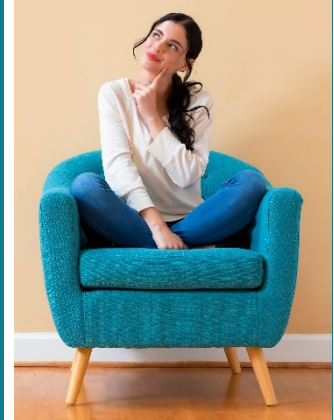


The 5 Top Interior Design Secrets that Make You Money Every Day with Your Midterm Rental

Marlena E. Uhrik, Vacation Rental Design Expert, 916-800-3295
Schedule your FREE Consultation Today!



1

Start with a Vision---Start with the end in mind. Think about how you want each room to look. Feel. Think about the overall picture and vibe you want to convey through your furnishings, artwork, and accessories. Consider what will appeal to the largest number of think about what they would need and appreciate. Think about the time of year. What kinds of things would be appropriate as amenities? What theme/colors do you want to coordinate throughout the space?

2

Create a Plan---Start off by taking measurements of each room and pay special attention to special features like a fireplace mantle or other architectural features you might have to work around. Invest in quality furnishings, it will pay off in the long run. Of course, there is an Inventory that must be procured. Check out different sources for things you might need. A FREE handy list of Critical Inventory is available to you by hitting the button "Critical Inventory Checklist." Amenities must also be identified as they will be part of your listing. Some amenities are more important than others depending on the individual, but almost everyone wants high-speed internet and an in-unit washer/dryer.

3

Implementation of Plan/Installation---Procuring inventory requires storing and labeling so that things are grouped according to categories/rooms so that the installation is identified. Knowing the Essential Room Design Rules is critical to your success. Who would have thought that furnishing a place would also require knowing the rules about where to place things, how high to hang the drapes, and what height to put the artwork?

4

Make Things Instagramable! People love to take pictures and post them on social media such as Instagram/Facebook. Think of things that would surprise and delight your guests. Create a WOW Factor by having some things that are unique such as a gallery wall, or accent wall complementing your color scheme. Wallpaper can also add a nice touch along with rugs, artwork, and accessories. Don't forget to style the outdoor space, too! People want experiences and having a comfortable, pleasant indoor/outdoor space to relax in will really go a long way.

5

Create that Emotional Connection---Have that "Hospitality Mindset "and consider the things that you would want in a home away from home. It's often the little things that bring us comfort and joy. Be mindful of details so that your guests feel special and taken care of. It could be a gift basket with their name on it, a bouquet of fresh flowers when they arrive, or even a Door Dash coupon! The sky's the limit!