



SHOWHOME READY

INTERIOR DESIGNER, PROPERTY GURU AND CITY DWELLER MAGAZINE COLUMNIST CHRISTINE YORATH TELLS US HOW TO GET THE SHOWHOME LOOK



When I have built apartment schemes such as The Old Cloth Warehouse, 19 Wellington Street, Bedford Chambers, Concept and The Hall in Chapel Allerton I have always furnished a showhome to show potential buyers what can be achieved.

I have also furnished showhomes for many other developers and I am

pleased to say that almost always, the buyer of the showhome asks to buy all the furnishings as well. In one such apartment the buyer even bought several thousand pounds worth of art I had borrowed from a gallery.

At the start of designing such a scheme I have to decide on the demographic of the potential buyer, home owner? Landlord/investor? Young couple? Single? Elderly? Holiday home? And so on. If I am furnishing a clients own home, then the style is to their taste with my guidance. But in a showhome it's important that even if visitors don't love it, they don't hate it! The developer wants to sell the property not have visitors remembering it with displeasure because of the neon leather sofa!

However, the principles in all my designs are the same. The furnishings have to be fit for purpose, comfortable, offer plenty of storage and some "flash for cash".

Whether you're furnishing for your own home or for rental these are simple rules to follow and if you aren't experienced at furnishing you can use this as your checklist before making purchases... or give me a call to do it for you!

*Till Next Time,
Christine*

For more advice go to www.christineyorath.com or get in touch by emailing christine@yorathgroup.com or ringing 07836 737300.

