

MOOD OD

INTERIOR DESIGNS ●

MULTIFAMILY CASE STUDY

An up-close, in-depth, and detailed examination of how Client incorporated Mood Interior Designs into their on-site sales solution.



LET ME TELL YOU A LITTLE A STORY...

ABOUT how to strategically add value to your property with interior design, while saving your sanity, as well as time, money, and employee resources. Just like any classic story, someone or something has to tragically die in the beginning (thanks Disney!). In this story, let's say goodbye to the idea that you - asset/regional/leasing manager - have to understand the business significance of interior design in order to increase your property's overall value. Bang. Bang. That idea is dead.



THE MAIN CHARACTER

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Introducing the main character - let's call him Client. Client's pronouns are he, him, his. Client is a diversified real estate company delivering acquisition, management and renovation services in the multifamily and student housing sectors. He boasts of his \$6B real estate assets under management.



THE PROJECT

One day, Client reached out to a super hip, shiny new virtual ecommerce interior design firm to be their 3rd party vendor in refreshing the model units at two of their newly acquired properties. Based on findings during due diligence, blah, blah, blah, it was determined that improvements to the properties would need to be made in order to attract new residents. Budgets were established (\$15K/property) and the virtual design firm did their thing.

HERE'S THE PROBLEM

The virtual ecommerce designs presented were terrific and approved and all seemed right with the world, except the smoke and mirrors were about to get all fogged up. The virtual ecommerce design firm required Client and his team to install, style and stage the purchased designs. And He, Him, His and They are not trained, nor have the time, energy or interest in learning about design installation.

SO WHAT NOW?

"QUEUE SUSPENSEFUL MUSIC"

MONETARY LOSS



WHAT HAPPENED NEXT? FEES, FEES, FEES

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For additional fees and expenses, the Ecommerce design firm was *willing* to travel to each site to style and stage their own design, but it was not their standard procedure and Client would have to invest more time, money, and on-site resources to see the project to the end.

SIDE NOTE: Mood Interior Designs estimates it takes 32 hours to professionally style and stage a 2-4 bedroom model unit. Traveling design teams (designer + design assistant) spend 2 full business days styling and staging - which includes unboxing products, product placement, hanging art, assembling furniture, and trash removal. It takes an estimated 72 hours for a team of three non-professionals to style and stage the same project.

\$1,000
STYLING AND STAGING FEE

\$1,800
TRAVEL EXPENSES

CLIENT LOSS: \$4,256.32

LOST TIME \$414.96 LOST TIME \$450.96 LOST TIME \$590.40



41%

CLIENT SAVED WITH MOOD INTERIOR DESIGNS

For a flat rate, a team of two Mood interior designers traveled to style and stage Client's properties. They talked - *yes talked* - with the on-site staff to make design adjustments that couldn't be seen by the virtual ecommerce design firm. Mood saved Client 41% in styling, staging, and travel expenses. And better yet, introduced Client to the value of **turnkey refresh design**.

“WHEN YOUR SPACE LOOKS GOOD - YOU LOOK GOOD.”

NO MORE NICKEL AND DIMING



Project Budget + \$2,500

STYLE & STAGE FLAT RATE

Big or small projects – Mood Interior Designs breaks down the refresh design process into affordable concepts. Before we start a project, we assess your current space and your budget and pick the best combination of these concepts for maximum impact. Of course, incorporating *all* of the concepts is the very best design recipe, but many of our clients are working with tight budgets, so we choose an order and combination of concepts that will have the biggest bang no matter the bucks.

MOOD INTERIOR DESIGNS

We build interiors that sell so you don't have to.

Mood Interior Designs offers a revolutionary approach to commercial interior design:

Turnkey Refresh Design. From concept boards to on-site styling and staging, our design teams handle 100% of the project, always.

Seems like a strange claim to make - but most virtual design firms present pre-designed work and ship products directly to site, **requiring the client** to unbox, style, stage and install the design for them.

We offer true access to our interior design team. We make it our business to know how to leverage interior design to increase your property's value. And when your space looks good - you look good.

