

GUIDE TO CHOOSING THE RIGHT FURNISHING PARTNER

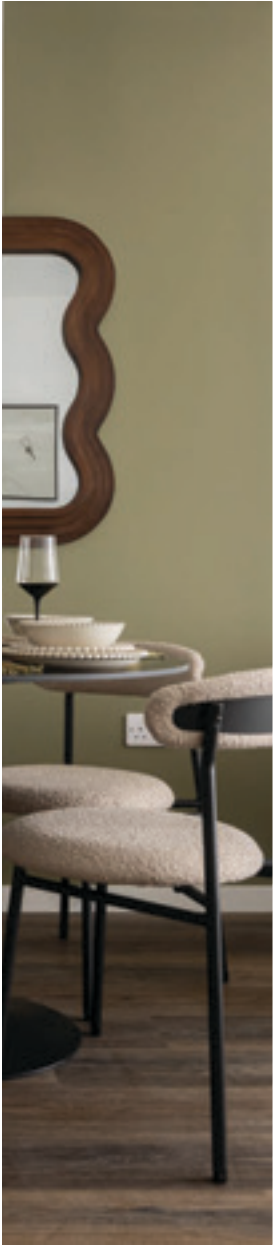
An Informative Guide for Property Investors, Landlords & Developers.

This guide provides a structured approach to evaluating furnishing partners, helping investors and property owners make informed decisions that enhance the value and functionality of their spaces.



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INTRODUCTION

A well-furnished property plays a crucial role in enhancing its marketability, rental yield, and overall appeal. Market research indicates that staged properties sell up to three times faster than unfurnished ones, while thoughtfully designed rental homes contribute to higher tenant retention rates.

Choosing the right furnishing partner is about more than just aesthetics—it requires expertise, efficiency, and an in-depth understanding of the property market.

THIS GUIDE HELPS INVESTORS AND PROPERTY OWNERS CHOOSE THE RIGHT FURNISHING PARTNER WITH A CLEAR, STEP-BY-STEP APPROACH, ENSURING THEIR SPACE IS BOTH STYLISH AND PRACTICAL.

Whether you're a developer furnishing multiple units, a landlord aiming for a swift turnaround, or a homeowner seeking bespoke interiors, selecting the right partner ensures a seamless process, long-lasting quality, and a design that aligns with market demands.



1 INDUSTRY EXPERIENCE & STABILITY

What to consider

Experience in delivering high-quality furnishing solutions across various property types.

A strong track record of working with developers, landlords, and overseas investors.



HOW WE CAN HELP

20 years of industry experience with thousands of successful projects.

Expertise across all furnishing services, including interior design and homeowner furnishing solutions.

Trusted by major property developers such as Berkeley, Barratts, London Square, and Far East Consortium.

In-house fleet for quick delivery and a 10,000 sq. ft. warehouse in London ensuring stock availability and rapid installations.

No reliance on third parties for refurbishment work, keeping costs low and projects efficiently managed.

2 ONE-STOP SERVICE OFFERING

What to consider

A furnishing partner that provides more than just furniture, covering all aspects of property enhancement.

Expertise in multiple property types, from show homes to rental properties.



HOW WE CAN HELP

Furniture Packages: Fully furnished solutions for landlords, homeowners and investors.

Show Homes & Stock Units: 90% of the furnished stock units we do are sold within the desired target period, and we hold an impressive track record of selling multiple units at a development off the back of the show homes we furnish.

CASE STUDY: ONE BISHOPSGATE PLAZA – INSTYLE DIRECT'S SHOW HOME DESIGN DROVE MULTIPLE SALES. TWO UNITS WERE SOLD DIRECTLY DUE TO THE SHOW FLAT'S PRESENTATION, PROVING THE EFFECTIVENESS OF STAGING SERVICES.

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ONE-STOP SERVICE OFFERING



HOW WE CAN HELP

Window Dressings: Tailored solutions for privacy and style, with over 1,000 installations annually.

Refurbishment & Renovation: Clients have seen rental yields increase by up to 100% after refurbishments.

BTR Furnishing Solutions: Large-scale furnishing solutions. We furnished 450 units for Vastint's BTR scheme, achieving 100% occupancy.

Holiday Home & Airbnb Packages: We helped an overseas host rent their Airbnb in just one week.

Student Accommodation Packages: Designed for durability and affordability, with all soft furnishings meeting fire safety standards, including Crib 5 to Crib 7.

Homeowner Furnishing Solutions: Fully furnished homes within affordable prices, offering well-coordinated, stylish designs.

3 WORKING WITH OVERSEAS INVESTORS

What to consider

A furnishing partner that can handle full furnishing solutions remotely with efficient communication and execution.

A proven track record with many overseas clients.



HOW WE CAN HELP

75% of our client base consists of overseas investors.

All work is managed remotely, ensuring a smooth and stress-free process.

Multilingual team members provide support in native languages.

ALL SERVICES, INCLUDING INTERIOR DESIGN, WINDOW DRESSINGS, AND REFURBISHMENTS, ARE HANDLED REMOTELY.

4 ETHICAL SOURCING & SUSTAINABLE BUSINESS PRACTICES

What to consider

A commitment to sustainable and ethical sourcing.

A responsible approach to waste management and carbon footprint reduction.



OUR EFFORTS

A focus on reducing the environmental impact across all services.

Ensuring materials are recycled or upcycled in refurbishment projects.

In the past year, we have recycled 17.7 tonnes of cardboard and paper, saving over 261 trees and reducing 2 tonnes of CO₂ emissions.

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ETHICAL SOURCING & SUSTAINABLE BUSINESS PRACTICES



OUR EFFORTS

Hybrid and electric vehicles reduce emissions by 33%.

FSC-certified materials for furniture, window dressings, and refurbishments.

Donating furniture to charities to extend product lifespan and minimise waste.

5 POST INSTALLATION SUPPORT & MAINTENANCE

What to consider

A partner that offers ongoing support and maintenance after installation.

Quick responses to any post-installation issues.



HOW WE CAN HELP

Warranty across all furnishing services.

Fast replacement services for damaged items, including window dressings.

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RELATIONSHIP WITH PROPERTY MANAGEMENT, DEVELOPERS & LETTING AGENTS

What to consider

A furnishing partner with established relationships with property developers, estate agents, and property management firms.

An understanding of specific development requirements and the ability to provide tailored solutions.



HOW WE CAN HELP

Strong partnerships with leading developers such as Berkeley, Barratts, London Square, Far East Consortium, and Mount Anvil.

Experience furnishing properties across prime London developments, ensuring that furnishing solutions are aligned with the standards and expectations of high-end properties.

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RELATIONSHIP WITH PROPERTY MANAGEMENT, DEVELOPERS & LETTING AGENTS



HOW WE CAN HELP

Preferred furnishing partner for leading letting agents, including Benham and Reeves, a London property specialist since 1958, as well as Savills and Knight Frank.

Ability to work seamlessly with property management teams, ensuring that landlords and investors have stress-free furnishing solutions that meet tenant expectations.

7 SPEED & EFFICIENCY IN PROJECT TURNAROUND

What to consider

The ability of a furnishing partner to meet tight deadlines, particularly for landlords looking to furnish rental properties quickly.

Efficient project management to ensure minimal downtime between tenancies.



HOW WE CAN HELP

24-48 hour* furniture installation for landlords and investors. *(Based on stock availability.)*

In-house logistics team and dedicated project managers to ensure timely delivery and setup.

Show homes and stock units furnished within days, enabling developers to showcase properties sooner.

Comprehensive refurbishment and replenishment services designed for quick turnaround, minimising vacancy periods.

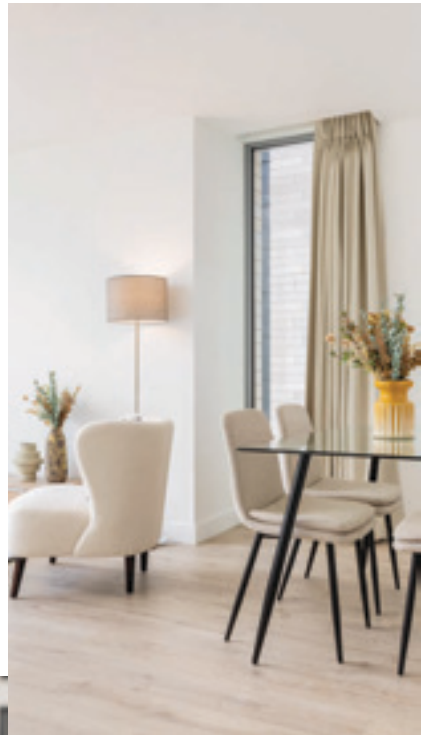
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CUSTOMISATION & DESIGN FLEXIBILITY

What to consider

The ability to offer bespoke furnishing solutions tailored to individual property needs.

Customisation options beyond standard furniture packages.



HOW WE CAN HELP

Ani M Interiors by InStyle:
Our high-end, fully
bespoke interior design
service for luxury
residences.

Tailored furniture
packages that can be
adapted to different
styles and budgets.

Space-saving solutions
for compact apartments
and challenging layouts.

Specialist window
dressing service offering
custom-made blinds and
curtains.

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SCALABILITY & BULK ORDERING CAPABILITIES

What to consider

Whether the furnishing partner can handle large-scale projects efficiently.

Availability of stock and quick turnaround for bulk orders.



HOW WE CAN HELP

Proven track record in successfully furnishing large-scale furnishing projects for developers and BTR operators.

10,000 sq. ft. warehouse in London, ensuring stock availability for bulk orders.

Dedicated logistics and in-house fleet for fast delivery and installation.

Ability to furnish entire developments with consistency in design and quality.

10 STRATEGIC MARKETING SUPPORT

What to consider

Do they offer support beyond just furnishing—like helping market your property to attract buyers or tenants?

Can they provide professional visuals that elevate your listings?

Do they have access to a targeted audience of landlords, investors, or renters?

Are they able to assist with marketing materials or even events that build community and boost engagement?



HOW WE CAN HELP

We capture your furnished spaces through high-quality photos and videos—ideal for listings, brochures, and social media.

Your projects are promoted across our digital platforms, including our website, monthly newsletters, and social media—reaching over 10,000 landlords and investors.

We design development-specific brochures, incentive flyers, and investor packs to make your property stand out.

From private viewings to resident welcome events, we help you create meaningful touchpoints that drive engagement and build community.



MAKING THE RIGHT CHOICE

Finding the right furnishing partner involves assessing experience, service range, reliability, and sustainability efforts. InStyle Direct offers a structured approach to furnishing, ensuring efficiency, style, and long-term value.



**FOR MORE DETAILS
GET IN TOUCH**



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