

The HomeStore Design Center

RLF Business Spotlight

Montevideo, MN



The HomeStore Design Center in Montevideo is a full-service interior design showroom with professional staff available to help with all your design needs. They have flooring, paint, wallpaper, window blinds, custom window treatments, counter tops, and back splashes available for you to choose from to create the home or room of your dreams. The HomeStore has been a staple in the community since the 1970s.

In January 2021, Montevideo native, Jenna Jaspersen, bought the HomeStore Design Center with two goals in mind—offer design options for any budget and provide excellent customer service. She is happy to provide the town she grew up in with high end style at an affordable price. She loves the small town feel and community support that comes along with owning a business in Montevideo.

Jaspersen says the best part about being an entrepreneur is the flexibility that being your own boss offers and the opportunity to meet and chat with the many people that come to the store from surrounding towns. She would encourage others to “take the risk” of creating your own business because the fulfillment of helping others is a great reward.

The HomeStore Design Center offers the unique perk of helping its customers from start to finish with all their design projects. Jaspersen is grateful for the low interest loan that the UMVRDC CARES Act RLF offered to help with the acquisition cost of her business, ultimately helping her make a dream a reality.

The HomeStore Design Center
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