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DESIGNING FOR DEVELOPERS

How we work

If you've never worked with a designer before and are perhaps unsure of the process, you're definitely not alone. Our job is to make you feel reassured and confident in the product we create together, so your properties not only attract your dream tenants, but stand out against the competition and generate the highest returns for your business.

We work with you in the initial stages to find out what your goals are for the property so we're on the same page from the start.

We also discuss your budget upfront to make sure we're clear on the investment we have to maximise.

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Your Brief

Who is your target market?

What are they looking for in a property?

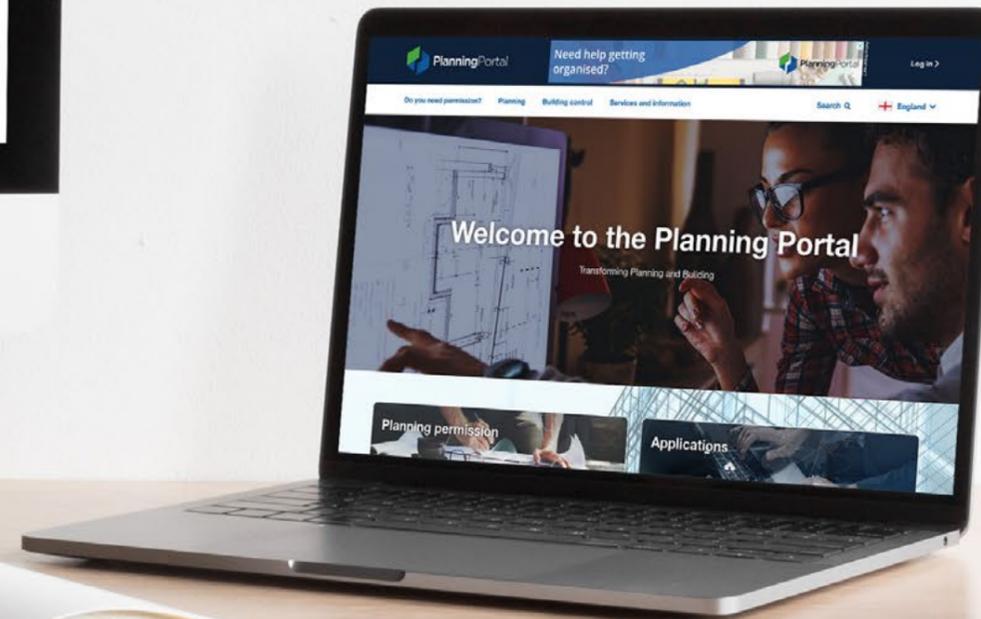
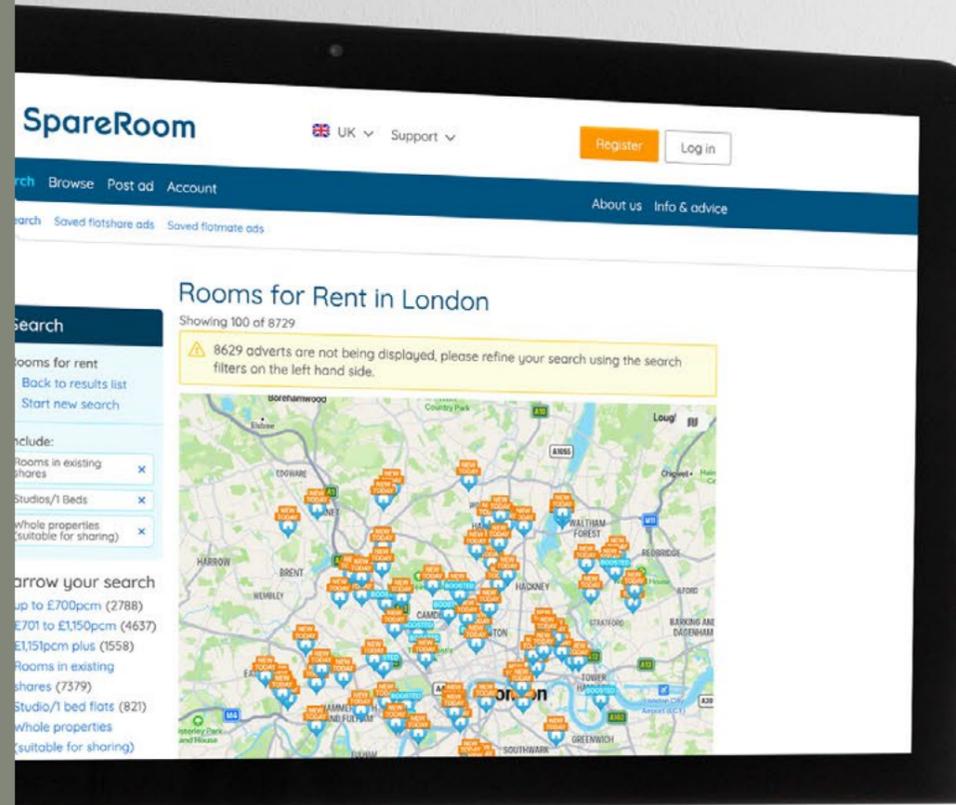
Why should they choose your property over your competition?

You might already have great answers to all of the above! If not, don't worry, we'll work with you to formulate a design brief that everyone can refer to throughout the project to stay on track.



Comps

You've no doubt already got one eye on the competition in your area. We always do our own research and look at current comps to exceed the current standard and provide something unique — ensuring *your* property stands out from the crowd.



Scale Plans

Planning the space upfront helps to give an indication of any additional building works required, as well as plumbing and electrical placement.

2D floorplans are the first thing we deliver and can be tweaked as much as you like before we move on.

Floorplans are completed alongside visual moodboards to give a fuller idea of the look and feel and to ensure a scheme is viable before any work starts or any money is spent (and possibly wasted).



Proposal

Alongside the plans we create a look and feel for the property through moodboards to give an overarching view for the interiors, taking inspiration from your target market, brand and area.

Depending on your brief and the stage of the project we will either create options for you to choose from or go straight to a recommended scheme.

As with the floorplans these boards can be tweaked as much as you like and we encourage honest feedback!



Visuals

From the original concept and plans, visuals are created to show how the scheme comes together, either through renders or furniture boards, depending on your preference. These bring the scheme to life for pre-marketing and provide a reference for anyone working on the project, making the refurb process much easier.

This ensures everyone, from the electrician to the estate agent, understands the vision and also creates excitement for the end result at a stage when you're most likely looking at a dusty site.

We are able to produce renders for all rooms or just key areas.



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Spec

Once you're happy with the look and feel, alongside any visuals will be a specification sheet that gives details of all FF&E (Furniture, Fixtures & Equipment). Everything from bathroom tiles to sockets, lighting, paint colours and finishes so you are able to shop directly. This is used so contractors can accurately cost the refurb to the desired spec and ensures that you keep on track with finances and deliveries.

If you (or your contractor) have a budget in mind for the project, please let us know upfront and we will tailor your specification.

As a starting point, we tend to spend more on anything that's instantly noticeable to your buyers, or difficult for them to change themselves. Upgraded sockets, switches, worktops, flooring and tiles will instantly differentiate you from the development down the road.

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Elevations & Documentation

For areas where detail is key we always like to provide comprehensive plans. Bathrooms, bespoke joinery, even down to gallery wall styling if needed, so we know that anybody working on site is clear, regardless of whether you're there or not.

Any area where you want to feel reassured that a contractor can take the plans and run with them, limiting any on-the-spot decisions during the refurbishment, will benefit from this level of detail.



Beyond the refurb...

Looking to increase your brand visibility? From professional photography, tenant packs and floorplans to development branding and brochures, design shouldn't stop at the interior. Every element is an opportunity to build excitement and grow awareness. People buy from brands they know and trust.

A few ideas to get you going with the possibilities of branding:

- Hoarding/signage whilst the renovation is taking place
- Renders and floorplans that start selling for you before the development is even complete
- Collaborate with local businesses that could provide services to your tenants
- Tenant welcome packs that make them feel at home or encourage socialising



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Our multi-disciplinary offering allows for consistency from design conception through to installation and completion.

Interiors

Floor plan optimisation

We are able to review plans at the design stage to optimise the use of space for customers, whether that be for residential units, amenity areas or shared community spaces, all with your brand purpose in mind.

Value engineering

As property investors ourselves, we understand the financial implications of every decision. Value engineering is a huge part of what we do to ensure budget is allocated in the right areas to achieve maximum results.

Interior specification

We produce detailed interior specs (supported by samples) that detail everything from paint to power sockets, delivering a cohesive interior identity that works within construction budgets and appeals to target buyers.

Development Purpose & Marketing

Branding & identity

With over a decade of experience working with big brands and startups, we are perfectly placed to develop strong identities that not only encourage prospective buyers to form an emotive connection with a potential new home, but increase recognition for developers as purpose-led businesses with a true understanding of their market.

Engagement

Idea generation to support each development's individual purpose, creating genuine added value and advocacy.

Print & online

For new developments we are able to create supporting print and digital marketing material to inform potential customers and start building a connection.

Photography

Working with our select team to produce high quality professional imagery that stand out in a sea of other properties.

Show home styling

Create the perfect scenario for your buyers or tenants to fall in love with your development.



HMO Case Study 2022



Completely renovated
7 bed HMO in
Swansea.

Fully let within 2 days,
pre-completion, based
on renders.

Highest room rates
in the area.

Remortgage valuation
£140k over client
expectation.



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BTL Case Study
2020

Fully renovated 2 bed
flat in Gravesend, Kent.

Over 40 viewing
requests in 5 days.

Let agreed within one
week of listing being
posted online.

Offers up to 28%
over the asking price.

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We're investors too and love to share, so you'll find lots
more free content on our blog and Instagram
— we'd love to connect with you!

If design isn't your thing and your time could be better
spent elsewhere in your business, we'd love to support
you with your investment projects — let's have a chat

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