

A smiling woman with blonde hair is holding a glass of water. She is wearing a dark floral dress. The background is a kitchen with white cabinets. A semi-transparent text box is overlaid on the image.

Home Staging

HOW TO EFFECTIVELY
CREATE THAT PROFITABLE
INSTA WORTHY INTERIOR

KLAUDIA LESZCZYŃSKA

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Hi, I'm Klaudia!

It all started with renting out a small studio apartment, when absolutely everyone advised us not to renovate it and quickly rent it to someone... just to pay the bills. But I wanted to make money on it! You want that too, right? That's how we did our first renovation and got sucked into the subject, because our method proved to be effective! Now we rent, sub-rent and manage apartments; but above all, we help create beautiful interiors that rent easily, i.e. we stage homes. We know what sells and what doesn't, because we test it out ourselves all the time. A few years ago, I decided to work in real estate and have been constantly educating myself. From the very beginning, we built our company, Krakowskie Pokoje, to be focused on quality. We staged each home, so that the properties we offered to our clients looked just right.



We learned from the best, Piotr Hryniewicz, an investor and the creator of the Education in Property Investment Project, who showed us how to think in order to survive in the real estate business and gave us tools that allowed us to make good analyses and the right decisions. To this day, we constantly improve our qualifications, because the real estate market changes from year to year and those that cannot adapt to new circumstances, simply fade in the marketplace.

More investors came to us for help, asking we were renting without vacancies at high prices, yet they were constantly struggling to rent out their own properties. The key to our success was and is, quality, in my opinion, and home staging gives us exactly that. Thanks to it, we have clients waiting in line for our next available rental property.



In this e-book, I have gathered our knowledge and experience, organized it into one coherent process, thanks to which you will also be able to carry out effective home staging and create an Instagram-like interior that your customers will be impatiently waiting to move into. I show you the whole home staging strategy and specific tools, which will make sure that your work will bring the desired effects. You do not have to be an artist to create a gorgeous interior. All you have to do, is apply the techniques you've learned, without missing any steps. I'm impatiently waiting to see your projects, which you can upload with the hashtag **#instastaging**, so that we can inspire and motivate each other to create better interiors. Regardless of whether you have one inherited apartment for sale or rent, or you are a real estate professional, this e-book will show you how to approach the subject, so as to achieve the best possible results.

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TYPES OF RENTAL PROPERTIES AND CHOOSING THE RIGHT TENANT

TYPES OF RENTAL PROPERTIES AND CHOOSING THE RIGHT TENANT

I'll tell you about:



DIFFERENT TYPES OF RENTAL PROPERTIES. SO THAT YOU CAN CHOOSE THE ONE THAT SUITS YOU BEST.



HOW TO PLAN A STRATEGY SO THAT THE TYPE OF RENT YOU CHOOSE. WILL BE SUITED TO YOUR NEEDS AND ABILITIES. AS WELL AS BRING YOU MAXIMAL PROFITS.



HOW TO DEFINE THE TARGET GROUP THAT YOUR OFFER WILL BE AIMED AT



TYPES OF RENTAL PROPERTIES AND CHOOSING THE RIGHT TENANT

When

I ask investors whom I work with, who they want to rent an apartment to, I am often met with surprise, or the reply: "just not students". And then, they go on to explain that the most important criteria are, someone who will not destroy their property, pay the rent and can easily be evicted if they cause any problems.

You have to admit that that does not sound too encouraging. If you think that tenants do not feel this kind of approach, you are wrong. They will often renege on signing a rental agreement, despite having liked the apartment, precisely because the owner seemed "somewhat strange."

Owners, immersed in their "rental nightmare" fantasies, tend to look for the perfect candidate who is not a vandal, student, nor party animal, without actually knowing who they have in mind. This is immediately visible when looking at apartments that are filled with a random mix of mismatched furniture that would be an eyesore in the owners' own home.

So why have I begun with asking whom you would like to rent your property to? Why is it so important? Because the answer to this question will determine how you approach your rental process, as well as your furnishing and decorating choices. It affects your profits and costs and saves time, because you will not have to wonder what to buy, for how much. Thanks to knowing your aims, you will be faced with fewer decisions right from the start.

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YOUR INTERIORS AFTER HOME STAGING

YOUR INTERIORS AFTER HOME STAGING

I'll tell you:



WHAT HOME STAGING IS AND HOW TO USE IT TO ACHIEVE YOUR GOALS.



WHAT SENSORY MARKETING IS, AND HOW TO USE IT TO ACHIEVE HIGHER PROFITS.



WHAT THE HOME SHOULD LOOK LIKE AFTER HOME STAGING, BECAUSE YOU NEED TO KNOW IN ORDER TO DETERMINE THE NEEDED SCOPE OF WORK.



HOW TO EVALUATE A PROPERTY.



HOME STAGING HOOKS, HOW TO ARRANGE ZONES IN A PROPERTY AND HOME STAGING CORNERS.



HOW TO DECORATE INDIVIDUAL ROOMS AND GIVE APPROPRIATE FUNCTIONS TO UNDEFINED ONES.



YOUR INTERIORS AFTER HOME STAGING

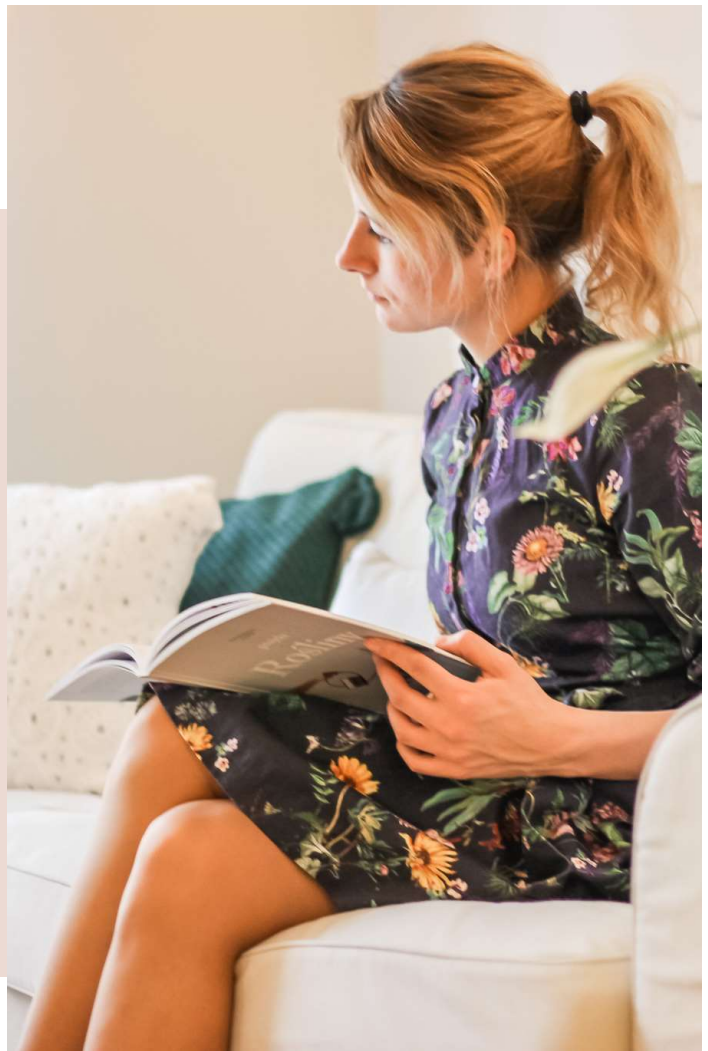
You already know how your rental business will be organized and who you are aiming to lure with your deal. Now is the time to adapt the property to fit that plan, so, do we begin with... home staging or a renovation?

Well, it depends! If your property is far below the current rental standards, it may mean that changing the colors and decorations will not be enough. Over the past few years, tenants' expectations have changed radically, especially concerning the appearance and standard of rented properties. Competition in the rental market is constantly increasing, so if you want to rent effectively and earn well, you have to stand out. Or at least don't be worse than the rest. We are about to evaluate your property and determine the things that need to be done in it, but in the meantime, I have a task for you.

Task

Browse online property adverts, and don't compare your property to the worst available ones - check how competitive your property's appearance currently is.

What is Home Staging?



We are back to home staging. What is it? Allow me to be a bit metaphorical. Home staging is like gift wrapping, which helps your property to be rented or sold as soon as possible.

WHY THE PACKAGING? WHY DO WE WRAP GIFTS IN THE FIRST PLACE?

Remind yourself of how you feel when receiving a beautifully wrapped gift. Good-quality gift paper, beautiful ribbons, a card, additions in the form of twigs or flowers that come together to form one beautiful composition. Even before you unpack the gift, you know that the person cares a lot about you and has gone the extra mile. They could have just handed you the present or thrown it into a gift bag. But no, here, every element is carefully thought out and planned. You are already happy and grateful for the gift, the excitement of what is next, even though you have not opened the actual gift yet.

IF THE CONTENTS ARE AS WELL THOUGHT OUT AS THE PACKAGING, THE PERSON THAT HAS GIVEN YOU THE GIFT, SHALL UNDOUBTEDLY SEE AND FEEL HOW HAPPY AND GRATEFUL YOU ARE. IT WILL BE A MEMORABLE OCCASION.

How does this relate to real estate? The dependence is simple. If your property is beautiful, your potential tenant will sense that you care about them and that you are not a run of the mill landlord. This is because your space has that extra something, that allows the potential tenant to imagine themselves living in the apartment. You are aware that you have taken care of a million little details that affect their perception of the interior, but your potential tenant takes in the property as a whole - neat, beautiful, fragrant... Hmm, that table is going to be the perfect spot for my morning coffee. Oh! And this armchair, right by the bookcase, next to the window, is where I will read books, wrapped in that warm blanket (how cozy!).

Are you getting where I'm heading now? You need to provide a stimulus for people viewing the property, that will awaken her imagination and confirm that your property is a good choice. This is your gift wrapping. You take care of all the details before the presentation, which are meant to reassert the WOW factor promised in your advert. And on moving day, you leave a little gift (perhaps coffee or chocolates) to welcome them to their new home. You reassert your message and prove that it is worth renting from you. Is this not over the top? Hmm, it depends on whether you want to be treated like a premium rental brand or just a supermarket. If you want your property to be desired by tenants, there is no other option- you have to put the work in.



Some think that home staging is fluffing a few pillows and moving an artificial plant from corner to corner for photos. It is nothing of the sort. If the person viewing your property senses a fakeness about the interior, they will think that everything is just for show, and rather than feeling excited at the prospect of having found a home, they will be suspicious towards you.

It is a thin line that you do not want to cross, and it is difficult to clearly specify whether baking cookies on the open day is too much, or not. Why? Because maybe baking cookies is as natural to you, as the sun shining, and you will radiate honest joy when offering them to viewers. And the scents filling the interiors are always a nice touch. However, if you do not normally bake, it is better to not do so, rather than come across as insincere. Not everyone feels good in such an environment. Just like, not everyone likes to

pose for the camera. Find another way to add your personal touch.

If the apartment is beautifully arranged and you take care of all the little details, you do not have to run around with cookies. You can show the viewers that you care about their opinion in a different way, one more in sync with your nature and personality.

HAVE YOU HEARD
OF SENSORY
MARKETING
BEFORE? HOME
STAGING IS HEAVILY
BASED ON IT!

Sensory Marketing

It is aimed at engaging the client's senses, so as to strengthen their emotional bond with the brand and evoke specific reactions and associations. This is how home staging works - on the one hand, it brings out all the potential of the property, and on the other, it is designed to influence the client's senses, so that they can see themselves as the owner or tenant of your property, and envision everyday life in it.

What is the desired effect of all these changes? The client will remember your offer, it will be easier for them to make a positive decision, and if, for example, you rent various properties, even if they do not choose to rent the first time around, they might remember you the next time they need to rent. When creating your own brand in the rental industry, for short, or long term rentals, a consistent style will make your company recognizable, which will result in a higher probability of positive rentals of new apartments that you offer.



HOW TO AWAKEN THE SENSES?



SIGHT

Use imagery and light do not forget to use eye-catching colors in your adverts as well (bold decorations in red, green or yellow - at least on the main photo in your advert). Prepare photos and a video to show that the property is consistently decorated.



HEARING

Use sounds and music. Add the right music to your video presentation of the property. What kind of music? The type that your client will appreciate! It can be calm and relaxing so that they take more time watching your advert, or the opposite- energetic and stimulating action. Take examples from stores! Each of them has different music, depending on who their offer is directed towards. You can use audio-marketing which affects the imagination. A themed interior, e.g. in a specific musical genre or with elements of a band's creativity, is an interesting idea. You can include the instruments that decorate the apartment, LPs, posters or books about the band, in your photos, and have your client hear the music while viewing them. Your advert will certainly be memorable!



Evaluating the property

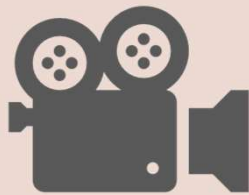
List all the strengths of your property. What did your guests or previous tenants compliment? Quality, location, additional advantages and things that increase comfort and convenience? Consider why anyone would want to view your property in the first place? What is unique and attractive about it? What about it captivated you?

1. _____
2. _____
3. _____
4. _____

List all the disadvantages of your property. What you do not like about it, what annoys you, what is inconvenient? What problem areas do you see that require change?

1. _____
2. _____
3. _____
4. _____

If you know that something clearly cannot be "hidden" (e.g. unsightly, old gas pipes), then... display it! No, I am not crazy, just turn a disadvantage into an advantage (like at a job interview, when asked about their main disadvantage, the candidate replies that they are too punctual or are a perfectionist). You can repaint old pipes with a contrasting color and create an industrial style in your interiors.

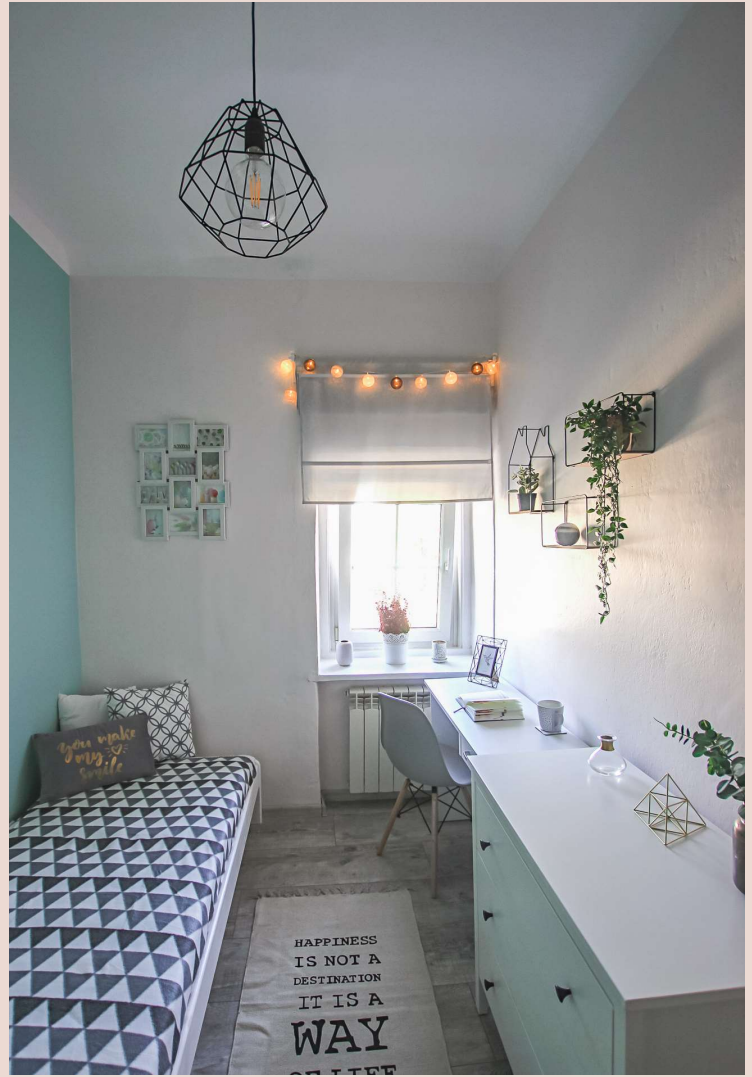




Case study

A BAREN AREA IN THE MIDDLE OF THE WOODEN PANELING



I just mentioned what you can do with unsightly pipes, but I also had two other projects that didn't let me sleep peacefully, because I was constantly wondering what to do with their main disadvantages. The first of them was a large, barren patch of wall in a wood-paneled wall. The paneling had to remain, but a large bare patch glared at you, which was previously filled with a wall unit. The problem arose when the old furniture was removed, because the room was to be rented out. There was no option to fill the recess with the same paneling or take it off. I decided to highlight this space with wallpaper depicting trees, which also was naturally connected to the wooden paneling. The whole wall turned out fantastic and it was the focal point, upon entering the room.



Case study



MINIATURE WINDOW

The second case was a disproportionately small window in a room that was walled-off from the kitchen. The option to replace the window could not be replaced because it was too expensive, but its appearance was rather grotesque. I decided to mount a Roman blind, not directly above the window, but rather a few dozen centimeters higher. The blind was always partly lowered, so upon entering the room it seemed that the blind was simply lowered and covering part of the window, therefore creating the visual illusion of a larger window. A simple and cheap solution that completely changed the perception of the room.



Back to your property. You should already know its strengths and weaknesses, and know which parts require intervention. But before we go any further, there is one more important thing - do not forget about your goals once you get into the flow of work.

IT IS NOT MEANT TO BE TO YOUR TASTE

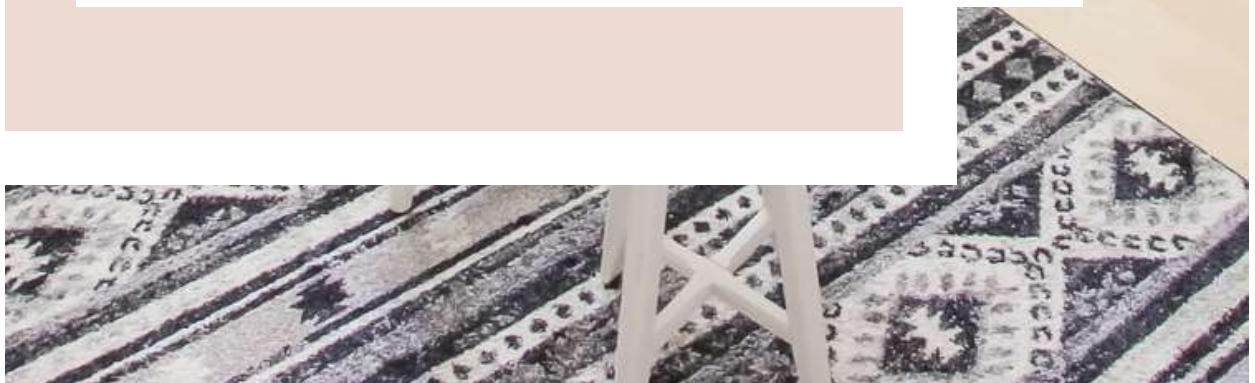


You are not meant to be the one to like it, your tenant is. You thought about whom you want to rent the property to, so that you could now think about their expectations in regard to a rental property. Grandma's antiques will not be appealing to a corporate client or student, even though their value may be very high. I have heard the question, accompanied by indignation, on why I would want to exchange a solid wardrobe for some "cardboard" one, that will soon fall apart, because new furniture is flimsier. And I know that the quality of budget furniture varies, but if customers prefer it, the decision is simple - because the whole point of my job is keeping the customers happy. And that's that. I could end it here, but I will tell you how to get it done.

How should a property look after home staging? The answer to this question will make defining the scope of work much easier, so let's begin... from the end.



DEFINING FUNCTIONS
AND HOME STAGING HOOKS





When you enter a property, you take it in as a whole, but there are always spots that demand your attention. I call them home staging hooks, because those are the places we like to take a closer at. In every room there should be a hook that will attract you client's attention. Those few seconds, that make them remember your property and trigger their imagination. To help them imagine living there. On entering each room, its function should be immediately clear. Be it a kitchen, bathroom, dining room, bedroom, living room, office or children's bedroom.

If the room is large and there are several different areas, e.g. a living room with a kitchenette, then clearly divide the room into smaller zones, so-called home staging corners. If you have an open plan living, dinning, kitchen and entry hall, create separate zones that will fulfill specific functions. This way, you can create an entry hall area, passageways - a corridor, kitchen, dining room, living room, library or office space - depending on what functions your living room will cover.

You enter my apartment via an entry hall, which is connected to the living room, its visual separation is marked with different flooring. We have a living room area, where there is a sofa, armchair and TV, a dining area with a table and chairs, a kitchen with an island and a separate children's corner behind the living room space, because our children play in the living room.

Emphasizing the function of each room, gives you the feeling of order and harmony. The use of clear divisions affects our positive perception of our living space, because we find our orientation quickly and know what its use is.

Home staging hooks are meant to attract attention and strengthen the definition of the function of the spaces. What can be used as hooks? These are usually carefully arranged corners that emphasize the function of the room, e.g. a dining table, a coffee table in the living room, a bookcase. But they can also be huge windows with city views. Have a look at each room in your home and identify its home staging hooks. If you highlight and decorate them appropriately, your property will gain on it.



Home Staging

CHECKLIST

☐

EACH ROOM HAS A DEFINED FUNCTION

☐

MULTI-FUNCTIONAL ROOMS ARE DIVIDED INTO HOME STAGING CORNERS

☐

THERE IS A HOME STAGING HOOK IN EACH ROOM

☐

THE INTERIOR DECORATION IS CONSISTENT

☐

COLOR CONSISTENCY IS MAINTAINED

☐

EACH AREA IS WELL LIT

Notes



Conclusions

After this chapter, you should have a preliminary idea on how to prepare your property from a functional point of view. You can look at each room once again and write down how you would like to emphasize its functions and create the right atmosphere. Do not skip the checklist, because thanks to it, you will be able to check whether you have remembered all the necessary elements.

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DETERMINING THE SCOPE OF WORK, BUDGET AND PLANNED PROFITS

DETERMINING THE SCOPE OF WORK, BUDGET AND PLANNED PROFITS



I'll tell you:



HOW TO DETERMINE THE SCOPE OF
WORK.



HOW TO DECIDE WHICH JOBS TO
OUTSOURCE AND WHICH TO
COMPLETE YOURSELF.



HOW TO PROPERLY PLAN A BUDGET.



HOW TO PROPERLY ESTIMATE PROFITS.



Conclusions

You already know what your interiors should look like, and you have an idea of what needs to be changed. At this stage, you should also have a budget, which you will use to implement home staging and write down the scope of necessary work and additional equipment you will need to invest in. You also already know what profits to expect. Personally, I recommend making two versions of your planned income - an optimistic and pessimistic version. Thanks to the latter, you can check whether the investment will still be profitable even at lower market rates.

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IMPLEMENTATION: HOME STAGING PRINCIPLES

IMPLEMENTATION: HOME STAGING PRINCIPLES

I'll tell you:



HOW TO CHOOSE THE RIGHT COLORS AND COMBINE THEM. DEPENDING ON THE SPECIFICATIONS OF YOUR PROPERTY.



WHAT THE RULE OF THREE IS AND WHETHER IT IS WORTH USING IT.



HOW TO COMBINE PATTERNS.



HOW TO ADD WARMTH TO INTERIORS AND CREATE A DREAMY ATMOSPHERE WITH DECORATIONS AND FABRICS.



WHAT STYLE SUITS YOUR TENANT?



HOW TO CREATE A FUNCTIONAL INTERIOR.



HOW TO PREPARE A ROOM FOR RENT.



HOW TO VISUALLY ENLARGE INTERIORS.

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A FEW WORDS ABOUT
PHOTOS AND ADVERTS

A FEW WORDS ABOUT PHOTOS AND ADVERTS

I'll tell you:



HOW TO TAKE GOOD PHOTOS
WITHOUT BEING A PROFESSIONAL
PHOTOGRAPHER.



WHICH PHOTO EDITING
PROGRAMS TO USE.



WHAT TO PAY ATTENTION TO
WHEN WRITING YOUR AD.



WHERE TO PLACE ADVERTS.

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BEAUTIFUL INTERIORS AND NO TENANTS

BEAUTIFUL INTERIORS AND NO TENANTS

I'll tell you:



WHAT THE POSSIBLE CAUSES OF A LACK OF TENANTS MAY BE, DESPITE THE PERFECT INTERIORS.



HOW TO ASSESS WHETHER YOU ARE PRESENTING THE PROPERTY WELL.



HOW YOUR CONTRACT AFFECTS YOUR TENANCY RATES.



HOW WRONG PRICING CAN NEGATE THE EFFECTIVENESS OF HOME STAGING.

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LET'S STAY IN TOUCH!



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