

THE ESSENTIAL GUIDE TO FURNISHING YOUR HMOS AND SHARED HOUSES

CHECK LIST



Our mentoring group rocks!

Experience has shown us that that when it comes to getting great tenants, and the resulting high rental income, staging the property is critical to making it a success.

We also employ professional photographers to make our properties stand out online.

Make More Money By Having Attractive Properties

Your simple job is to ensure **Your Property** is the first property a tenant wants to view. Put yourself in your future tenant's shoes; finding a new place to rent is a hassle. There are only so many properties a prospective tenant wants to go see before they make a choice. You **NEED** to make sure yours is top of the queue.

By having great staging and wonderful photos, you make it a no brainer that your property is top of the Tenant's Viewing Shortlist.

Given the rental market is awash with photos of stripy dirty mattresses and bare light bulbs, windows with no curtains and poorly lit photographs, with a little bit of effort and some help from us, making your property standout should not be too difficult!

Simple Lists to Follow

We have two lists here:

- **LEAVE:** one of furniture to leave, and
- **DISPLAY:** one to allow you to enhance the photographs and therefore enhance the marketing appeal for new tenants.

Kitchen. Leave

- ☐ Dining Table
- ☐ 4 chairs
- ☐ Kettle
- ☐ Microwave
- ☐ Blind
- ☐ Washing machine
- ☐ Dishwasher



Kitchen. Leave (cont.)

- ☐ Fridge Freezer
- ☐ Oven
- ☐ Hob
- ☐ Top and bottom kitchen cupboard for food storage for each room in the house, labelled
- ☐ Fire extinguisher (check your fire requirements)
- ☐ Fire Blanket (again check your fire requirements)
- ☐ CO2 Detector (again check your fire requirements)
- ☐ Smoke Alarm (again check your fire requirement)



Kitchen. Display

Display (for your posing and marketing photos, but remove before viewings and check ins)

- ☐ Lamps & Candles
- ☐ Wooden or wicker display boxes
- ☐ Cushions
- ☐ Mugs & Cafétiers, artfully displayed as if ready to enjoy a cuppa!
- ☐ Wine & Glasses
- ☐ Full table setting, plates, glasses, cutlery, napkins, and candles
- ☐ Pots on the stove
- ☐ Soft furnishing such as cushions, rugs and brightly coloured trendy dishtowels
- ☐ Wooden chopping board
- ☐ Plants or artificial flowers
- ☐ Bottle of wine with two wine glasses artfully placed



Key Tip

You notice we do not supply pots, pans, plates or cutlery. It is simply way too much hassle to replace single and odd items when they get broken or stolen. I used to – and learnt the hard way. Once a tenant took all my pots, pans and crockery with her when she moved from Bristol to Edinburgh on a bus! 10 out of 10 for effort, zero for honesty!



Bonus Key Tip

We always put 2 fridge freezers in shared houses, as fridge space is territory you do not want your tenants to fight over!

Living Room. Leave

- ☐ Sofa
- ☐ Coffee tables
- ☐ Armchair / second sofa
- ☐ Eyelet curtains
- ☐ Mirrors

Living Room. Display

Display (for your posing and marketing photos, but remove before viewings and check ins)

- ☐ Tons of cushions
- ☐ Candles
- ☐ Plants or artificial flowers
- ☐ Mugs and a cafetière, set out ready to have a cup of tea. Odd numbers are better than even, so place 3 or 5 mugs together, not 2 or 4 – it makes the room feel like it is sociable (seriously, I kid you not!).
- ☐ Bottle of wine and a set of wine glasses (here have 2 wine glasses, as having a glass of wine together is often seen as a more intimate enjoyable activity).

Key Tip

We use mirrors to both suggest where pictures could go, and also to bring tons of sunlight into the room. Sometimes using three mirrors in a room, rather than pictures, which may be off putting to your tenants' taste (even if you think they are fab!).



Bonus Key Tip

We do not supply TVs even for the living room, as tenants generally watch TV on their laptops now. If you do still want to supply a TV, we might strongly suggest you have it screwed onto the wall, and fully insured! Susie in her early days had one house where all 5 TVs walked at the same time as a tenant made his rapid escape! Lesson learnt!



Second Bonus Key Tip

When supplying curtains, go for the ones that have metal rings to hang on the curtain poles. They are called 'Eyelet Curtains'. This prevents your tenants from ending up with that super scruffy look which you see in some rented houses, where the curtains are hanging off the hooks, and look totally uncared for. As the curtains have metal eyelets, they cannot come off the rail, and the window presentation remains good.

Bedroom. Leave

- ☐ Bed (always a double, no one wants to think they won't have sex!)
- ☐ Bedside table (1 or 2, space dependant)
- ☐ Chest of drawers
- ☐ Wardrobe
- ☐ Eyelet Curtains
- ☐ Mattress Protectors

Key Tip

Expect your mattress protector to get stolen (sorry I mean go walk abouts) pretty much every time a tenant leaves. Chill, this is the cost of doing business. They are six or seven quid, and they keep the mattress clean for the next tenant, thus saving you hundreds! We always have a stock of them in store, to 'showcase' a super clean mattress. Nothing more off putting than renting a room with a dirty mattress.

Bedroom. Display

Display (for your posing and marketing photos, but remove before viewings and check ins)

- ☐ Lamps & Candles
- ☐ Bedding – 4 pillows, super plumped up, with scatter cushions on the bed, duvet, matching duvet cover, matching or toning bed blanket or rug and a sheet for the mattress, all beautifully ironed.
- ☐ Display wooden or wicker boxes
- ☐ Cushions – tons of them!
- ☐ Mugs & Cafétiers
- ☐ Wooden tray for carrying mugs and breakfast in bed, styled up!



Key Tip

We always have at least one shot of the bedroom with the 'breakfast in bed' tray, artfully draped across the bed. Susie thought she was selling 'breakfast in bed, i.e. food, but one estate agent congratulated her on her advertising photos, saying 'sex sells'. So now we ALWAYS put the breakfast tray on the bed!



Bathroom. Leave

- ☐ Blinds
- ☐ Cabinet
- ☐ Toilet Roll Holder

Bathroom. Display

Display (for your posing and marketing photos, but remove before viewings and check ins)

- ☐ Towels – brightly coloured, to break up that white monotony in the photos of the sanitary ware. Often we drape a towel over the edge of the sink, or the edge of the bath so it is not a glare of white, colour makes the photos brighten up and seem more appealing to prospective tenants.
- ☐ Brightly coloured bath mat
- ☐ Candles
- ☐ Wicker or wooden display boxes
- ☐ Toilet roll

TGPC Main Furniture Suppliers

The shops and online suppliers below are great for having inexpensive, well designed, products, the majority of which (except Ikea and B & Q) can be delivered to you well in advance.

Putting together a well thought out and attractive posing kit takes time – so order in advance, as delivery time and reliability becomes an issue, as does the reliability of the product being in stock. There is nothing more frustrating than not having a bed delivered on time for the photographer, who was booked weeks in advance! (been there!)

I hope this guide reduces the length of time you need to take to ensure your property is the first one the prospective tenants want to view, and therefore rent (thus bringing you in more income!)

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|-----------------------------------------------|------------------------------------|
| <input type="checkbox"/> Asda Home | <input type="checkbox"/> Tesco |
| <input type="checkbox"/> Argos | <input type="checkbox"/> The Range |
| <input type="checkbox"/> AO.com | <input type="checkbox"/> Ikea |
| <input type="checkbox"/> mattressonline.co.uk | <input type="checkbox"/> B & Q |
| <input type="checkbox"/> Habitat (Argos) | |



Final Bonus Key Tip

Always, always, always (unless you are one yourself) employ a professional photographer to take the photos. Online portals mainly prefer landscape photos, so ask your photographer to give you each shot in both landscape and portrait to hedge your bet. Also ask your photographer to give you some 'life style' shots, such as close ups of cushion textures, wine glasses and the like as you can see in this Checklist.

Why?

Because it makes your property seem much more 'magazine styled' and therefore desirable, than the terrible home photos some landlords use for their rental advertisements, with unmade beds, striped dirty mattresses.

Good Luck!

I hope this simple check list of the two aspects of letting rooms, looking at both marketing shared rooms for rent, using great posing kit and high professional photographs and also the basics of furnishing shared rooms for tenant occupancy is helpful to you, and you make a real success of your property portfolio.

Good luck in property!

Susannah and the TGPC team

Susannah Cole

Susannah Cole is highly respected in the Property Investing Circles. She is a well established property expert who has experience running a very successful flipping strategy and owns a substantial HMO and single let property portfolio.

She started The Good Property Company in 2011, as a kitchen table startup. In the first 5 years alone, she and her team sourced, bought, sold or let out more than 200 properties, with a value of £45 million, and an agreed purchase price of £30 million (before refurb).

She loves property and loves to give back, in the shape of Workshops and her Property Mentoring Programme, helping others achieve (and hopefully, surpass) her own successes to date.

Get in touch with us if you would like to hear more about how her workshops and mentoring can help you – all top athletes need a coach and she has found having mentoring and training in property to be invaluable.

Check Out More Great Content on

Our YouTube Channel



www.youtube.com/user/goodpropertycompany

Our Website



www.thegoodpropertycompany.co.uk/

Our Facebook Page



www.facebook.com/SusannahColeTGPC/

Our Instagramme



www.instagram.com/susannahcoleuk/

We'd love to hear from you!

Give us a bell on **0117 942 8914**, or email us on info@thegoodpropertycompany.co.uk



PROPERTY ENTREPRENEUR OVERVIEW



*Our mentoring
group rocks!*

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By taking your place on Property Entrepreneur Online, you get access to working with Susannah Cole for a full year, to support the delivery of your property objectives. You will receive our Online Mentoring Curriculum and Susannah Cole will teach & support you throughout the year.

The mentoring programme is designed to support you to develop and work towards your goals in property investing, working with an experienced property investor on the key wealth creation aspects of property.

Property Entrepreneur Online is focused on the clear wealth generating strategies within property. These include:

- **Business Planning and Goal Setting**
- **Joint Venture Overview and Structures**
- **Sourcing Discounted Deals from Estate Agents**
- **Finding Private Investors**
- **Joint Ventures - Creating Proposals and Pitching**
- **Buy to Sell Successfully - Make Serious Money Selling Property**
- **Effective Letting**
- **Joint Ventures - Pitching and Paperwork**
- **Sourcing Deals Off Market and Direct to Vendor**
- **Buying and Selling Deals at Auction**



Ongoing online reporting by you is on a fortnightly basis.

Ongoing 'surgery' conference calls with Susannah herself is to ensure that your progress is monitored and that the ups and downs of property investment is discussed and actioned. The focus of the calls is to provide review, direction and support to ensure the delivery of your strategy is on track, with key questions relevant to your current strategy being the focus of the calls.

*"I find that the harder I work,
the more luck I seem to have"*

Thomas Jefferson



What do you get?

Monthly live conference calls with Susannah to ensure you have her on your side, discussing the ups, downs, deals and misses in property, so you have direct access to Susannah's knowledge through live conference calls with her.

Monthly high quality online curriculum, high quality key subject presentation slides, written booklets, downloadable audio and live film, so you can learn in the way that suits you best - all through Susannah's respected teaching.

We focus on the subjects that are the sensible 'get wealthy' subjects, and ones we have huge experience in, having bought, sold, let out or sourced over 200 deals, at a value of £45 million for an agreed purchase price of £30 million (before refurb).

In addition, we share the systems we used to start in property, so that you have a ready made Business in a Box for you to kick off with all the online systems waiting for you.

We also have all the legal agreements Susannah used (which cost her thousands), waiting for you as samples for a basis of your own work.

Your Next Step

Book your place on Property Entrepreneur Online by either calling the team on 0117 942 8914 or clicking <http://www.thegoodpropertycompany.co.uk/resources/online-mentoring-programme/> to get started straight away.



Face to Face Mentoring – Work with Susannah Directly

If you would like to work with Susannah Cole and the team at TGPC in person, we have a fantastic face to face mentoring group. A high quality mentoring group, meeting monthly in Bristol, with direct contact and teaching from Susannah to help and support your property plans.

Interested in Working with Susannah? Your Next Step:

Have a read of the programme, as it may well be helpful to you to move to the next stage in your property goals. If you would like to work with Susannah for a full year on your property goals, through the face to face mentoring programme, please call the team to apply for a place, on 0117 942 8914 or email them on education@thegoodpropertycompany.co.uk

