

A woman is lying on a bed in a modern living room with large windows. She is wearing a blue top and light-colored pants. The room features a grey sofa, a round coffee table, and a potted plant. The word "Sold!" is written in large white letters across the center of the image.

Sold!

Transforming four walls
into a favourite place...

Introducing our furniture
incentive programme for
property developers.

**David
Phillips**

It's how we live

davidphillips.com

FURNITURE INCENTIVE PROGRAMME

Life. Story.



**David
Phillips**

It's how we live

Whether you're selling to owner occupiers or property investors, offering to furnish the property can be a compelling incentive to help close sales.



We've been providing furnishing services to the operational real estate sector since '98 so we know what buyers and tenants want, we've created two simple offers to help you incentivise your purchasers:

01

FURNITURE VOUCHERS:

Aimed at domestic purchasers, to help them make their space a home with the help of our expert design consultants.

02

BESPOKE FURNITURE PACKAGES:

Designed exclusively for your scheme, perfect for investors who want their property let fast.

Choose one, or both to improve sales across your developments.

Contact our expert team a call today on:
incentiveservices@davidphillips.com

For new
beginnings...



FURNITURE VOUCHERS

FURNITURE VOUCHERS

Aimed at owner occupiers to inspire them to create their dream home in your development.

01



PERSONAL DESIGN CONSULTATION

Whether they are starting fresh, or they have existing furniture they want to incorporate, our design consultants will simplify the journey to creating their perfect home.



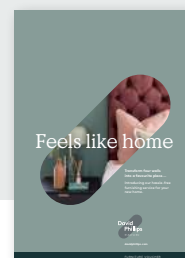
HASSLE-FREE PURCHASER PROCESS

Using the agreed budget, our design consultants will work with your purchaser to assist space plan and finalise their furniture selections — leaving them house-warming ready.



GREAT SERVICE AND AFTERCARE

We pride ourselves on our excellent customer service, so whether it's supporting your sales team, or ensuring your purchasers have a smooth install — we're here to make sure we create lasting partnerships.



MARKETING SUPPORT

We provide you with high quality easy to understand marketing material for you to pass to your potential purchasers — explaining the process and selling the service — making your sales process smoother and more compelling.

Co-branding is available on request.

Our brand is trusted and designed to enhance your development.

★ Trustpilot

See for yourself why the UK's leading developers choose to partner with David Phillips.

- **Incentives don't affect completion** and can be redeemed within six months of handover.
- **Protects from mortgage down valuations** by maintaining capital value.
- **More engaging** than incentives such as stamp duty or legal fees.
- **Higher perceived value** than the true cost to you the developer.

davidphillips.com

Furnish fast,
let faster..



BESPOKE FURNITURE PACKAGES

Tailored to investors to help minimise voids and maximise their investment.

02



CURATED FOR YOUR DEVELOPMENT

Our designers will curate bespoke furniture packages to suit your development, your budget and to appeal to your core audience.



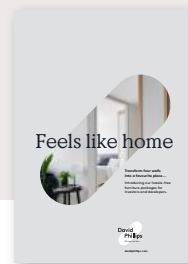
HASSLE-FREE PURCHASER PROCESS

Our team will contact your buyer to confirm their package, then — once handover has taken place, we will deliver and install the furniture, and remove all packaging — leaving them a tenant-ready space.



GREAT SERVICE AND AFTERCARE

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- **More engaging** than incentives such as stamp duty or legal fees.
- **Higher perceived value** than the true cost to you the developer.

CURATED, DELIVERED, INSTALLED & READY TO GO.

Our furniture incentives are designed to provide everything a tenant or homeowner needs to move straight in. Whether you offer a pre-designed pack or a voucher consultation, your clients will find the experience effortless and enjoyable.

Upon your instruction we will contact your buyer and walk them through their incentive options, offering design advice and agreeing their selections. We will then arrange a time and date to suit, deliver and install everything, remove all the packaging and even iron the bedding and plump the cushions – leaving their property ready to move into and, a positive, lasting impression that will reflect well on your development.



SUITE

LIVING/DINING

- 1 2½ Seater Sofa
- 1 Coffee Table
- 1 Media Unit
- 1 Table Lamp
- 1 Floor Rug
- 1 Dining Table
- 2 Dining Chairs

PRINCIPAL BEDROOM

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps

David Phillips

It's how we live

FOR EVERY LIFE...

We've been designing, sourcing and installing furniture for over 20 years, so we know what works, what appeals to tenants and what lasts – we also know how much of a hassle it can be furnishing properties, so we've fine-tuned our range, and service, to provide investors and homeowners the beautifully designed furniture they need, fast, and at a budget that suits.



Typical curated furniture packages

Exact inventories might vary, depending on space and layout.



“ We’ve been offering David Phillips furniture incentives for the last 12 months, and they’ve been a great closer — highly recommended.

Berkeley Homes — West Thames



ONE BED



TWO BED



THREE BED



FOUR BED

LIVING/DINING

- 1 2½ Seater Sofa
- 1 Armchair
- 1 Coffee Table
- 1 Lamp Table
- 1 Media Unit
- 1 Table Lamp
- 1 Floor Rug
- 1 Dining Table
- 4 Dining Chairs

PRINCIPAL BEDROOM

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps

LIVING/DINING

- 1 2½ Seater Sofa
- 1 Armchair
- 1 Coffee Table
- 1 Lamp Table
- 1 Media Unit
- 1 Table Lamp
- 1 Floor Rug
- 1 Dining Table*
- 4 Dining Chairs

PRINCIPAL BEDROOM

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps

SECOND BEDROOM

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps

LIVING/DINING

- 1 2½ Seater Sofa
- 1 Armchair
- 1 Coffee Table
- 1 Lamp Table
- 1 Media Unit
- 1 Table Lamp
- 1 Floor Rug
- 1 Dining Table*
- 6 Dining Chairs

PRINCIPAL BEDROOM

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps

OTHER BEDROOMS

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps
- 1 Wardrobe

LIVING/DINING

- 1 2½ Seater Sofa
- 1 Armchair
- 1 Coffee Table
- 1 Lamp Table
- 1 Media Unit
- 1 Table Lamp
- 1 Floor Rug
- 1 Dining Table*
- 6 Dining Chairs

PRINCIPAL BEDROOM

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps

OTHER BEDROOMS

- 1 Bed frame
- 1 Orthopedic Mattress
- 2 Bedside Tables
- 2 Bedside Lamps
- 1 Wardrobe

WHY CHOOSE TO OFFER FURNITURE INCENTIVES?

- Our incentives are cash neutral – we will only invoice you after completion therefore payment will be made from completion funds.
- We will work collaboratively with you to develop a marketing strategy with special offers and dressed view units.
- Our team will support you on your UK and overseas launches and completion events



David Phillips

It's how we live

If you'd like to know more about how David Phillips can work with you to make your developments a success, speak to one of our expert team today on;

incentiveservices@davidphillips.com

or visit: davidphillips.com



MORE FROM US

VIEW UNITS & SHOW HOMES

Show homes and view units must demand attention; to spark the interest of potential purchasers and turn that interest into the desire to purchase.

Working alongside some of the most renowned developers, we regularly create beautiful show homes that offer something different, making viewings an experience - with tactile surfaces and carefully curated focal points emphasising the key design features unique to your development.

'DRESS-TO-SELL' HOME STAGING

Our dress-to-sell service can drastically increase a property's potential to sell or rent.

If it's a first-time buyer apartment, the stylist might select furniture that's a bit funkier or if the property is targeted toward growing families they may opt for a cosier theme with more traditional pieces giving a homely feel. All of this helps trigger an emotional response the moment they walk through the door.

Home staging will help you maximise the return on your investment.

MILC — PRIME INTERIOR DESIGN

From our studios in London and Manchester our prime interior design service — Milc, have been designing award winning interiors the world over since 2004. Working with both developers and private clients Milc create stunning interiors that always stand out from the crowd.

Whether you're looking for a simple refresh or a complete revamp, our experienced team of designers will be right by your side, from initial consultation through to the final fit out, to create the perfect look.

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