

# INTERIOR DESIGN CONSULTATION & VIRTUAL STAGING

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## Transform Spaces to Maximize Property Appeal and Value

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### DESIGN SELLS PROPERTIES FASTER

Professional interior design and staging can increase property value by 10-15% and reduce time on market by up to 50%. Whether physical staging or virtual design, the right presentation makes all the difference.

**Help buyers envision their dream lifestyle in your property.**

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## WHAT'S INCLUDED IN EVERY DESIGN SERVICE

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### Professional Design Consultation

- Property assessment and potential analysis
- Target buyer demographic identification
- Style recommendations for maximum appeal
- Color palette and material suggestions

### Space Optimization

- Furniture placement and flow optimization
- Room function recommendations
- Storage and organization solutions

- Lighting design suggestions



## Detailed Design Plans

- Room-by-room design concepts
- Furniture and decor specifications
- Shopping lists with budget options
- Implementation timeline and priorities



## Visual Presentations

- 3D renderings of proposed designs
- Before and after comparisons
- Multiple style options
- Digital mood boards and inspiration

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# INTERIOR DESIGN PACKAGES

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## DESIGN CONSULTATION - €299

**Perfect for:** Owner-occupied properties needing guidance - **Consultation:** 2-hour on-site assessment - **Rooms Covered:** Up to 3 main rooms - **Deliverables:** Written recommendations report - **Style Guide:** Color and material suggestions - **Shopping List:** Furniture and decor recommendations - **Budget:** Multiple price point options - **Follow-up:** 1 hour phone consultation included - **Timeline:** 3-5 days delivery

## VIRTUAL STAGING DESIGN - €499

**Perfect for:** Vacant properties needing digital furnishing - **Rooms Covered:** Up to 5 rooms - **3D Renderings:** Photorealistic furnished images - **Style Options:** 2 different design approaches - **Revisions:** 2 rounds of changes included - **Marketing Images:** High-resolution for all platforms - **Delivery:** 5-7 days - **Formats:** Web, print, and social media ready - **Bonus:** Unfurnished versions for comparison

## COMPLETE STAGING DESIGN - €899

**Perfect for:** Properties requiring full staging transformation - **Rooms Covered:** Entire property (up to 8 rooms) - **Design Service:** Complete interior design plan - **3D Renderings:** All rooms with multiple angles - **Style Options:** 3 different design concepts - **Implementation:** Staging coordination available - **Revisions:** Unlimited until satisfied - **Delivery:** 7-10 days - **Bonus:** Lighting and accessory recommendations

## LUXURY DESIGN PACKAGE - €1,499

**Perfect for:** High-end properties requiring premium design - **Rooms Covered:** Unlimited rooms and spaces - **Design Service:** Comprehensive luxury design plan - **3D Renderings:** Photorealistic luxury presentations - **Style Options:** Multiple luxury design concepts - **Custom Elements:** Bespoke furniture and art recommendations - **Implementation:** Full staging coordination - **Delivery:** 10-14 days - **Special:** Personal shopper service available

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## SPECIALIZED DESIGN SERVICES

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### Physical Staging Coordination - €199/day + costs

- Professional staging company coordination
- Furniture rental and placement supervision
- Styling and accessory placement
- Photography preparation and setup

### Target Market Design - €399

- Demographic-specific design approaches
- Young professionals, families, retirees
- Cultural considerations for international buyers
- Lifestyle-focused design elements

## ☀️ **Luxury Property Styling - €699**

- High-end furniture and art curation
- Designer brand recommendations
- Luxury lifestyle presentation
- Exclusive vendor relationships

## 🏗️ **New Construction Design - €599**

- Pre-completion design planning
  - Model unit design concepts
  - Buyer option packages
  - Developer marketing support
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## **VIRTUAL STAGING SPECIALTIES**

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### ✨ **Style Variations**

- **Modern Contemporary:** Clean lines, neutral palettes
- **Traditional Elegance:** Classic furniture, warm colors
- **Scandinavian Minimalist:** Light woods, simple forms
- **Mediterranean Luxury:** Rich textures, warm tones
- **Industrial Chic:** Metal accents, exposed elements

### 🎨 **Custom Design Elements**

- Artwork and photography placement
- Lighting design and fixture recommendations
- Window treatments and textile coordination
- Plant and greenery integration



## Market-Specific Approaches

- Portuguese traditional elements
  - International buyer preferences
  - Seasonal and regional considerations
  - Investment property optimization
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## WHY PROFESSIONAL DESIGN MATTERS

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### Proven ROI

- 10-15% increase in property value
- 50% reduction in time on market
- 25% more qualified buyer inquiries
- Higher offer prices from emotional connection



### Buyer Psychology

- Helps buyers envision living in the space
- Creates emotional attachment to property
- Demonstrates property's full potential
- Reduces buyer objections and concerns



### Professional Advantage

- Access to trade-only furniture and decor
- Understanding of current design trends
- Knowledge of buyer preferences by demographic
- Expertise in space optimization



### Market Positioning

- Competitive advantage in crowded markets

- Appeals to international buyers
  - Justifies premium pricing
  - Accelerates sales process
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## OUR DESIGN TEAM

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### **Qualified Professionals**

- Licensed interior designers
- Real estate staging specialists
- Portuguese and international market experience
- Continuous education in design trends

### **Technology Integration**

- Latest 3D rendering software
- Virtual reality design capabilities
- Augmented reality staging options
- Professional photography integration

### **Vendor Relationships**

- Furniture rental companies
- Home staging professionals
- Lighting and accessory suppliers
- Art and photography sources

### **Market Knowledge**

- Portuguese buyer preferences
- International market trends
- Regional style variations

- Investment property requirements
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## THE DESIGN PROCESS:

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1. **Initial Consultation:** Property assessment and goal setting
  2. **Market Analysis:** Target buyer identification
  3. **Design Development:** Concept creation and refinement
  4. **3D Visualization:** Realistic rendering creation
  5. **Client Review:** Presentation and revision process
  6. **Final Delivery:** Complete design package
  7. **Implementation Support:** Staging coordination if needed
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## DESIGN CONSULTATION AREAS:

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### Room-Specific Expertise:

- Living rooms and family spaces
- Kitchens and dining areas
- Master bedrooms and suites
- Bathrooms and powder rooms
- Home offices and studies
- Outdoor living spaces

### Property Types:

- Luxury apartments and penthouses
- Villas and single-family homes
- Vacation and investment properties
- Commercial and hospitality spaces
- New construction and renovations

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## PERFECT FOR:

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- **Real Estate Agents** wanting faster sales
  - **Property Developers** showcasing potential
  - **Homeowners** preparing to sell
  - **Investors** maximizing rental appeal
  - **Architects** visualizing completed projects
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## DESIGN GUARANTEE:

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**Satisfaction Promise:** If our design recommendations don't meet your expectations, we'll revise the concepts until you're completely satisfied.

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## READY TO TRANSFORM YOUR PROPERTY?

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**Book Your Design Consultation:** - **Email:** [design@\[yourcompany\].com](mailto:design@[yourcompany].com) - **Phone:** +351 XXX XXX XXX - **Online Booking:** [www.\[yourcompany\].com/design](http://www.[yourcompany].com/design)

**Free Assessment:** Complimentary 30-minute phone consultation to discuss your property's design potential.

**Bundle Savings:** Combine with photography and virtual tour services for 30% package discount.

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*"Good design is good business."*

**All prices exclude 23% IVA. Physical staging costs additional. Travel fees may apply.**