AGENTS GUIDE

5 WAYS FURNISHING CAN HELP YOU CLOSE FASTER

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Introduction

London's property market can be highly competitive when targeting a quick sale or rent. As an estate or lettings agent, you will likely come across clients pushing for a fast sale or rental to either reinvest in another property or avoid any void periods that could impact their rental earnings. In such situations, investing in a property's interiors and furnishing is a winning formula, yielding quicker results.

According to Rightmove, furnished properties in London rent 21% faster on average than unfurnished ones and command a premium of up to 24%. Regarding sales, professional furnishing can boost the value of a property by up to 15%. In this guide, we will discover the benefits of furnishing properties listed for rent and sale and how agents can use our services to improve their output.

Your checklist

Part 1: Spot the slow movers

For several reasons, properties with good specifications and amenities can still underperform when listed. As an agent, you will be able to map these slow-moving properties. Gathering viewer feedback will help reveal the underlying issues with such properties, usually associated with its orientation and presentation.

Empty units with dated décor and unappealing photos are common red flags for establishing appeal. At such times, enhancing the property's visual appearance with stylish furniture, modern appliances, and tasteful accessories or artwork can be a game changer and attract more viewings and interest from potential tenants and buyers.

Part 2: Maximise rental and sales value

Thoughtful furnishing strategies help maximise rental and sales value by directly hitting the sweet spots of tenants and buyers. Professionally furnished properties create an emotional connection as the viewer can envision living there without the hassle and uncertainties of finding the right furniture. This visual clarity sets the impression of a well-cared-for property, justifying the premium that landlords and sellers seek.

While the National Residential Landlords Association (NRLA) reports a modest 3-5% increase in the annual rental income for furnished properties, InStyle Direct has delivered much higher returns of over 40% for landlords who go the extra mile to get their investments worth.

Part 3: Offer plug-andplay for overseas and busy clients

Estate and letting agents often work with overseas or remote clients who may find it challenging to be physically present for a completely hands-on furnishing process. At such times, it is invaluable to work with a one-stop furnishing partner that excels in providing turnkey solutions, including everything from design and delivery to installation and waste removal.

Over the last twenty years, InStyle Direct has furnished properties for thousands of overseas landlords and busy clients who have happily entrusted us with their homes for quick, cost-effective and result-driven solutions. Agents benefit from our in-house offerings, which reduce dependence on third-party vendors, making the entire process smooth and seamless.

Part 4: Match style to rental strategy

The type of furniture package required for a rental largely depends on the tenant profile, rent expectation, and the landlord's lettings strategy. For instance, short-let properties such as Airbnbs or holiday homes can opt for flexible furniture options that provide sufficient storage and durable surfaces.

Comfort is key for long-term lets, along with neutral tones and layered design themes that appeal to a broader tenant base. Agents should always discuss the rental strategy with their landlord clients to understand their goals and provide appropriate recommendations.

Part 5: Don't forget the details — Styling closes deals

Whether you're selling or letting, first impressions matter. Homebuyers and tenants alike need to see themselves living in the space—and empty or poorly styled rooms make that harder. As an agent, it can be especially challenging to market properties that feel cold, awkward, or unfinished, even if the specifications are strong.

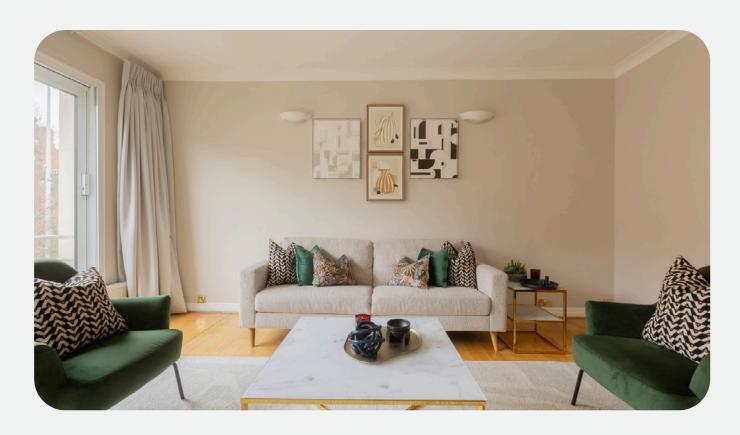
Beyond the furniture, it's the finishing touches—artwork, accessories, colour cohesion, layout flow—that create an emotional connection. For sales, these visual cues help buyers perceive the property as well-maintained, modern, and ready to move into. For rentals, they suggest convenience, comfort, and lifestyle—all key decision drivers for tenants comparing multiple listings.

Professional furnishing, interior styling, window dressings, and refurbishment by experienced designers elevate the overall appeal, increase perceived value, and reduce decision time. InStyle Direct provides complete property turnarounds that help agents both sell and let homes faster, often securing better offers and rental returns in the process.

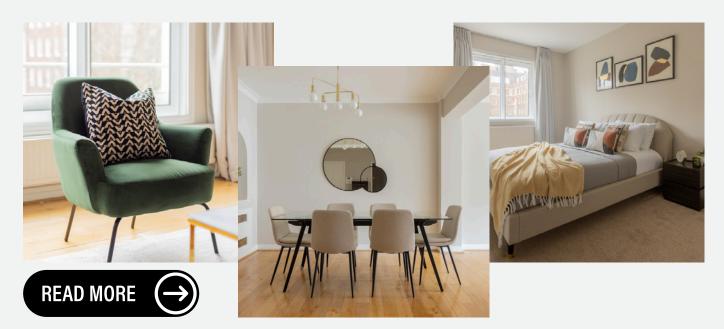




41% rent increase in just 7 days for a landlord in South Kensington



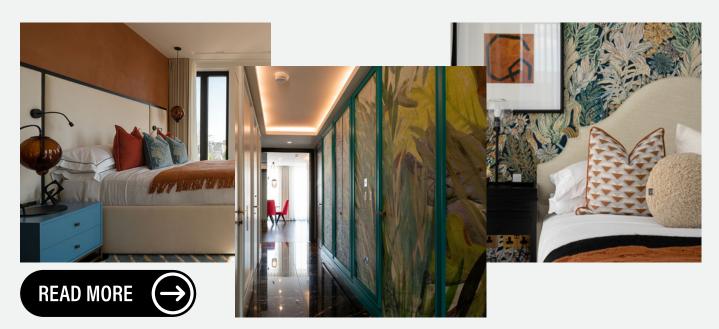
A private landlord in the sought-after SW7 postcode approached us with a request to help elevate the appeal and maximise the rent of a tired apartment. Our cost-effective, turnkey solutions kept the budget in check and helped the landlord achieve a 41% rent increase from £3,400 to £4,800 within just one week.



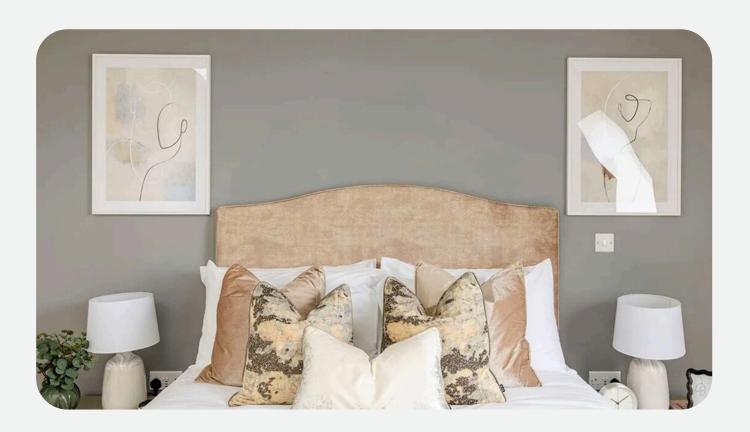
Quick sales achieved at Lincoln Square with turnkey furnishing



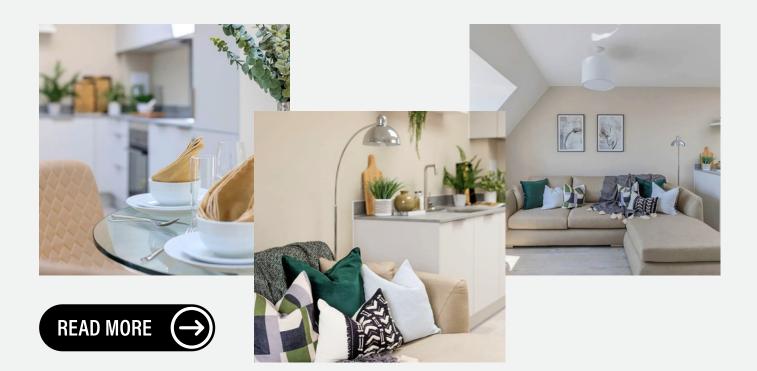
When a leading agent approached us to furnish two vacant apartments at the prestigious Lincoln Square development, our team delivered a swift transformation with tailored furniture, styling, and accessories. The result? Both units were sold shortly after installation, proving once again how professional furnishing can accelerate the sales process and add tangible value in prime London postcodes.



Four apartments rented out in four days post furnishing



InStyle was instructed to furnish four apartments at the prestigious Royal Eden Docks development in East London. Using different colour variations of our Gold Furniture Pack, our team of expert designers styled the apartments to perfection. In just four days after completion, all four apartments were successfully rented for their full asking price.



Four quick sales in Hendon after show home styling



A reputed developer in NW9 approached us to paint, furnish and accessorise a one-bedroom show unit to boost sales. From concept to installation, we completed the project in less than three weeks. The dressed unit generated widespread buyer interest, resulting in the swift sale of not one but four units within the same development.



Cleveland Gardens transformation doubles rent to £8,500



An outdated 4-bedroom lateral in prime W2 underwent a strategic refurbishment—reconfigured into a spacious 3-bed layout with a spiral staircase, bespoke marble-tiled bathroom, modern spray-painted kitchen, upgraded ironmongery and fresh paint and wallpaper. The turnkey revamp more than doubled monthly rent from £4,100 to £8,500 and secured a let to the very first viewing.



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As an overseas home buyer, it is not easy to manage furniture installation remotely without a let agent. James and Alex are super efficient. They help me liaise with my concierge and confirm back and forth when things aren't moving on. Nicole from the designer team got excellent tastes and made my home looking very cozy. A real money-worth-the-value package. Excellent experience!



Katrina WJ Hu - Landlord

he 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.



Fionn Nixon - Developer

Outstanding experience! The furniture arrived quickly, and the quality of the materials exceeded all expectations. I'd definitely recommend!



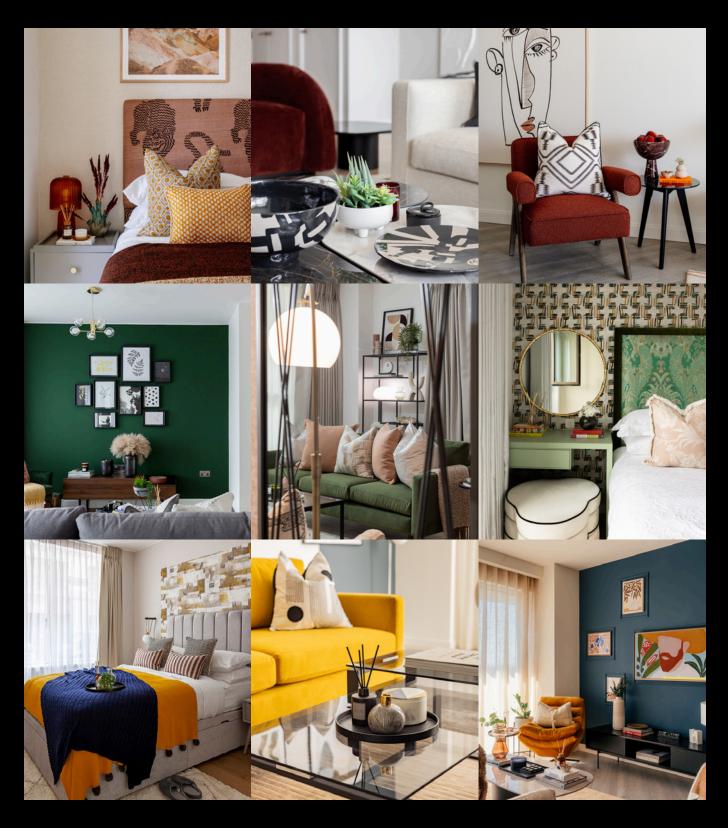
Chloe Burgess - Agent



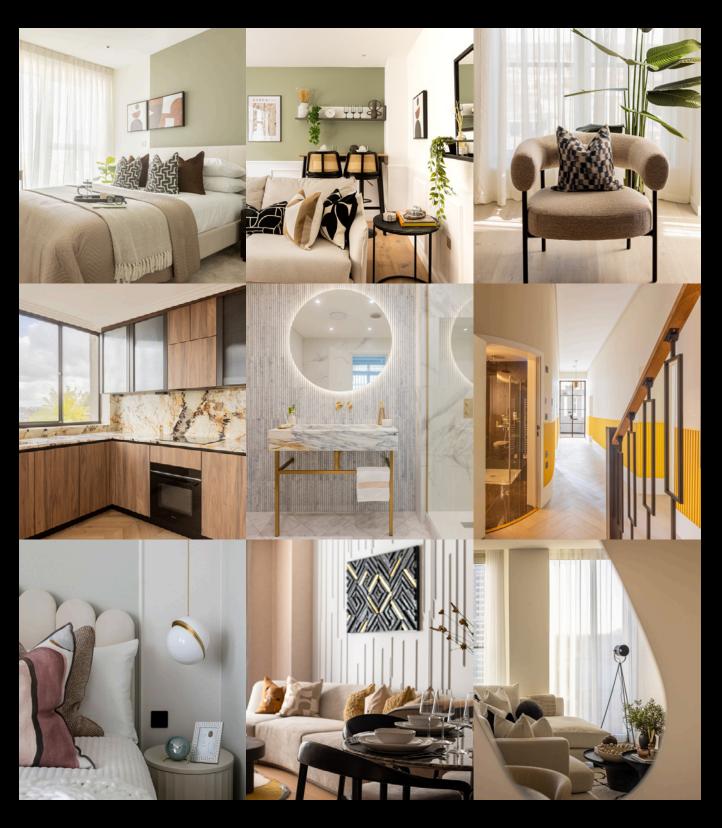
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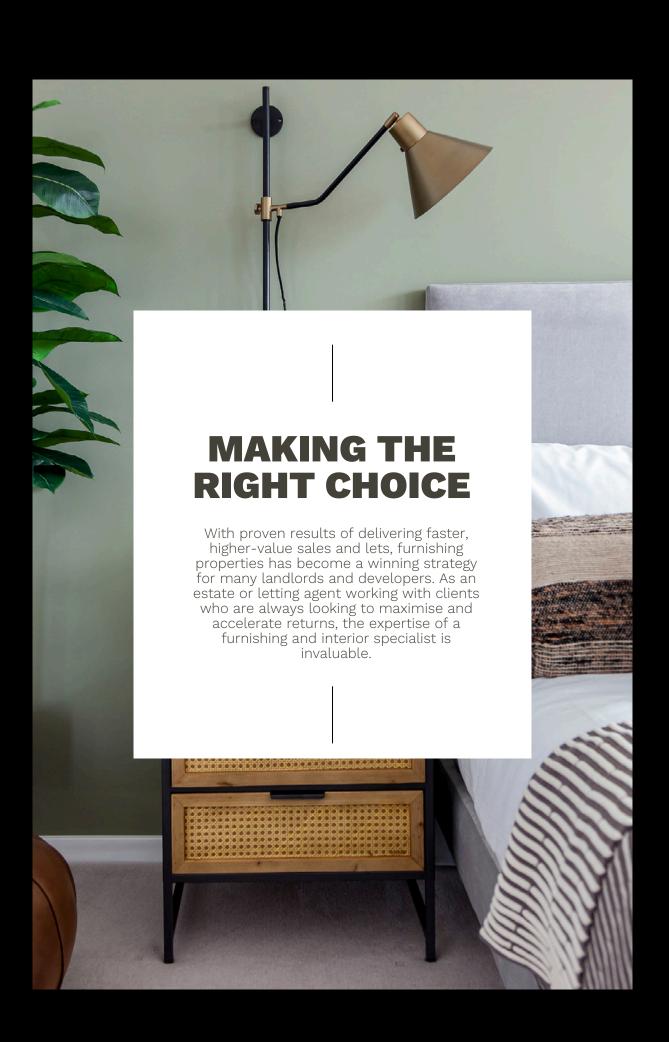
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