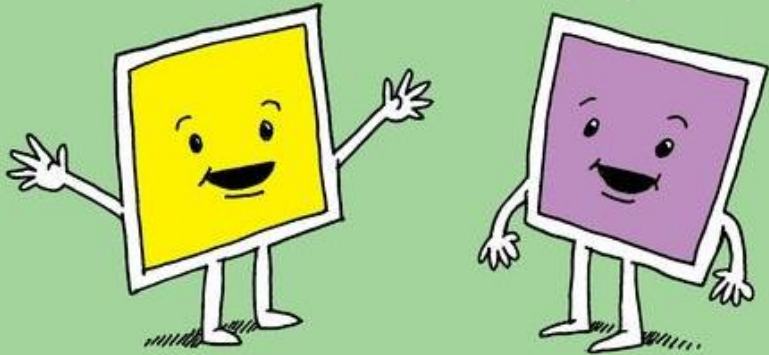


YOU LOOK
FABULOUS!

OMG, YOU TOO!

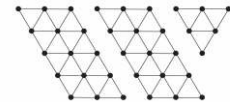


Complimentary Colors

ADDING REAL VALUE THROUGH DESIGN

ANN SQUIRES
FERGUSON

REGISTERED INTERIOR DESIGNER & CEO
DESIGN DISTRICT (RESIDENTIAL)
WESTERN DESIGN+BUILD (COMMERCIAL)



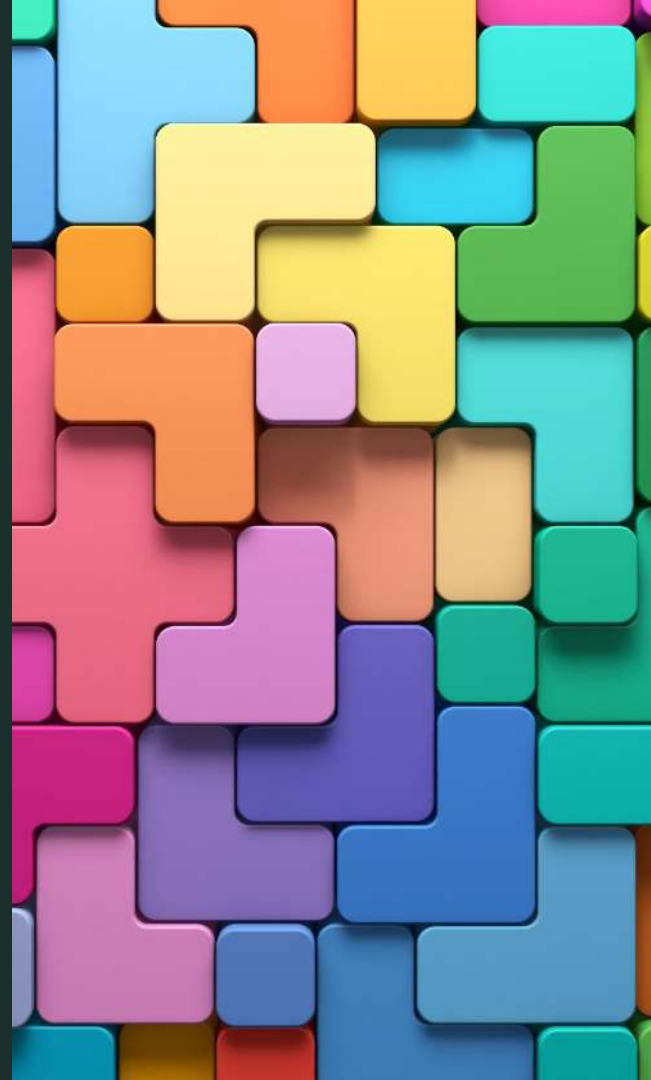
WESTERN
DESIGN + BUILD



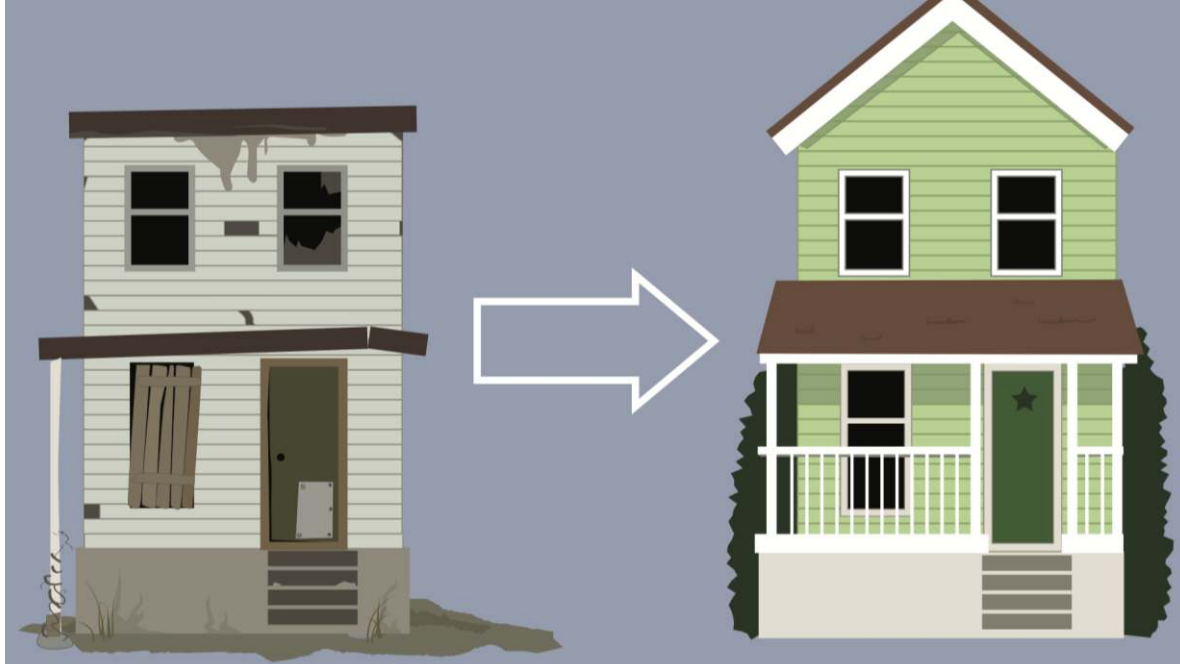
DESIGN
DISTRICT

TODAY'S TOPICS:

1. FLIP
2. HOLD
3. SHORT TERM RENTAL
4. LONG TERM RENTAL
5. SUSTAINABILITY
6. COMMON MISTAKES



House flipping is buying a property, holding it for a short amount of time while upgrading key features to add value (and/or perceived value) and then selling it (thus the 'flip' part) for a higher price.



1. FLIP

Adding Design Value When Flipping Houses

1. Focus on marketability.
2. Add curb appeal through smart landscaping.
3. Increase home value with new paint & flooring.
4. Focus on bathrooms: fixtures & finishes.

Adding Design Value When Flipping Houses

5. Be strategic with lighting.
6. Energy efficiency helps justify higher prices.
7. Major renovations: Add living space - bedroom & bathroom counts, outdoor living.

THINK 'MOVE-IN READY'!

2. HOLD

Buy-and-hold real estate is purchased, rented out, and held for an extended period of time. The value is in the rental income and the property appreciation.



Adding Design Value When Holding Rental Properties

1. Attracting the right long-term tenants
2. Selecting durable and low-maintenance finishes
3. Nothing too precious! It's not your dream home.
4. Use design as a tool to differentiate your product in the market and ask for higher rents.

**3. Short Term
Rental
vs.
4. Long Term
Rental**



Short Term Rental vs. Long Term Rental

1. Use design as a tool to differentiate your product in the market, ask for higher rents and achieve maximum occupancy.
2. Durability & maintenance
3. Unique doesn't have to mean expensive!
4. It's a hotel, not a home. * What does that mean?*

Sustainable design seeks to reduce negative impacts on the environment, and the health and comfort of building occupants, thereby improving building performance.



5. SUSTAINABILITY



BEFORE:

The basic objectives of sustainability are to reduce consumption of non-renewable resources, minimize waste, create healthy, productive environments.



NOW:

To advance human health and wellbeing, in ten categories: air, water, nourishment, light, movement, thermal comfort, sound, materials, mind, and community.



Making Sustainable Design Choices

1. Choose Low-Impact Materials.
 2. Source Local & Fair Trade Products.
 3. Consider Efficiency & Retrofitting:
heating, cooling & water use.
 4. Reclaim or Recycle Fixtures, Finishes & Furnishings.
 5. Install Energy Efficient Lighting.
- 

Making Sustainable Design Choices

It's about people!



*and how
to avoid
them...



6. MOST COMMON DESIGN MISTAKES



MOST COMMON DESIGN MISTAKES:

1. Taking action without a plan

SLOW DOWN. LOOK AT THE WHOLE PROJECT.



MOST COMMON DESIGN MISTAKES:

2. Buying before budgeting

RUN THE NUMBERS. THEN RUN THEM AGAIN.



MOST COMMON DESIGN MISTAKES:

3. Not asking the right questions

BUILD A TEAM OF PROFESSIONALS.

DON'T BE AFRAID OF 'LOOKING STUPID'.

MOST COMMON INTERIOR DESIGN MISTAKES:

4. Thinking too small, trying to 'save money'

ECONOMIES OF SCALE

PHASING

DYI vs CM vs GC

DYI vs CM vs GC:

1. Do It Yourself
2. Construction Management
3. General Contracting

Let's talk about: Understanding what you are taking on when you 'do it yourself'.

Poised for the ultimate joke, he pressed the stud finder against his chest, but it refused to make a sound.

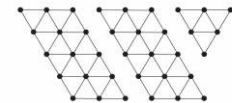


ADDING
REAL VALUE
THROUGH
DESIGN

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DESIGN + BUILD



DESIGN
DISTRICT