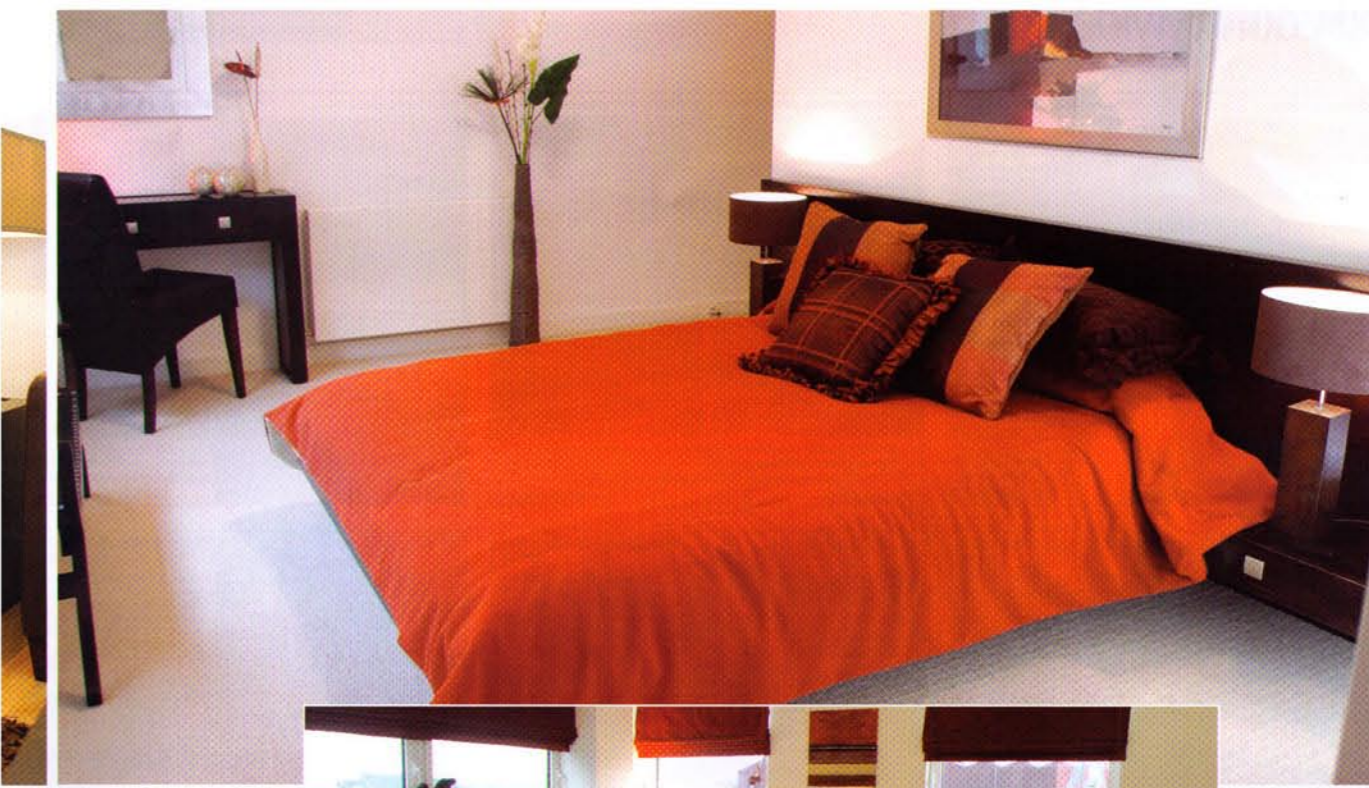


# The **X** FACTOR in Selling Property



Loraine Chassels of XS Interiors and EX Showhouse Furniture

**The Process in Brief**  
Plans are submitted to XS Interiors for interior design planning and furnishing considerations. Mood boards/storyboards show an overview of the aesthetic of the interior scheme XS Interiors propose.



A taster of furnishings are set up and then presented to the client.



Tastefully furnished properties sell much faster. XS Interiors 'style to sell' furniture hire service is one of the best ideas I have seen in a long time.  
Mairi Eckford Managing Director of Countrywide



**The Big Picture**  
XS Interiors take into account the architecture of a development and the potential buyer when designing a Showhouse or planning the furniture for a 'style to sell' hire. An overall aesthetic is then designed and planned to create coherence between rooms, introduce colour dynamics or themes, and blend and fuse the furnishings to create 'the big picture'. This Bothwell Showhouse by Southplace sold for 1.5 million in the distinguished 'millionaires row' and was designed and furnished by XS Interiors with discerning buyers in mind. Grown up furniture in rich dark woods with suedes and leathers add texture and the use of oversized items like the rare lacquered Zen screen and oil on canvass block art and Jazz sculpture create impact.

If you have never visited the Aladdin's cave of astounding furniture and accessories, known as EX Showhouse Furniture and XS Interiors, now is the time to get it firmly in your diary as a MUST DO. The Film and TV industries, Builders and Developers alike have benefited from this very original niche-market source of furniture for years. However, the public can also link into this treasure trove of furniture and accessories simply by making an appointment to view.

**Style To Sell**  
Loraine's private interior studio in Bearsden is always a constant hive of activity. Last year alone her company, XS Interiors, helped sell over 25 Million pounds worth of properties via their unique 'style to sell' furniture hire service. Acknowledged throughout the trade as an incredible friend to the industry and as Mairi Eckford Managing Director of Countrywide puts it "Tastefully furnished properties sell much faster. XS Interiors 'style to sell' furniture

hire service is one of the best ideas I have seen in a long time". Certainly those 'in the know' have been using the design and hire services of Loraine, and her husband and partner Carlo, to create Showhouses and furnish and style their properties for over a decade. Without a doubt beauty sells, and the transformation seen between an unfurnished property and a professionally furnished and styled property is astounding.

**A Quicker and Better Sale**  
With new developments coming on stream continually, the developers and investors working in such a competitive market place find that it is crucial that their properties look the absolute best to gain a quicker and better sale. XS Interiors offer various options to help achieve this. Of course, individual pieces of furniture can simply be purchased, but it is more often the case that XS Interiors manage the complete process of designing, planning, providing, installing and styling a property from start to finish. Purchasing the furniture can

make sense if it can be reused, or re-sited or stored, but increasingly the cost conscious chooses to hire.

**Save a Massive 75%**  
Hiring furniture is a great option. Hire versus purchase tends to save around 75% of your capitol. Most furniture hired for a Showhouse or 'style to sell' project is hired for around 6 to 12 weeks. If the development is a larger multi unit project or indeed if the market is less buoyant a hire can be for any agreed period. A full blown Showhouse takes only days to complete once the project is agreed and makes for a speedy solution to get 'on market.' From plans or survey, to design, supply, installation and styling, XS Interiors provide a seamless service. With a superb range of furniture, immediately available, the in-house design team handles the complete process from start to finish. Needless to say, XS Interiors and EX Showhouse Furniture have volumes of success stories. They are the 'X' factor in selling property.



**Colour Dynamics and Attention To Detail**  
Peppering rooms with a chosen colour or limited groups of colour adds a spark to room sets. Done correctly, the effect should be much like adding spice or herbs to food. The primary ingredients should remain key, not overpowered, but enhanced. XS Interiors used a Burnt Orange accent in varying degrees throughout this Cala apartment. Spiced just right!



**Weave A Thread**  
The ebb and flow of colour, texture and pattern moving from one room to the next is evident here in this contemporary monochromatic scheme linking one room to another. Rooms that flow often create the illusion of spaciousness and stop the eye from creating boundaries. Shown here, XS Interiors use of varying degrees of tones and shades of silvers and charcoal's really work well.



**Furniture Hire**  
XS Interiors and EX Showhouse Furniture offer a fantastic 'style to sell' furniture hire service. They design and plan your properties interior and supply all the furniture and accessories for every room. The complete properties furniture and accessories can be supplied and installed, assembled, set up and completed within days. This seamless supply of beautiful furnishings and the speed in which it can be done can make the difference between no sale and a great sale! The volume of furniture, length of time the furniture is required and the work involved dictates the hire price. An average hire could cost around only £2950 for approximately £12000 worth of fabulous furniture and bespoke interior. This offers a great saving on purchasing. Hire saves around 75% versus purchase and is an option many developers and investors choose when selling on a property. Builders quite often choose to purchase, because they can reuse the items soon elsewhere within another development, but the same seamless supply, speed and service applies.

EX Showhouse Furniture and XS Interiors - Call 0141 942 0519 to book an appointment  
coming soon: [www.exshowhousefurniture.com](http://www.exshowhousefurniture.com) [www.xsinteriors.com](http://www.xsinteriors.com)  
Principals: Loraine Chassels and Carlo Sambucci