the old furniture on consignment.
- Holds trade accounts with Williams-Sonoma B2B, Wayfair Professional and Designer Warehaus.

Real Estate Investor & Property Manager · Family Portfolio

California, Wyoming and Texas · 2014 – Present

Eight residential properties bought, renovated, rented or sold.

- Landlord for two single-family rentals in Northlake, Texas since 2019: prepares listings, negotiates leases including an 18-month prepaid renewal, places tenants and manages vendors.
- Supported family rentals in Hot Springs, Arkansas from 2017 to 2023, including onboarding with a management company and a mid-term lease.

Owner-Operator · Big Bear Short-Term Rentals

Big Bear Lake, California · Dec 2021 – 2025

Two short-term rentals, including the Cabin Ladera brand.

- Handled guest messages, pricing, refunds, the guest handbook and marketing.
- Took the lake house through the city's short-term rental inspection and permit, moved it to professional management, and replaced the dock in 2024 under a lake district permit.

Business Sales · Verizon Wireless and ADP

Earlier career

Business Account Executive at Verizon Wireless, starting in 2009. Sales at ADP from 2004 to 2007.

- Managed long client relationships and negotiated business agreements.

SELECTED PROJECTS

Lake house remodel, Big Bear Lake, California. Found and pitched the flip, then led the full remodel as designer and project manager. Stone counters, new flooring and paint, and a Viking kitchen turned it into a five-bedroom retreat sleeping 14, with a home theater, game room and hot tub.

Pre-listing refresh, Ladera Ranch, California. Landscaping, a solid-wood entry door, LVP flooring, a barn door, bath updates, 6-inch baseboards, paint, lighting, fans and appliances ahead of a 2024 sale.

Ranch home, Laramie, Wyoming. A 4,800 sq ft ranch on acreage. Handled improvements, wrote the listing copy and managed the inspection repair list through a 2025 cash sale.

Mountain cabin, Big Bear Lake, California. A bath remodel and tankless water heater, then designed and furnished the home and ran it as Cabin Ladera, a short-term rental, until its 2023 sale.

New-build rentals, Northlake, Texas. Two new homes bought through a 1031 exchange. Made the design-studio selections, furnished both, and has managed them as rentals since 2019.

Corporate office, Lake Forest, California. A new office for Black Swan Data in 2018 and 2019: the furniture and design plan for conference rooms, open workspaces and the kitchen, plus flooring and contractor bids. Earlier furnished the company's apartment and coffee lounge.

LICENSES & CERTIFICATIONS

California Real Estate Salesperson. DRE license #02450456, issued October 2026

Pre-licensing coursework. Allied Real Estate Schools, 2026: Principles, Practice and Legal Aspects

Certified Home Stager. Home Staging Resource (HSR)

Member. International Association of Home Staging Professionals (IAHSP)

EDUCATION

B.A., English · University of Iowa

Online resume and portfolio: danatownsend.me