

VACATION RENTAL

# Design Investment Planning



**COLLETTE**  
chez collette staging & photography

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# ABOUT Your Designer

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Deirdre Bagley is a real estate marketing consultant specializing in vacation rental design and property staging, with listing-ready photography. She has owned and managed rentals for decades, and is certified and trained to transform vacation rentals to increase ROI for real estate investors and hosts.

*Deirdre*

# Quality Furnishings for Higher ROI

Did you know that investing in better quality furnishings can dramatically increase your nightly rate and occupancy rates?

According to a study by Evolve, a nationwide vacation rental management company, properties with higher quality furnishings can command up to 71% higher nightly rates and up to 26% higher occupancy rates than those with lower quality furnishings. Let's explore.

**High-quality furnishings make your property more attractive to *potential* guests.** Designer-curated properties convey style, comfort, and elevated experience, helping your rental listings stand out in a crowded market. Guests will pay more for luxury, anticipating value-add to the vacation experience.

**Better quality furnishings enhance the actual experience of paying guests.** Guest comfort -- like from the right dreamy mattress, lux seating, and on-trend floor coverings -- makes them more likely to leave positive reviews and recommend your property to others, leading to higher occupancy rates.



Investing in better quality furnishings with our insider trade relationships makes upgrading more affordable.

COLLETTE works with wholesale, reputable suppliers offering the advantage of bulk purchasing discounts, so you can get higher-quality furnishings at more affordable prices.

**INSTRUCTIONS:** Use the next few pages to estimate your design investment for your vacation rental.

[Click to Book Your Free Discovery Call](#)

# LIVING ROOM

## INVESTMENT GUIDE

Often the largest space in your home, the Living Room has the most furniture. Consider the luxury level expectations of your ideal rental client, then choose the tier that matches the luxury level to estimate your design investment before our project begins.

ITEM	DECENT	GOOD	BETTER
	IKEA/Amazon/Target - Least Expensive and Needs Assembly	For Mid-Tier STR's - Local Furniture Store/WayFair	Mid-Luxury Mix Trade Sources & Retail - Pottery Barn/CB2
Large Floor Rug 8x10	\$300.00	\$400.00	\$1,000.00
Large Floor Rug 9x12	\$400.00	\$450.00	\$1,100.00
Sofa	\$700.00	\$1,000.00	\$2,500.00
Sleeper Sofa	\$1,000.00	\$1,200.00	\$3,500.00
Sectional	\$2,000.00	\$1,500.00	\$5,000.00
Side Chair	\$200.00	\$600.00	\$1,000.00
Coffee Table	\$300.00	\$500.00	\$1,000.00
Side Table	\$150.00	\$300.00	\$600.00
Media Console	\$300.00	\$700.00	\$1,000.00
Tall Shelves/Bookcase	\$200.00	\$1,500.00	\$1,500.00
Console	\$150.00	\$500.00	\$800.00
Ottomans & Poufs	\$100.00	\$250.00	\$500.00
Floor Lamp/Bulb	\$100.00	\$300.00	\$400.00
Table Lamp/Bulb	\$60.00	\$200.00	\$300.00
Accent Pillows 20x20	\$35.00	\$80.00	\$120.00
Side Chair Pillows 22x22	\$50.00	\$100.00	\$150.00
Accessory Arrangement	\$75.00	\$150.00	\$400.00
Art/Mirror	\$100.00	\$250.00	\$500.00

**TOTALS:**

# DINING ROOM INVESTMENT GUIDE

As the space where people come together over food and drink, the Dining Room investment centers the table and chairs. Consider the luxury level expectations of your ideal rental client, then choose the tier that matches the luxury level to estimate your design investment before our project begins.

ITEM	DECENT	GOOD	BETTER
	IKEA/Amazon/Target - Least Expensive and Needs Assembly	For Mid-Tier STR's - Local Furniture Store/WayFair	Mid-Luxury Mix Trade Sources & Retail - Pottery Barn/CB2
Large Floor Rug 8x10	\$300.00	\$400.00	\$1,000.00
Large Floor Rug 9x12	\$400.00	\$450.00	\$1,100.00
Dining Table for 6	\$500.00	\$700.00	\$1,500.00
Dining Chair	\$125.00	\$170.00	\$500.00
Bar Stools	\$70.00	\$350.00	\$700.00
Sideboard/Buffet	\$300.00	\$800.00	\$1,700.00
Table Lamp/Bulb	\$60.00	\$200.00	\$300.00
Accessory Arrangement	\$75.00	\$150.00	\$400.00
Art/Mirror	\$100.00	\$250.00	\$500.00

**TOTALS:**

# BEDROOM

## INVESTMENT GUIDE

The Primary Bedroom is a sanctuary where quality, comfort, and durability are priorities for guests. Multiply your total for this Bedroom by the number of bedrooms in the property. Consider the luxury level expectations of your ideal rental client, then choose the tier that matches the luxury level to estimate your design investment before our project begins.

ITEM	DECENT	GOOD	BETTER
	IKEA/Amazon/Target - Least Expensive and Needs Assembly	For Mid-Tier STR's - Local Furniture Store/WayFair	Mid-Luxury Mix Trade Sources & Retail - Pottery Barn/CB2
Large Floor Rug 8x10	\$300.00	\$400.00	\$1,000.00
Large Floor Rug 9x12	\$400.00	\$450.00	\$1,100.00
Bed Frame - King	\$250.00	\$600.00	\$2,000.00
Bed Frame - Queen	\$150.00	\$400.00	\$1,700.00
Bed Frame - Twin	\$130.00	\$300.00	\$1,500.00
Bunks -Twin over Queen-Wood	\$700.00	\$1,200.00	\$2,600.00
Bunks- Metal Frame	\$250.00	\$1,000.00	\$1,800.00
K-Mattress	\$500.00	\$700.00	
Q-Mattress	\$370.00	\$550.00	
Dresser	\$400.00	\$1,000.00	\$1,800.00
Bench at foot of bed	\$120.00	\$250.00	\$700.00
Simple Desk	\$150.00	\$500.00	\$1,100.00
Nightstands	\$100.00	\$350.00	\$700.00
Table Lamp/Bulb	\$60.00	\$200.00	\$300.00
Sheet Set	\$40.00	\$100.00	\$250.00
Comforter/Quilt	\$80.00	\$200.00	\$350.00
Bed Pillows Set of 2	\$35.00		
Side Chair	\$200.00	\$600.00	\$1,000.00
Accent Pillows 20x20	\$35.00	\$80.00	\$120.00
Euro Pillows 22x22	\$50.00	\$100.00	\$150.00
Accessory Arrangement	\$75.00	\$150.00	\$400.00
Art/Mirror	\$100.00	\$250.00	\$500.00

### TOTALS:

# ENTRYWAY INVESTMENT GUIDE

The Entryway creates an invitation and sets the mood for how you welcome guests. Consider the luxury level expectations of your ideal rental client, then choose the tier that matches the luxury level to estimate your design investment before our project begins.

ITEM	DECENT	GOOD	BETTER
	IKEA/Amazon/Target - Least Expensive and Needs Assembly	For Mid-Tier STR's - Local Furniture Store/WayFair	Mid-Luxury Mix Trade Sources & Retail - Pottery Barn/CB2
Area Rug 5x7	\$200.00	\$350.00	\$800.00
Area Rug 8x10	\$300.00	\$400.00	\$1,000.00
Console Entry Table	\$150.00	\$500.00	\$800.00
Side Chair	\$200.00	\$600.00	\$1,000.00
Accent Pillows 20x20	\$35.00	\$80.00	\$120.00
Table Lamp/Bulb	\$60.00	\$200.00	\$300.00
Accessory Arrangement	\$75.00	\$150.00	\$400.00
Art/Mirror	\$100.00	\$250.00	\$500.00

**TOTALS:**

# INVESTMENT GUIDE

Now that you've created an initial estimate of your design investment based on the luxury level you intend to deliver to your guests, list the investment per room below, and add them together for total estimated investment.

ROOMS	TOTAL
Living Room	\$ _____
Dining Room	\$ _____
Bedroom(s)	\$ _____
Entryway	\$ _____
Other Room 1	\$ _____
Other Room 2	\$ _____
Other Room 3	\$ _____
Other Room 4	\$ _____
<b>TOTAL INVESTMENT</b>	\$ _____



# Overwhelmed with designing your vacation rental?

It requires a list of a thousand items big and small, designed and curated for a cohesive fit with the experience you want for your guests, and a huge orchestration of effort.

Understanding what your guests want, designing based on industry trends and your property's unique potential, managing sourcing and purchasing, and delivering a finished rental to you is our business.

Now that you've estimated your design investment, you're ready to schedule your Discovery Call with COLLETTE to discuss your project!

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## 6 STEPS TO NEW DESIGN

### Questionnaire

Fill out website form about your design project

1

### Discovery Call

Schedule call to review details of your design project

3

### Design Plan

Detailed furnishing and accessory design plan for the space

5

2

### Investment

Review "Investment Guide" for total price transparency

4

### Consultation

On-site consultation to brainstorm best design direction

6

### Reveal

Delivery, installation and design reveal for the project

Peace of mind and  
profitability start today.

Ready. Set. Go!

[CLICK TO SCHEDULE A  
FREE DISCOVERY CALL](#)

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DESIGN EXPERT