

PARTNER IN STYLE

THE UK PROPERTY
DEVELOPER'S GUIDE
TO SMART FURNISHING
SOLUTIONS

www.instyledirect.com



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OVERVIEW

Why does professional furnishing matter for developers?

In an increasingly competitive market, developers face growing pressure to sell or rent their properties faster while maximising returns. Extended selling times and void periods drive costs, but professional furnishing offers a solution.

25%

The average selling time has increased significantly, rising from 119 days to 149 days over recent periods

15%

The time between listing and sale has grown, extending from 182 days to 209 days on average

700K+

Homes currently unfurnished and vacant across the UK

£20bn

worth of residential property is currently lying vacant in the UK capital



Sources: Rightmove / Mayor of London / DLUHC

OVERVIEW

How does professional furnishing help?

Professional furnishing maximises a property's visual appeal, resulting in quicker sales, reduced void periods, and greater returns on investment.

11%

faster sales and

14%

quicker lets for

properties that are professionally dressed

94%

of estate agents and

100%

of developers agree

that dressed properties increases the number of viewings per property

Over 25%

tenants

in the UK prefer to rent a furnished property

Up to 21%

higher rents

for furnished homes in the UK compared to unfurnished homes

9%

shorter void periods and

8%

higher sale prices for professionally dressed properties

24%

more buyer interest and

27%

more tenant interest for professionally dressed properties

Sources: HSA Report / Manor Interiors / OnTheMarket

WHY PARTNER WITH US

As a family-owned business of over 20 years, we ensure a design-led, people-first approach to deliver quick results.



Family-owned business
established in 2004



In-house fleet
for faster deliveries



No sub-contracting
Managed by in-house professionals



Over 100 years of
combined expertise in
residential property



1000+ furnishing projects
completed every year
since 2004



10,000 sq ft.
London warehouse facilities



Over 75%
of all our clients are overseas
investors and landlords



90% of properties
staged by us are sold
within the target period



Recycling and Upcycling
policies for furniture and
packaging materials

OUR PARTNERS

a2dominion

BARRATT
— LONDON —

Bellway

Berkeley
Designed for life

iconblu
london

Knight
Frank

mace

MOU
NTA
NVIL

REGAL
LONDON

St Edward
Designed for life

St George
Designed for life

St William
Designed for life

FARRELLS

Greenland

Poly

RW
RANDALL | WATTS

Taylor
Wimpey
Central London

VASTINT

Countryside
Partnerships

DAMAC
TOWER
— NINE ELMS \ LONDON —



Vistry Group



01

CONSULTATION

Based on your sales or business goals, our assigned project manager will suggest a design theme and request your floor plans. Once our designers have studied the floor plans, they will incorporate them within the theme that fits your budget and suits your target audience.

02

CONCEPT

Our design team will show you a visual representation and mock-up of the space plan to give you an idea of how our expertise and the overall interiors will complement each other to create an aesthetically appealing home.

03

INSTALLATION

Our installation team is quick at their job and will efficiently assemble everything as planned and on time. After removing all the waste, we will ensure you have a show-home standard property to present to potential buyers.

Disclaimer: Special Payment Terms for further details contact the Head Office.
sales@instyledirect.co.uk / +44(0) 20 8964 1966.

OUR SERVICES

We offer developers a hassle-free, one-stop, design-led furnishing service. With a range of customisable furniture packs, we deliver quick results within the tightest budgets and timelines.



Dressed units

A custom interior solution using in-house furniture pack at cost-effective pricing to attract buyers and push sales.

Our **dressed units** improve **sales results by 90%**.

Incentive Furniture Pack

An entry-level furnishing solution for clients with large orders to furnish multiple units quickly and within budget.

Buyers are 87% more likely to close deals with our incentive packs.



Show Home Interiors

AniM
BY INSTYLE

ani M Interiors, the bespoke design service by InStyle Direct, blends art, culture, and craftsmanship to create unique, high-end interiors for private homes, show homes, and commercial spaces. From antiques to 3D wall art, our bilingual designers add depth and personality to every project.

According to Zoopla, beautifully designed and staged properties can increase value by up to 10% and sell three times faster, making us a smart investment for developers looking to maximise impact and returns.

Communal areas

We specialise in bespoke interior design for communal areas, such as concierge spaces and marketing suites, transforming them into inviting and professional environments that enhance your development's appeal and leave a lasting impression.

With a focus on blending design, functionality, and quality, we help developers make a lasting impact and transform their spaces to new standards of excellence.





MARKETING PARTNERSHIP

Boost your property's appeal with our expert marketing support

We know how crucial it is to create a brand that speaks to your target audience. Here's how we can help you stand out and drive engagement:

01

Our in-house team specialises in photography and videography, ensuring your show homes shine. Need more? We also offer internal and external property shoots for maximum impact.

02

We promote your projects across our website, monthly newsletters, and social channels, reaching over 10,000 landlords and investors—all targeted for maximum visibility.

03

Need marketing collateral? We design incentive scheme flyers and brochures to showcase your properties, making them irresistible to potential buyers. Development Specific Brochure.

04

We help you facilitate buyer or resident events to foster a strong community atmosphere, improve resident satisfaction, and increase engagement.

OUR TRACK RECORD

Berkeley’s West End Gate showhome furnished by
InStyle Direct - Sold in 4 weeks

Service : Dressed units



Property Type:	3 bed
Developer:	Berkeley
Client:	West End Gate
Postcode:	W2
City:	London
Services:	Tailored Furniture Package
Result Achieved:	Show home sold in 4 week post furnishing

OUR TRACK RECORD

One Bishopsgate Plaza: How InStyle Direct’s
Show Home Design Drove Multiple Sales

Service : Dressed units



Developer:	UOL Group Limited
Client:	One Bishopsgate Plaza
Postcode:	EC3
City:	London
Services:	Window Dressings, Tailored Diamond Package
Result Achieved:	2 units sold off the back of the show flat

OUR TRACK RECORD

100% Immediate Rentals - How InStyle Direct Furnished
450 Units for Vastint's Build-to-Rent Scheme

Service : Build-to-rent / BTR furnishings



Developer:	Vastint
Client:	Sugar House Island
Postcode:	EC15
City:	450 (show homes, studios, 1, 2, 3 bedrooms)
Services:	Tailored furniture packages
Result Achieved:	100% immediate rentals – wait list generated

OUR TRACK RECORD

Two-Bed at High Street Quarter, Hounslow
(x3 Units)

Service : Incentive Furniture Package



Property Type:	Two - Bed Apartment
Developer:	Barratt London
Client:	High Street Hounslow
Postcode:	TW3
City:	London
Services:	Dressed unit
Results Achieved:	All the units were sold with the furniture as an incentive by the developer and assisted in selling multiple units at the development

OUR TRACK RECORD

Leighwood — Two-Bed House

Service : Dressed units



Property Type:	Two-Bed
Developer:	Berkeley
Client:	Leighwood Fields, Cranleigh, Surrey
Postcode:	GU6
City:	London
Services:	Dressed unit
Result Achieved:	3 x houses sold off the back of this one

OUR TRACK RECORD

Dressing InStyle: Quick Sales Post Furnishing
at Lincoln Square

Service : Show home / ani M Interiors



Developer:	Lodha
Client:	Lincoln Square
Postcode:	WC2
City:	London
Services:	Dressed unit
Result Achieved:	All the units were quickly sold after getting furnished and styled by us

CLIENT TESTIMONIALS

“

I just wanted to provide some feedback on the show home your team delivered for us at Leighwood Fields in Cranleigh. We launched it to the public on Saturday, had 12 viewings and subsequently, over the last 3 days, have sold 3 houses off the back of it. It is, therefore, the most successful show home launch we have had this year. We are very happy with the scheme and results it has driven so thank you all.

-Daniel Chipps, Head of Sales, Berkeley Homes

”

“

I had a very pleasant experience working with InStyle, specifically Mark and Nicole. They are very professional and understand the needs of the clients. The clients and the brokers liked their furnishings package and the interior design. They deliver quality work and they provide good quality furniture. They dress-up two of our apartments and completed the window dressing in a short period of time, from beginning to end, with no hassle. We sold both apartments in less than 6 weeks. We are getting them to do another apartment for us. Highly recommend InStyle, especially Nicole & Mark.

- Chin Yee Foo, UOL Group Limited

”

“

We were absolutely delighted with the service provided by Emma and her team at InStyle Direct. They dressed a unit for us at one of our developments and the results were fantastic. From day one the communication was very good. In fact, we were so impressed with the scheme, they are currently in the process of dressing another unit for us! Thanks Emma and team.

- Zoe Jones, London Square

”

“

The team at InStyle have been great to work with. They stylishly dressed a studio apartment for us at The Green Quarter which was subsequently snapped up by a buyer who was keen to take the furniture along with it.

-Finn Nixon, Head of Sales, Berkeley West Thames

”

“

After the rental success of our first collection of homes at Sugar House Island furnished by InStyle Direct, we wanted to continue our partnership with them and appointed them to furnish our largest collection of homes at Sugar House Island. They have delivered consistently in very challenging times, and I am impressed with their commitment, market knowledge and professionalism. It has been a pleasure working with everyone, from the designers to the delivery and installation team. And I hope to continue this partnership in the coming years

- Zhaleah Qayyum, Head Of UK Residential Sales & Lettings, Vastint UK

”

“

I had the pleasure of working with Instyle on our recent Build to Rent scheme at Canning Town. The service from Amar, James and the team has been impeccable from start to finish – firstly showing their vast experience in pitching their vision to the client and then delivering the product well within the time frame set. All communication has been clear and any bumps in the road were quickly rectified without fuss. We are now halfway through leasing up the building and our clients and most importantly tenants could not be happier with the quality and finish of the furniture provided. I would have no hesitation in recommending Instyle and hope to work with Amar and his team again on future projects.

- David Ornsby, Partner, Carter Jonas

”

LEADING WITH SUSTAINABILITY



Best practices and **planet-first approach** by InStyle Direct



Zero landfill policy



Instyle is on its **journey** to become **carbon neutral**



17.7 tonnes of material (cardboard and paper) **recycled**



2 tonnes of CO2 emissions reduced by recycling



261 trees saved by recycling



406,775 litres of water saved



Active support to **charities** and local **communities**



33% less emissions (up to 9.1 tonnes of CO2 reduced) by using a **93% Ero-compliant**, hybrid or electric fleet



GET IN TOUCH

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By appointment only

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