

PROPERTY STAGING

FOR RESIDENTIAL PROPERTIES



INTERIOR DESIGN
CREATIVE PROPERTY SOLUTIONS

A complete and creative furnishing solution

As a family run business founded in 2005, we have been helping clients improve, transform and add value to their properties for over 17 years, whether for sale or rent.

First impressions are everything. We use our creative skills and expertise to choose just the right furniture and accessories to transform empty rooms into appealing homes. A carefully designed and furnished property has been proven to attract more interest, sell faster and at the best possible price.

We look forward to helping you maximise the potential of your properties, whatever the style or budget.

Fiona and Karen



What is property staging?

A powerful marketing tool for estate agents and developers. Making a property as appealing as possible to your potential buyers is essential. And that's where K3 can help.



What do we do?

We transform empty soulless rooms into aspirational homes. Creating a unique design for the interior of your show home or individual property, a space filled with character that will appeal to your potential buyer. Our schemes allow your buyer to visualise the space, feel instantly at home and enable them to picture the lifestyle they aspire to.

Unlike many other home staging companies, we offer the flexibility of rental or purchase options. This means the furnishings we select for your project are available to buy or rent – depending on your requirements.

Alternatively, you can choose one of our Furniture Packages which are cost-effective, ready-made collections perfect for landlords.



Show Home Furniture to Rent

*Are you a property developer looking to stage a show home for a small to medium size new development?
Or perhaps a property investor or vendor who needs to furnish an individual property ready for sale or rent?*

Leave the hard work to us

Our furniture to rent service creates a high-end look and feel but without the cost of you buying, installing and storing the furniture and accessories.

For a shorter term, furniture rental is the more affordable, flexible and faster option. With delivery and installation in one or two days we have everything you need to dress a property including lamps, rugs, artwork and homely accessories to make a house into a home.

Our award-winning team will listen to your requirements and provide a turnkey solution from design concept all the way through to installation.

Once the property sells or at the end of the contract, we come back and remove everything ready for your buyer to move in. With options to relocate the contents to another plot or sell onto the new owner, this service is totally flexible to your needs.



Before & After

“100% of Estate Agents agreed that staging increases the number of viewings and that homebuyers spend more time viewing a home that is staged, as opposed to non-staged.”

* Home Staging Association Report 2022



Show Home Furniture to Buy

Are you a house builder or property developer looking to stage a show home for a medium to large development? If so, the purchase option from our home staging services may be the best choice for you.

When you decide to purchase a complete show home, we design a totally bespoke scheme which not only complements your build quality but enhances the space and pulls out all the stops to help achieve the highest sale value.

Whether you are marketing a rural development or city apartments, installing a show home helps buyers to envisage how their furniture might fit as well as appealing to their specific aspirations.

Working as a team with our clients for the past 17 years, we bring a wealth of experience and expertise to the table along with a keen eye for detail.

Typically, we take just two days to install a four bedroom show home. Once sold, the contents you have purchased can be moved to another plot within the same development. Or alternatively, you could sell the furnished property as an 'instant home' to your buyer as an incentive, thus recouping the cost.



Before & After

“84% of property developers agreed that the properties they staged sold faster than non-staged properties.”

* Home Staging Association Report 2022



A Step by Step Guide

In just a day or two, our experienced team of staging experts can transform your vacant property into an aspirational home.



STEP 1

SEND US YOUR FLOOR PLAN

Contact our friendly team for a no-obligation quote. All we need is a scaled floor plan, an idea of your target market and which service you require, either rented or purchased show home furniture. We will then create a scaled spatial plan illustrating the furniture layout and a tailor-made quote within 24 hours of receiving your information.

STEP 2

APPROVE YOUR QUOTE

Once you've given us the go ahead, we will arrange a site visit to ensure every detail is covered. We will then create a design concept for your staged property including a proposed list of the key items of furniture for your approval. Purchased show homes include bespoke visuals of each room. Design-led accessories are all part of the package, ensuring the property will feel just like a real home.

STEP 3

INTERIOR DESIGN SPECIFICATION

An optional service which includes an interior design consultation or feedback on finishes throughout the property. Avoid costly or ugly mistakes and let us create a cohesive design throughout the property. Choosing and specifying fixtures and fittings, flooring, lighting and colour schemes for walls to make your development stand out from the crowd and add the WOW factor.

STEP 4

DELIVERY & INSTALLATION

Once your deposit or advanced monthly fee has been received, and contracts signed, we will deliver, install and style with all the furniture and accessories agreed in your proposal. For purchased show homes this is usually within 4 to 6 weeks of receiving your order whereas rental staging can be installed within 1 to 2 weeks. We personally stage the property along with our professional removal team, clean through and dispose of any packaging.

STEP 5

READY FOR VIEWINGS

Your property is now a beautifully-furnished space, ready for your potential buyers or tenants to take a look around. For an additional fee, our highly experienced interior photographer can take professional images of your show home for you to use in your marketing, whether that's for web use, brochures, social media or press adverts.

STEP 6

SOLD!

From our experience, the show home always sells first. We therefore offer the option to relocate the contents to a different plot, thus maximising the marketing potential. All our rental furniture is for sale, allowing you to market the property furnished or unfurnished for lettings and sales. If or when you require collection, we just need 2 weeks' notice to uplift our items, clean through and ensure the property is ready for your buyers to move in.





“ We have been working with K3 on a business to business level for several years now across a number of developments that we have been marketing, They always offer a speedy and on trend design, featuring unique furniture that gives a real home feeling. We would always recommend them to future clients looking to buy or rent show home furniture ”

Oliver Hughes,
Redmayne Arnold & Harris



“ We have been using the furniture rental services of K3 Interior Design for over 14 years. Karen and Fiona have used their design skills to create stylish show homes which have helped us to maximise the potential when marketing our new build properties. They tackle each project with enthusiasm, a hands-on approach, and a great eye for detail. We always receive great feedback from estate agents and potential buyers alike ”

Mark Dean,
Dean & Dean Construction Ltd

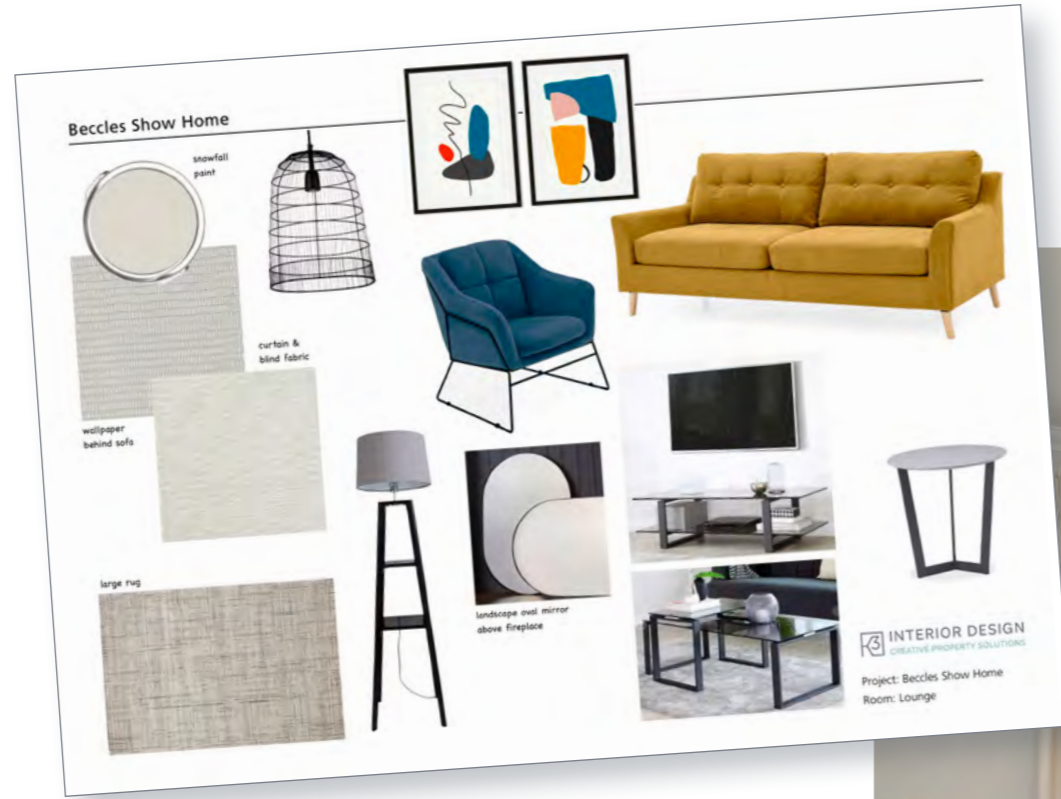


Interior Design Specification

By inviting us to be involved at an earlier stage of your building project, there is an opportunity to avoid costly mistakes and to pay attention to the all-important details which buyers will appreciate.

While working on a number of past schemes, Karen and Fiona have come across issues which could have been avoided with more forethought. A radiator positioned on a wall where the sofa needed to be, missing electrical sockets next to a bed, lack of storage and poor lighting design can compromise both the function and aesthetic value of a property.

K3 offer a consultation service to advise you on every aspect of interior design from choosing wall tiles and flooring finishes, providing feedback on kitchen or bathroom designs, checking electrical plans against furniture layouts and choosing a colour scheme throughout which will appeal to the widest audience or select feature wall coverings for that WOW factor.



Barsham Vale, Beccles - Hopkins Homes

Furniture Packages

Are you a letting agent, landlord or property investor looking to furnish or refresh a rental property?

Then why not purchase one of our carefully selected furniture packs. We offer a one-stop service to deliver and assemble the furniture with the option to dress the rooms with design-led accessories. We can even collect the keys so that you don't have to lift a finger.

Furniture packs are a fast, economic and durable solution for:

- **Build to Rent Projects**
- **Landlords**
- **Serviced Apartments**
- **HMOs**
- **Holiday Lets**

Save time and money by choosing from one of our six curated furniture collections. Each pack offers a cohesive design style containing everything you need to furnish your property. Simply choose the collection best suited to your needs, and leave everything else to us. Alternatively, if you are looking for a totally bespoke package, call us to discuss your design brief or view the packages on our website:

k3interiors.co.uk/furniture-packages



Create | Deliver | Install | Stage



Other Services



BLINDS AND CURTAINS

Window dressing not only helps co-ordinate the interior scheme but adds privacy, security and a homely feeling. Using our trusted trade suppliers and makers, we offer competitive quotes to supply and fit every kind of window dressing including curtains, voiles, roman and venetian blinds. These items can be used as a sales incentive or sold onto the new owner.



LIGHTING

Designing a clever lighting scheme for any property is crucial to provide good levels of light, whether for general use, task or ambient. K3 can source attractive and effective lights which create visual impact or marry with the overall décor, but don't break the budget. Colour co-ordinated shades, the right light bulb, energy saving options and a lights optimum position, are all considered.



PROP & SET STYLING

Working with estate agents, marketing and film companies, photographers and retailers to enhance their products or service by renting out props. With their own stock of design-led and eclectic furniture, K3 can supply and deliver key items as well as offer creative interior styling to conjure up a lifestyle appeal and the optimum composition for professional photography.



MARKETING SUITES

K3 can design and install a creative marketing suite as part of a show home installation. There are many advantages of installing a tailored area to help market properties. This could be one room in the show home, a converted garage or neighbouring identical plot. Buyers will have the opportunity and time to sit down in comfort, talk to the sales staff and review samples in a homely environment.



PHOTOGRAPHY

Creating an aspirational lifestyle, promoted by good quality photography is vital in attracting your target market. K3 work with some amazing interior photographers who can capture just the right lifestyle look for both rooms and close up shots. Potential buyers or tenants spend seconds looking at each property online. Catch their eye by investing in professional photography.

“ We used K3 Interiors when we were struggling to sell our two unfurnished new build houses. As soon as Karen and her team had come in and furnished them to look like ‘Real’ homes we started getting offers ”

Sophie Payne

“ K3 did a brilliant job at staging our flat. The styling was exactly what we needed and they worked professionally and responsively. We'll definitely be working with them for our staging needs moving forward ”

Lars Brown, Thurlby Brown Developments Ltd



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