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*Architectural Digest*

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## Designing a Dream

Alisa Sparks turned her own leap of faith into a blueprint for others to create the design career of their dreams

**W**hen Alisa Sparks first dipped her toe into interior design, she never imagined she'd build a company that would help others do the same. With a background in military finance and zero formal design training, Sparks staged her own home out of necessity—and fell head over heels for the transformation process.

"I didn't believe I could call myself a designer back then," she says, laughing. "But staging felt doable. So, I tried—and it grew into more than I could've imagined."

What began as a solo project soon grew into a busy interior design business, Linden Creek. As demand soared, Sparks built systems to support her growing team. Seeing how well they worked inspired her to expand Linden Creek by welcoming franchise partners.



"Starting out solo can be overwhelming," she says. "There's so much trial and error—how to invoice, how to actually run the business side. I wanted to help others avoid those growing pains."

Linden Creek's franchise partners—now 17 nationwide—step into a proven blueprint for success instead of starting from scratch. They get the training, tools, and support Sparks wishes she'd had—all while building the creative career of their dreams.

"One of our franchise owners worked in corporate finance," Sparks shares. "She'd stage Airbnbs on the side for a creative outlet. Now she spends her days designing historic homes and living the creative life she craved."

**LEFT:** Alisa Sparks, interior designer and founder of Linden Creek. Photo by Anna Haddock

**RIGHT:** The bold tiled fireplace with light surround provides this living room with a grand focal point while a neutral color palette amplifies the natural light flowing through the windows. Photo by Carlos Flores @CSFLORES

At its heart, Linden Creek is about creating beautiful, livable spaces—and giving creative people a clear path to a career doing the same.

"You just need to take the leap," she says. "We're your safety net and coach along the way. It's amazing to be part of that transformation."