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DESIGNING FOR DEVELOPERS

# Never worked with a designer before?

*Don't worry you're not alone...*

Our job is to make you feel reassured and confident in the product we create together, so your properties not only attract dream tenants, but stand out against the competition and generate the highest returns for your investment.

As property investors ourselves, our service is commercially focused and we'll work with you in the initial stages to find out what your goals for the property are, so we're on the same page from the start.

What does success look like for you on this project?

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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.

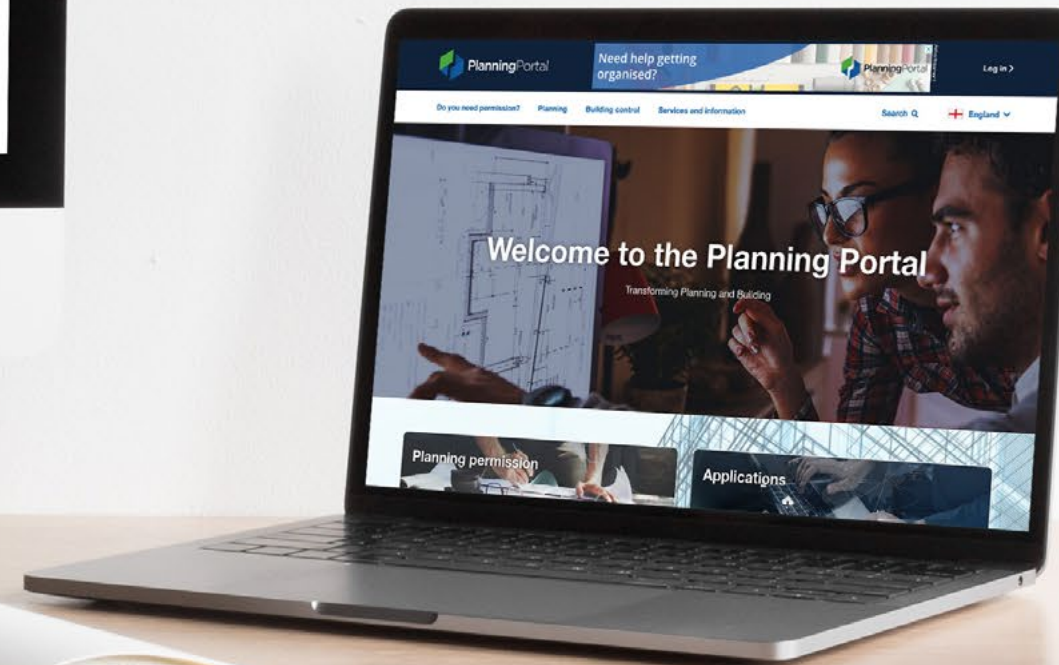
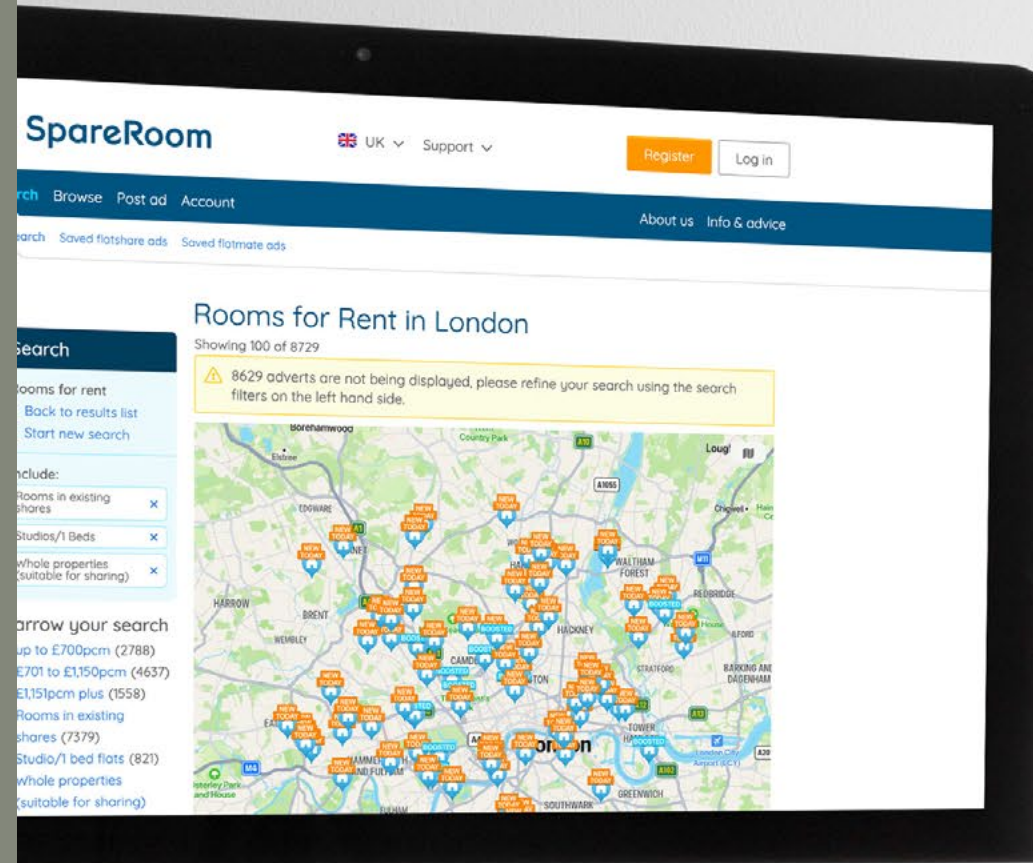
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# Comps

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.



# Maximising your space

...to maximise returns!

Going through multiple layout options on paper to make sure the one in reality works like a dream for your target buyer.

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).

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.

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# Proposal

Large scale projects are overwhelming. We take on the stress of hundreds of micro design decisions to give one clear vision, meaning a few less sleepless nights...

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



# Bringing it to life...

From the original concept and plans, visuals are created to show how the scheme comes together, either through renders or furniture boards. 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.

## Benefits of CGIs:

- Create excitement!
- Sign off on details before work has even started
- Get the whole team on board on the level of finish expected
- Pre-market properties for a quicker exit
- Added confidence and peace of mind



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# Making it a reality

Have you ever panicked over where to put a light fitting? Or hated a paint colour once it's on the wall?

Detailed plans now = less panic later

...especially if you'd rather be a hands-off investor!

A fully comprehensive suite of design documentation is produced to limit on-the-spot decisions and to give you peace of mind that a contractor can take plans and run with them.

Example documentation:

- Paint & Decorating Plans
- Lighting & Electrical
- Elevations inc. bathroom, kitchen and custom joinery
- Furniture layouts
- Styling & Staging Plans

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# Saving your time (& money)

Everything from bathroom tiles to sockets, lighting, paint colours and furniture is included in one specification spreadsheet, fully itemised and costed in line with your budget.

This is used so contractors can accurately cost the refurb to the desired spec (meaning no surprises down the line) and ensures that you keep on track with finances.

With your target market and strategy as a guide, we advise where to spend and where to save to maximise your investment.

We pass on any trade discounts, meaning clients often recoup our fee on those savings alone.

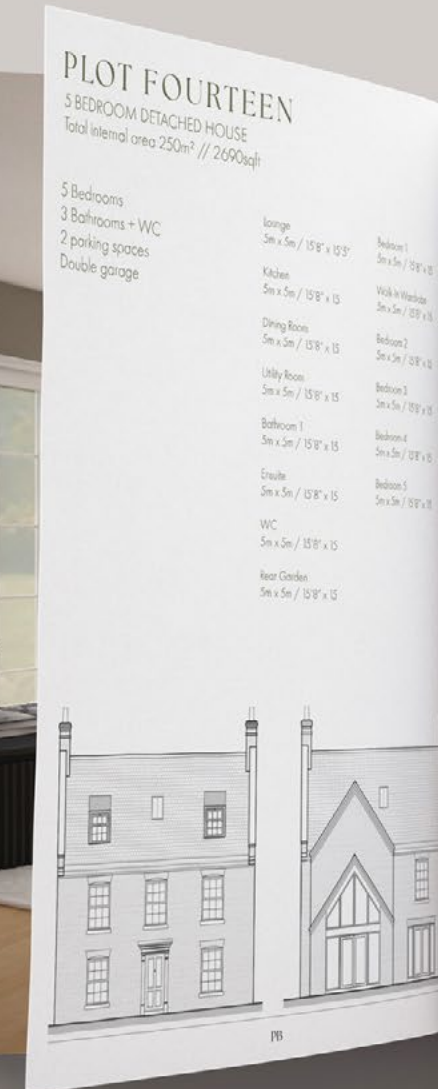


# Beyond the refurb...

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
- SA touches to make guests feel special



**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 student HMO in  
Swansea, Wales.

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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HMO Case Study  
2022



Completely renovated  
5 bed, all ensuite HMO  
in Coventry, UK.

Rented pre-completion,  
based on renders.

Highest room rates  
in the area, leading in  
a competitive market.



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BTL Case Study  
2020

Fully renovated 2 bed  
flat in Kent.

Over 40 viewing  
requests in 5 days.

Let agreed within one  
week of listing images  
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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[charlotte@roost.co.uk](mailto:charlotte@roost.co.uk) | [@\\_roost\\_](#)