



# RENOVATION & STAGING



## How We Transformed a Dated Investment Flat and Increased Its Value

### AT A GLANCE

#### OBJECTIVES

This Ipswich flat had been rented out for many years and needed an update before it could be sold to appeal to buyers and achieve the highest return.

As the target market was young professionals, it was important to create a modern, spacious and appealing flat.

#### CHALLENGES

The two main issues that had to be tackled were a dated bathroom and the disproportionate room sizes.  
A very limited budget

#### INVESTMENT

Property Renovation (bathroom renovation, new flooring, painting): £6,900  
Design, Management & Staging: £2,200

#### RESULTS

Property **valued £20,000 higher** than a comparable flat listed in the same building  
**Sold STC £2,000 over asking price**



### AWARD-WINNING PROJECT

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## THE PROCESS

### Bathroom

The bathroom was unappealing and lacked character, with mould marks around the bath and only half-tiled walls, we recognised its potential. As bathrooms can be a critical selling point for properties, we knew that transforming it into a stunning feature would be essential to capture buyers' attention.

We designed a modern bathroom that would appeal to the local young professionals, our target market. We replaced the old and worn-out flooring, added black modern taps to the sink and bath and used white tiles with grey grout to create a fresh and contemporary look. To add depth and contrast, we painted one of the walls black, creating a focal point that drew the eye.

Overall, the bathroom was transformed into a stunning feature of the flat that added value to the property.



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## Room Disproportion

The master bedroom was larger than average, which made the rest of the flat feel smaller. The second bedroom, despite being a double room, looked like a box due to its elongated shape. And the open-plan kitchen/lounge felt too small to comfortably accommodate kitchen, dining, and living areas.



To address these issues, we used staging techniques to transform the spaces into functional and inviting areas.

We started by painting all walls white and laying the same flooring throughout the flat, which made it feel bigger and brighter.

In the living room, we used furniture that was proportionate and kept as much free flooring area as possible to increase the sense of space.

The big master room was staged with a king-size bed to emphasize how much space there was. In the second bedroom, we placed a double bed and bedside table to illustrate that it was a double room with space for a wardrobe.



Overall, our home staging techniques transformed the rooms into functional and appealing spaces and we were able to showcase the potential of each room and create a lasting impression on potential buyers.