



## Vacation Rental Design Services

### Design Services, and White Glove Turnkey Installation Services for your Short Term Rental Property

J Squared Home Designs is excited to

offer our Award-Winning Design services for Vacation Rental Clients. Juliana has experience with furnishing vacation rental properties and personally owns a high-end rental property.

J Squared Home Designs, offers Design Services and

total white glove installation for rental properties curating everything...right down to the pots and pans if needed. Leave the organization, planning and installation work to us. Furnishing a property is an investment. A well-planned design will increase traffic to your property online and will show your rental clients that your

beautiful property is not only a place they want to stay, but a place they will return each time they visit. Our design team can help you showcase your investment property. Professional design planning prevents owners from making costly errors in design and furniture selection mistakes. The **interior** will sell your property to the renter. Our luxury home staging background makes us an expert in understanding your market... and your client.





### Unique Needs of a Rental Property:

Rental properties have additional concerns to address unlike a residential, private home. The designer will source furnishings that are constructed with “performance upholstery”, and source case goods that are “commercial grade” to better endure rental wear and tear. Each item is selected for durability, with a color scheme to help camouflage rental traffic. This planning increases the life of your furnishings. This process boasts a gorgeous “designer” look, the comfort of home, with commercial considerations addressed. Our detailed process will give owners confidence they are providing the appeal of a curated professional design with the durability of a rental property.

### Why you need a Designer:

Photography is the selling point of any rental property. Would you stay here? Properties that have been professionally designed, and beautifully coordinated, look inviting and draw renters to the owner’s property. A professionally designed property also provides a residential feel that keeps renters coming back and help owners collect the “5 Star” Ratings and wonderful reviews needed to grow their investment. A poorly furnished property, (or one that looks like it is furnished with leftover items from “grandma’s basement”) **does not** draw renters and will get passed up for another local property that looks inviting, clean, and uncluttered. The renter must feel there is value to the prospective property and will compare it with available hotels. Hotels are professionally designed...and the design process will keep your property competitive and translate into a real return on investment for the property owner.

### **Longevity Expectations Regarding Investment Property Furnishings:**

All rental furnishings have a life span. Some items, of course, will need to be periodically refurbished. Soft goods (such as sheets, and towels) will need to be more frequently recycled due to constant use, washing, wear, or staining. (Renters don't want stained or worn-out towels or sheets.) If our team purchases these items for you in our "total household package" ...you can simply contact us, and we can reorder and ship any item needed directly to you or your property management firm. Additionally, in the unfortunate circumstance that a furniture item is damaged by a renter, needing replacement, we can provide a quote for your insurance (or the rental management firm), and we can reorder a piece that works within the design plan and ship directly to you. You will have a file with us so we can easily locate exactly what you need.

### **Total Property Design and Furnishing:**

We have a simple system to help you understand the cost of totally furnishing your vacant property. When designing a property, we are designing the space in a comprehensive manner. Anyone can purchase a sofa. We are sourcing the sofa that is the correct size for your space, that coordinates with the overall look of the home, ensuring the sofa upholstery is performance fabric and is sturdy enough for larger clients, and is a piece that will hold up with use. Additionally, we are also sourcing the perfect area rug for that sofa that will hide traffic and wear, beautiful artwork to enhance or pull the color of the sofa, as well as the coordinating throw pillows for that sofa. We provide the total package and do the work for you, using our large portfolio of vendors, contacts, and resources that are not available to the public, spanning several price points.

### **What Services Does J Squared Home Designs Provide:**

J Squared Home Designs will handle everything from designing your space, total order management, professional receiving, and inspection of your furnishings, and finally total one day installation by our team, or delivered to your property for you to personally install at your leisure. Our team can handle everything including professionally hanging artwork, updating lighting fixtures, washing sheets, making beds, providing towels, and stocking the kitchen with utensils, dishes, pots, and pans. We have a variety of plans to fit and customize the design experience for your needs. If hired, we also offer a complimentary site visit, free paint consultation and a "tip sheet" for preparing the home for renters.

### **What is Order Management?**

Once our clients have approved the design plans for the rental property, the designer will begin to order, follow up, and track the shipping and arrival of each item going into the home. The designer will have each item shipped to a local receiver who will catalog the arrival of items, open and inspect items for damage, and report and catalogue the inventory for the designer. This process is ongoing until every item has arrived. The designer will provide a comprehensive binder of all items to the owner for their records. This is a good reference of total items purchased for insurance purposes.

### **What is Receiving?**

J Squared Home Designs uses a professional receiving company for all projects. No items are ever shipped directly to the property. This is a logistical nightmare and opens the client up to theft, and a "trickle in" smattering of items arriving constantly...that may be damaged or lost in the process. A professional receiver works in coordination with a designer. This is a warehouse location where each item will be shipped. All items will be signed for, inspected, and unwrapped to determine if damage occurred. All items are inventoried and held in storage until ALL deliveries are received. This gives the client a single delivery date, ensures all items are in good condition, and the full inventory of items ordered are delivered together to the rental property.

### **What are White Glove Turnkey Installation Services:**

White Glove installation services can be added to your furnishings package. This service will include the designer "on site" with her team to personally place and professionally stage the property. Designer will direct the moving team, coordinating professional hanging and placement of all artworks, and will personally stage each accessory so the property is ready for immediate use by the client's renters as soon as next day. This is generally an all-day process with a team of 7-8 team members onsite. The home will be professionally installed and "rental ready" by end of day in most cases.

### **What is a "Total Package" Installation:**

This fee can only be added to White Glove Services. It includes the designer sourcing and installing additional items needed to make the property "rental ready". Sheets (washed and beds made), Towels (washed, folded, and installed), hand soaps in bathrooms and kitchens, toilet paper for each bathroom, bathmats and shower curtains as needed, paper towels, utensils, dishes, pots and pans for kitchen etc. washed and put away in cabinets.

### Pricing Explained: What is “Good, Better, Best”?

Our pricing is based on a “good, better, best” sliding scale. This price point is then calculated by total square footage of the property. We have a formula that will give you a complete design plan for your investment property. Furnishings will be selected by availability (what is available in the timeframe for your project), and within the pricing structure selected by the client. The designer will present design boards for client approval. This price includes all design planning, furnishings, accessories, wall art, order management by designer, shipping costs, and delivery of items to your property.

### Good: An Entry Level Offering

This is the most affordable option for whole home furnishings. Items offered will be in the entry to mid-range price point for furnishings and accessories. The designer will source items that are durable, non- custom items that will fit the style of the property. This package is appropriate for apartments, or homes that are renting in the lower to mid-range price point. This is also a good option for any owners who are on a very strict budget but need to completely furnish their property. The designer will plan a budget friendly space that will be well coordinated and will include all furniture and accessories for the property detailed in the design plan. We will be limited to entry level vendor pricing but will create a lovely interior plan for the property with performance fabrics and commercial grade furniture.

*(A few examples of “Good “Entry level quality vendor offerings. Lots of styles for every preference...we can help you find the perfect style while helping you stretch the entry level investment.)*



### Better: A Mixed Offering for More Upscale Properties

This is a mid to upper range price point for all furnishings and accessories. The designer will source a mixture of furnishings and accessories in a highly curated design plan. This option allows the designer to source items and accessories in a higher price point and allows a level of customization not available with a more restrictive budget. This price point allows for a more upscale look, for owners targeting a more affluent demographic and higher rental rate. This price point gives the designer the ability to source from a much wider group of vendor offerings. With more options, the designer can use higher end accessories, and accents to create a very customized look. The designer can also source reasonable “antiques” if the owner wishes to convey a unique look or enhance the character of a property. Additionally, all styles (modern, rustic etc.) benefit from gorgeous lighting options that will enhance the look of the property.

Designs will be customized by style preferences; Traditional, Modern, Eclectic, Beach Chic, Rustic etc. Let us help you decide what look is best for your property, and how we can help you create a unique look, that helps you stand out from the rest.

*(See below a few examples of “**Better**” vendor offerings and how the designer can utilize a wider range of more custom options to curate a space that will attract the more affluent clients you want in the higher price point of your rental property).*



**Best: High End Luxury Furnishings and Accessories for Exclusive Properties**

This high-end option is suggested for expensive, high-end properties garnering the top rental rates (usually with a minimum night stay or minimum weekly stay). The designer will source only the top offerings for the client, provide a highly curated design plan including custom furnishing options. Top rental properties are furnished to reflect the price point of the home. The designer can help select lighting, accessories and artwork that create a luxury look and since not “utilized” will never show wear and tear.

A curated look, with higher end furnishings is expected by renters willing to pay top luxury rental rates. No detail will be missed with stunning artwork, accessories, rugs, and botanical accents. All furnishings

will be selected to reflect the custom, “top of the line look” that the property commands, and affluent luxury renters’ demand. Each design plan will be reflective of the style of the home and the local charm of the destination (lake home, ski condo, beach house, mountain home etc.).





**Furnishings, Receiving, Delivery Package Pricing:**  
**Everything you need to Furnish Property.**

***Package will include:***

Professional Design Planning

Sourcing of all Furnishings & Accessories

Order Management up to Delivery

All Furnishings and Accessories

Professional Receiving and inspections services "One Day" scheduled delivery of all furniture and accessories to the property.

**(Pricing does not include professional installation.)**

**Good** - \$15.00 (per square foot of the property)

**Better**- \$20.00 (per square foot of the property)

**Best**- \$25.00 (per square foot of the property)





**White Glove Installation of the Property: We Do All the Work**

(Designer and team will completely install and stage property. For properties under 4,000 square feet this is generally a ONE DAY install. Larger Properties may require a two-day installation. All properties must be cleaned and construction completed prior to our arrival. Our team will handle everything, and we “leave no trace”. All trash will be hauled off, and the home will be clean and swept, and ready to rent.

Owners need not be present. Designer will coordinate the delivery, meet the movers, and completely install the property. Owners don’t need to lift a finger...and the property will be “renter ready” next day. Many owners like a “reveal” of the property, and designer can stay onsite to walk owners through and check off all items if you wish.

*(Please add the fee below to your package pricing above).*  
**More intricate design plans and larger projects involve more time and more help.**  
**White Glove service and installation fees:**

- Good-** Add \$2.00 (per square foot of the property)
- Better-** Add \$3.00 (per square foot of the property)
- Best-** Add \$4.00 (per square foot of the property)

**Additional Offerings to Complete your Rental Preparations**

**Total Package Addition:** (Bath items, Bedding items, Kitchen Items)  
 Renters renting a home expect a functional kitchen and to be able to prepare, serve and store food items. This pricing allows the designer to provide all the necessities for your property. (Dishes, Pots, Pans, Soaps, Paper Towels, Utensils, Beverage Glasses, Wine Openers, Bathmats, Shower Curtains, etc.)

- Good-** Add .50 per square foot
- Better-** Add \$1.00 per square foot
- Best –** Add \$1.50 per square foot



**Window Treatment Services:** Privacy is always a concern for renters, as well as the ability to sleep. If the property does not have blinds, shades, or drapery for privacy it should be considered.

Designer can also source blinds, drapery, and window treatments on a separate basis. Designer has a professional window treatment installer and workroom to produce a variety of offerings. This pricing will be customized per client to reflect the style and need of the project. "Ready-made"

options also available for entry level properties.



**Does J Squared Home Designs Travel:**

While our team is based in Houston, Texas...we are always happy to travel. We have installed properties in Dallas, North Carolina, New York City, Los Angeles, and Bozeman, Montana.

We can coordinate with the owner to visit the property prior to installation. Travel and Lodging is covered by client. We can coordinate your receiving and delivery locally in your area. (10)



If you are interested in a complimentary Design Discovery Call...please reach out by email to schedule.

Respectfully,  
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