

# LOFT<sup>®</sup>

**PROPERTY** STAGING



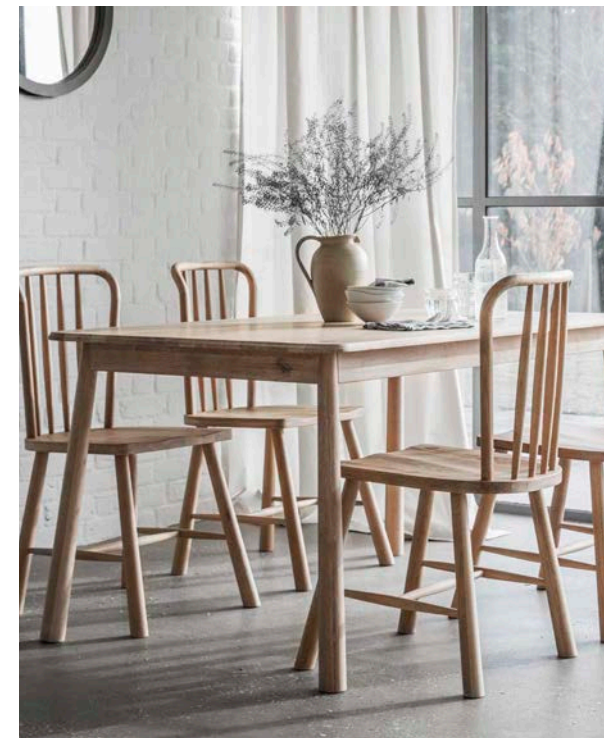


2

## What is Property Staging?

LOFT property staging helps agents and landlords rent or sell their property by creating an aspirational lifestyle that is appealing to the target market.

We offer a nationwide service that will transform your property, add value and assist in the sale or rent of your property.



3

### ***GET IN TOUCH***

**Tel:** 03334 552 000

**Email:** [propertystaging@loft.co.uk](mailto:propertystaging@loft.co.uk)  
LOFT.co.uk



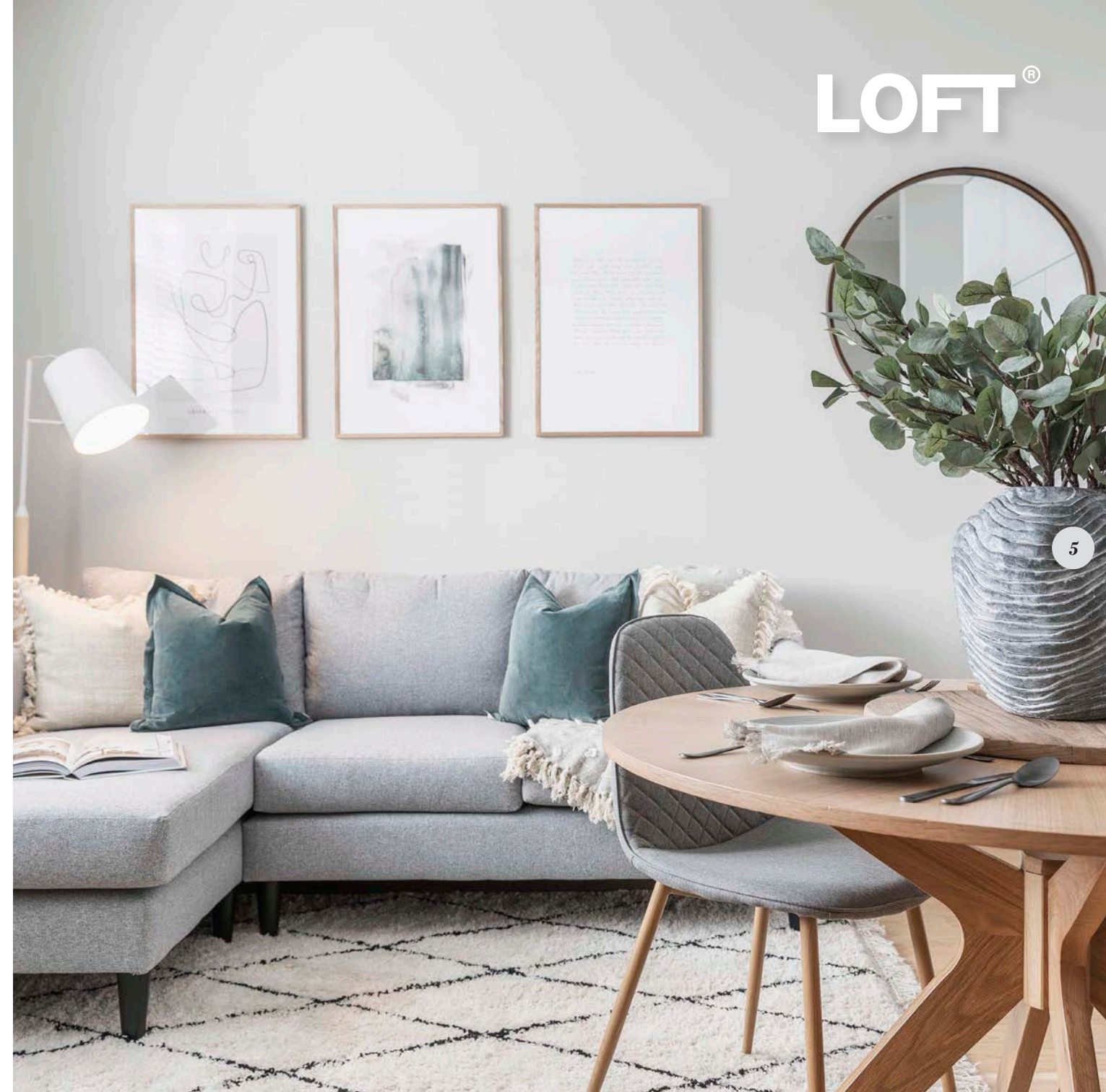
## Be Competitive

First impressions are often lasting impressions. This is even more relevant when it comes to selling property in today's competitive marketplace. Professional property staging will help your property stand out from the crowd and achieve the best price in the shortest possible time frame.



*First Impressions*

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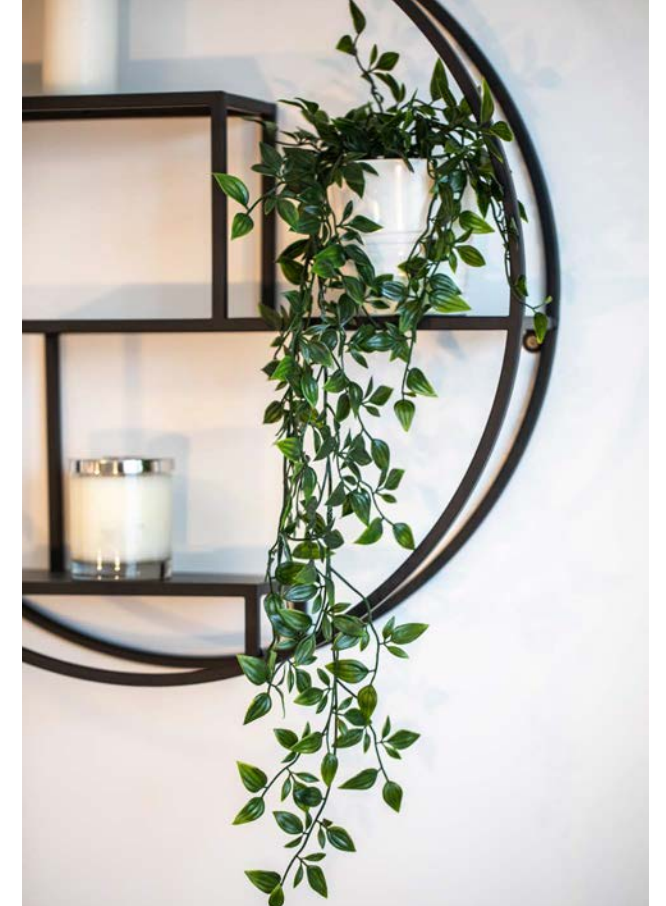




## The Service

LOFT's Property Staging service will give you the edge over other properties as all items are hand selected for your property and will include furniture and accessories. We take care of everything for you, from key collection, full delivery and assembly through to the final finishing styling touches.

With over 125,000 sq.ft of warehouse space in London and Manchester, we have one of the largest stock of residential furniture and accessories in the UK. Our installation team are fully trained on property staging and will be accompanied by one of our skilled interior designers. Professional photography is available on request.



**QUICK & EASY PROCESS**





8

## THE PROCESS

### 1. Get in Touch

A member of our dedicated team will start by asking for a copy of your floor plan and any other relevant information about your property such as location, size and value, so that we can provide a tailored quotation specific to your property and requirements

### 2. Quotation

Once we have all the relevant information, we will send you an obligation free estimate quotation within 24 hours for you to review

### 3. Site Visit

A member of the LOFT design team will visit your property to measure up, confirm the inventory, evaluate access and the style of your property

### 4. Design

Following payment, a LOFT designer will begin to select your bespoke furniture scheme. They will carefully select furniture pieces and accessories best suited to your property and the target demographic ensuring to maximise the property value. Our furniture is sourced from our select range of UK and European suppliers

### 5. Delivery and Installation

On the day of installation our trained logistics team, along with a LOFT designer, will dress your property to the highest of standards. A white-glove service ensures installation of your scheme is simple and hassle free; installations are usually completed within one working day

### 6. Collection

As soon as you no longer require the furniture, book in your collection and our experienced team will come and carefully remove the furniture and accessories. There is also an option to purchase the furniture at the end of the rental agreement

9





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## PROPERTY STAGING STATS

**75%**

of homebuyers spend more time viewing a home that is staged, as opposed to a non-staged home

**83%**

In 2019 83% of property developers saw an increase in the offer value of a staged property, 33% of which were above 10% of the original asking price!

**86%**

of estate agents agree that a staged home will sell up to 3 times faster than a non-staged home!

\*Home Staging Association Report 2019

**FASTER SALE**

*Higher Value*





*Details Matter*



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# MEET THE INTERIOR DESIGN TEAM

LOFT's in-house team of eight talented Interior Designers and Stylists has over 50 years of combined industry experience in interior design and property staging, proving a nationwide service from the London and Manchester offices. Our experienced team will envision the lifestyle you wish to depict through furniture, accessories, prints and mirrors. Allowing prospective buyers to see each property's full potential.

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MAEVE BELLERBY

**Creative Assistant**

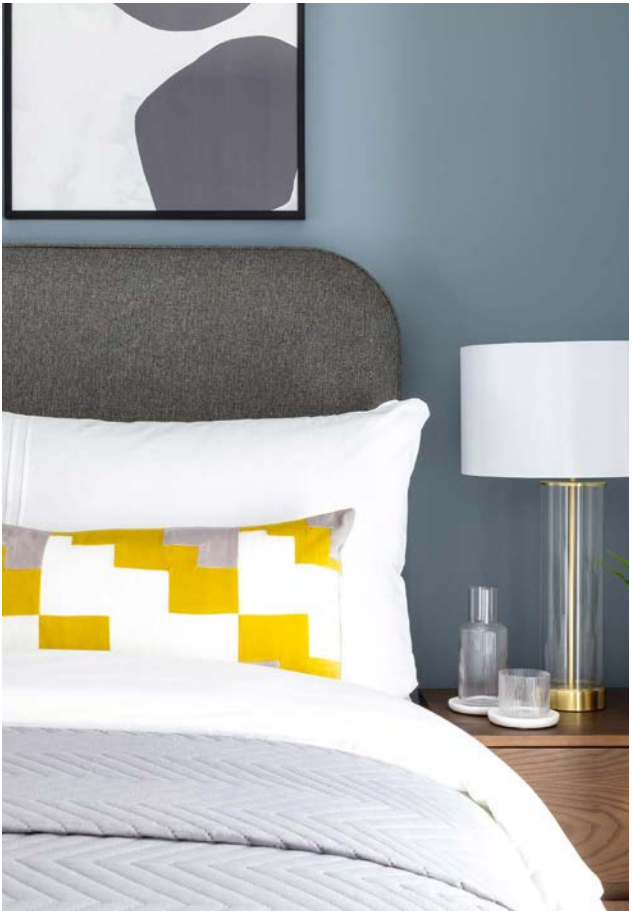
[maeve.bellerby@loft.co.uk](mailto:maeve.bellerby@loft.co.uk)





# Successful Sale

In today's competitive market, professional property staging has become an essential ingredient in achieving a successful sale. Properties need to present beautifully in print, online and in person in order to achieve the best price in the shortest possible time frame





# VIRTUAL PROPERTY STAGING

We can transform any space, make your vision a reality. We create a visual that shows potential buyers or tenants the real potential of your property. We can save the seller or landlords hundreds of pounds and time by adding cosmetic details and dressings, showing the real value of a property when staged correctly. Attract the right buyer or tenant, save your clients money and as an agent save time.

As an alternative to fully furnishing your property, we offer a digital staging service. This involves computer generated visuals of how the space could be styled.

This is a time and cost effective alternative to physical property staging.

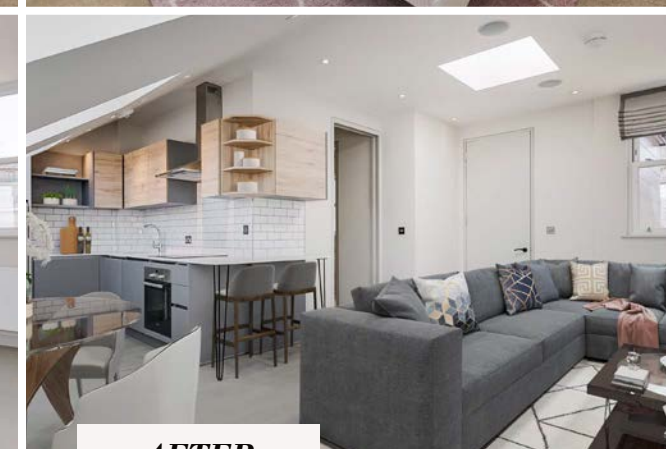
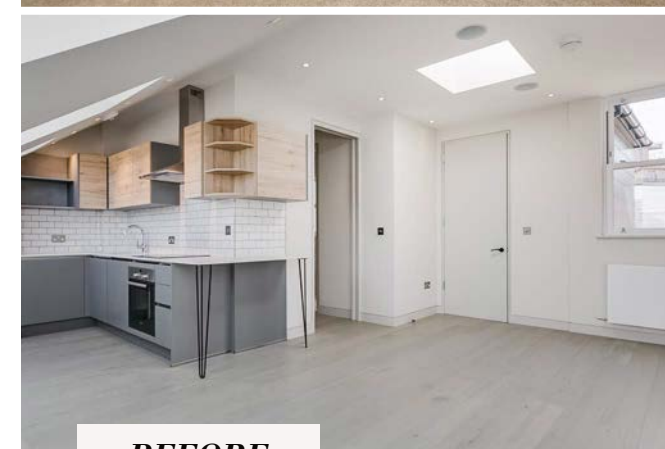
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*How It Works*

- Send us high resolution professional photography of your room/space
- Discuss your preferred design style with our interior design team
- Choose the type of package required
- Receive our proposal for your feedback
- Receive your final image



**BEFORE**

**AFTER**



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**For More Information Get In Touch**

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