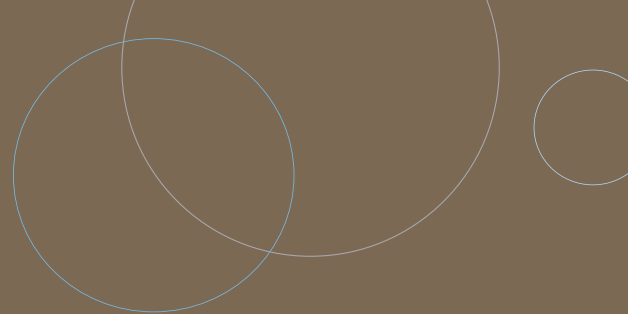


K3 Interior Design



House Doctors Showhomes Property Staging Refurbishment Furniture Rental & Packs Photography
Landlords Developers Property Investors Private Clients Letting, Estate & Management Agencies



ON THE MOVE...

K3 Interior Design, who have just relocated to newly refurbished premises in Ely, offer a wide range of services which are of interest to anyone who owns a property or is responsible for property marketing and management. Working with private home owners, developers and landlords K3 offer expert advice on improving, re-styling and staging a property to achieve the maximum impact and potential value. Whether it is one room, or the whole house, K3's successful project management service offers clients advice and practical help with anything from a fresh colour scheme, a new kitchen or bathroom to a total refurbishment.



First impressions really do count!

There is evidence to suggest that a professionally furnished and presented property can increase the value by 10% - 15%. Staging your property, or just one showhome, offers many financial and marketing benefits.



In an ever increasing competitive market, developers, builders, estate agents and private home owners need to try every angle to sell or rent their properties.

The benefits of K3 furnishing and styling your empty property:

- helps achieve the maximum price
- sells or lets your property faster
- attracts a wider audience of potential buyers
- gives you the edge over your competitors
- achieves an instant 'lifestyle staged' home in 1 - 3 weeks
- releases time for you to get on with your work



Whether you have one property, or a larger development, potential buyers will be seeking a property which evokes a sense of home to them as individuals. K3 offer a bespoke interior design service to Property Developers, House Builders and Private Clients with one aim - to create a dynamic and unique interior that will not only complement and enhance the property and development but also present a lifestyle statement that your potential buyers will want to achieve.



Property staging does not need to be expensive and gives the buyer a perceived expectation of value for money. Potential buyers often fail to visualise the available space, how their furniture would fit and find it hard to see themselves living there. You are far more likely to achieve your desired asking price if the property looks as though someone could move straight into it.

RENT or BUY? THE CHOICE IS YOURS

Furniture Rental

Do you need to furnish your property quickly, cost effectively and without the outlay of buying new furniture?

Time is money - many of our private and corporate home staging clients find it advantageous to rent our furniture. Sourcing furniture is time consuming and the capital outlay of purchasing it often puts pressure on already tight budgets.

We can supply anything from sofas, tables and chairs, lighting, pictures, mirrors, bed and bath linen to the finer details of ornaments and accessories.

Our high quality furniture rental service is designed to ensure that the interior of your property reflects its target market and true value. We offer a bespoke service to suit the appropriate lifestyle of your buyers and the character of the property while implementing the latest trends.

Furniture to Buy

Each furniture pack is individually selected to suit the size, layout and style of the property. Whether you are a private seller, developer or landlord, we have a range of both contemporary and classic furniture which allows us to fit out any style of property within a given budget.

We offer a fast and efficient furniture delivery and implementation service recognising that time is of the essence in the property market. We offer full installation of our furniture within 1 to 3 weeks.

Excellent trade contacts and loyalty of suppliers enables us to achieve competitive prices for furniture and soft furnishings. Curtain and blinds are always a challenge to fit within schedule and budget but knowledge of where to source a wide range of both bespoke and ready made is the key to our success.



Showhomes sell Houses

Are you a property developer anxious to ensure your properties are primed to sell at optimum value?



From an empty shell to a stunning showhome in less than 12 hours.

Whether it is a new build or conversion, empty and characterless rooms make it harder for potential customers to see the property at its best. Furnishing and styling a showhouse will not only evoke a sense of home but enhance the property's character, define the available space for furniture and ultimately encourage more viewings, potential offers and an increased return. Showhomes are proven to stimulate more interest in the property and increase the property's perceived value.

The most immaculately refurbished and newly built property can still feel cold and uninviting. By simply adding stylish furniture, curtains and accessories we can create a warm, inviting atmosphere with a sense of individuality which buyers will aspire to.

Each showhome is treated uniquely as it is essential to consider factors such as your potential target market, your buyers lifestyle aspirations, location, the architecture of the building and current interior styles and trends. We can tailor our home-staging service to suit each property as well as any budget and time-scale, for both commercial and private customers.

We recommend involving our team at an early stage of your development to ensure that you achieve the most cost effective and practical designs. By ascertaining furniture layouts before the property is completed we can design effective lighting plans and spaces for electrical points. By incorporating suitable paint colours, floor finishes, tiling and focal points we can help you make maximum impact promoting your property to its very best.

FREE Furniture for Landlords...

Are you aware that landlords of furnished rental properties are entitled to a 'Wear and Tear Allowance' of 10% of the 'net rent'? This allowance is based on depreciation of moveable furniture, white goods, carpets, floor-coverings, curtains, linen and some other items supplied with the accommodation.

The wear and tear allowance (P11M) deduction is given to cover items that a tenant or owner-occupier would normally provide for themselves in any unfurnished accommodation.

How can you achieve free furniture? K3 Interior Design offer furniture packages to suit any size property. For example, the average cost to buy a two bedroom furniture package is £4,500. With a rental income of £1,000 per month this would achieve depreciation of £1,200 per year so in less than four years the furniture would have been paid for. Make the most of this incentive and call us for a quote.

NEW! On-line 'House Doctor' Consultation Service Available



"Thank you for your first rate advice. I would never have been able to prepare my house for sale without you, especially with so many work commitments abroad and little time for time consuming appointments."

J. Bishop, Bury St Edmunds, Suffolk

Are you too busy or need a fast response to your interior design problem? Perhaps a little embarrassed for a home visit or confused about how to improve colour schemes, furniture layout, conquering clutter and adding the right accessories. K3 Interior Design have a new service to help you - just email photos of the rooms you require advice on. Whether you have just one problem room or a whole house, K3 can email you back with a professional written analysis. Simply take clear photographs of the room and email them along with a summary of what you are trying to achieve.

Whether you are planning to sell, rent or just improve your home for yourself, K3 will aim to translate your personal preferences as far as colour and style into a practical solution as well as advising you on budget. You don't need to spend a fortune to radically improve your home.

For more information on how the service works and to maximise the potential for your home, call us. Prices start from as low as £50 per room. We offer discount for more than two rooms.

Renovating or modernising your home?

K3 offer a project management so you can get on with your life

Renovation or refurbishment can be both time consuming and stressful. If you lead a busy life, lack the inclination or expertise then K3 offer a complete project management service. No matter how large or small, contemporary or traditional we provide a creative and professional solution tailored to your home and personal requirements. Whether it is your whole house, an extension, conservatory or just one problem room we can manage the project from the initial concept to the finer interior design touches.

Detailed estimates are obtained at every stage from our trades people and suppliers so that every aspect is covered and any hidden costs are avoided. To offer you complete peace of mind we only use qualified, skilled, local tradesmen who have proven and professional experience. We have both trade and high street accounts to offer you the best choice of materials at the best price. Our ultimate aim is to achieve the highest standard, but within budget.

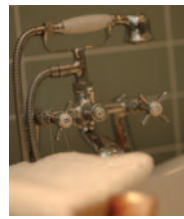
Our comprehensive list of services includes:

- Structural work, extensions and conservatories
- New or refurbished kitchens and bathrooms
- Managing trades such as electrical, plumbing, carpentry and plastering
- Lighting design and installation
- Painting & decorating
- Hard flooring & tiling
- Space planning of furniture
- Carpet fitting, upholstery and curtain making
- Styling with soft furnishings, pictures and accessories

We personally project manage each job and are your main point of contact for any queries or potential problems, leaving you to carry on with your every day life. Call us for a free consultation on 01353 666300.



"Thank you for all your help in managing my renovations, I hate to think what it would have been like if I had tried to organise it myself."
Richard, Newmarket.



OFFERING A PERSONAL DESIGN SERVICE

K3 Interior Design was formed by Karen Kerridge and Fiona Sandland; two innovative property stylists who became aware of an increasing demand for quality interior styling in East Anglia's increasingly competitive property market.

"We feel we have a unique combination of knowledge, skill and experience which allows us to offer consultancy to homeowners, but also to project manage the jobs to completion." says Fiona.

Karen has a BA (Hons) degree in Design and over twenty years of experience in both graphic and interior design. Fiona has a BA (Hons) degree in Marketing and has been working in design project management for both graphics and interiors for over ten years.

"Although we both trained in general interior design, in 2005 we were inspired to specialise in staging residential properties after attending a course on Property Presentation with Ann Maurice, the original 'House Doctor' of Channel Five." adds Karen

The company has gone from strength to strength as developers and estate agents started to realise the benefits of using K3 to stage their empty homes to achieve the maximum potential.



Create the WOW factor to sell your home

Are you struggling for inspiration to re-style your home, having problems selling or renting a property or about to put it on the market? K3 will quickly identify the problems and offer expert advice to maximise the value and help sell or rent it faster.

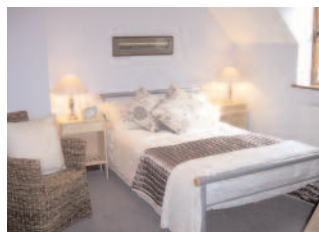
Preparing a home to sell or rent can be time consuming and stressful. Watching numerous TV make-over programmes is inspiring but most people still struggle to know where to start. A professional second opinion will help you. We pride ourselves in tailoring our services to suit each individual client, to the style of their property, its potential market and our customers budget by offering impartial advice and practical help.

Before



You don't need to spend a fortune on improving your home to sell or rent it. We can radically enhance your homes saleability by viewing it through the eyes of a potential buyer, inside and out. Our written report will focus on any problem areas and give you factual advice on what to change, within a budget and to appeal to the right market.

After



Case Study: Four bedroom house requiring space planning of furniture and staging.

"Thank you again for all you help in selling a life style to our purchasers and presenting the house so well".

Peter & Susan, Arrington, Cambs.

Professional photography - the crucial selling tool

While flicking through the property pages of your local newspaper you will find that the photos which catch your eye are those which enhance the best features of a home. Today's point-and-click digital photography is not as simple as it seems. To highlight your homes best features you require good photography which pays careful attention to composition, aspect, lighting, saturation and perspective.

Often estate agents and lettings agents will do the best they can with the equipment and experience they have but professional photography will make your home stand apart. It can often generate significantly more viewings compared to a quick digital snapshot.

Marketing your home with stylish and professional shots through adverts and brochures will maximise the promotion of your home. K3 offer a professional photography service where we will take as many photographs as is needed and write them onto CD for you to give to your chosen agent. Call us to enquire about our discounted rate when our photography service is used in conjunction with our home staging services.