

# Los Angeles Daily News

## David Bromstad talks about beach house makeovers for new HGTV show 'Beach Flip'



David Bromstad, left, Nicole Curtis and Josh Temple are hosts, judges and mentors in the new HGTV summer series, "Beach Flip." Courtesy photo

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In Southern California, residents know beachfront property doesn't come cheap or without its own decor challenges. But with a little creative mentoring and imagination, paradise lost can be found.

That's the premise behind "Beach Flip," a new HGTV show that focuses on the transformation of outdated waterfront bungalows into sought-after gems. In the latest "flip" show to hit the airwaves (premiering 9 p.m. Sunday), designers' skills are put to the test to renovate and update Southern homes in Gulf Shores, Ala., that have lost their luster.

Sure, it's not the Golden State, but local viewers just might want to consider a move to the Southeast.



**HGTV artist/designer/show host David Bromstad consults with a couple trying to renovate a Gulf Shores, Alabama, beach house in the new show "Beach Flip."** Courtesy photo

“There will be some envy because the houses come out amazing and they were done at a fraction of the cost in Alabama that it would have cost in Southern California,” said Miami-based David Bromstad, one of three HGTV and DIY Network stars who will be working with the homeowners on the new show. “In Gulf Shores, the houses cost from \$300,000 to \$500,000 and the work done on the houses in the show represents a real renovation with a real budget that is totally relatable. It was very important for HGTV to put that across. But I want everyone to indulge in the show because it’s delicious.”

Bromstad joins Nicole Curtis (“Rehab Addict”) and Josh Temple (“House Cleaners”) as what Temple called “hojentors” — hosts, judges and mentors — to four teams vying for a \$50,000 grand prize and a feature spread in HGTV Magazine. The teams are given the challenge to take rundown homes plagued by loud wall colors, outdated decor and awkward layouts, and turn them into eye-popping hot commodities. They each get a \$40,000 budget and eight weeks to get the job done.

“Successful titles like ‘Ellen’s Design Challenge’ and ‘Brother vs. Brother’ confirm viewer appetites for fun design and home renovation competition series,” said Allison Page, general manager for HGTV and DIY Network, in a statement. “‘Beach Flip’ offers fans teams to root for, home improvement tips from our star experts Nicole, Josh and David — and it doesn’t hurt that it’s a competition with an ocean view.”

Competitors are longtime sweethearts from Chicago, wealth management expert Martha Montross and experienced builder Alex Borre; a long-distance couple, Melissa Llewellyn from Los Angeles and Mahdi Alston from Philadelphia, who are in the process of flipping their first house; married duo Sarah Roussos-Karakaian, a professional organizer, and Nick Karakaian, a handyman with a background in architecture, from Astoria, N.Y.; and longtime best friends Lucy Farmer, a designer, and Daphney Massey, a real estate agent, from Birmingham, Ala.



Coming up with and executing a plan in a timely matter is the key when these teams are assigned the two-bedroom, two-bathroom homes. They can earn extra money by winning weekly challenges such as a full-kitchen renovation, but as anyone who has ever done a major home improvement project knows, things don't always go as planned.

"'Beach Flip' is very different than the regular house flip show," Bromstad said. "Most of the owners don't live at the beach, and beach houses usually are purchased as rentals or used for a few months for vacations. That element brings certain design challenges."

These houses have to be vacation-friendly, which means they need to photograph beautifully to attract potential renters. They also have to be family welcoming, providing ample space for dining and hanging out as well as incorporating an indoor/outdoor feel.

"And the decor has to go along with the reason for the house in the first place — relaxing and enjoying the water," Bromstad said.

Arranging shells, anchors and lighthouses throughout the home is one way to do it, but the more ideal choice for achieving decorating success, Bromstad said, is to use texture like jute, weathered-looking floors and a mix-and-mingle array of items and colors that promote a sense of calm. That formula works in Gulf Shores or any other beachside city from Manhattan Beach to Malibu.

First up in the season premiere is the task of renovating and redesigning master bedrooms. In weeks to come, teams go from room to room until the job is complete.

"This was a really close race, but an exciting one," Bromstad noted. "I had so much fun and I'm obsessed with this show."