

RENTAL DESIGN 101

Everything you need to know to position the interior of your rental to be unique and successful!

Session 4



RENTAL DESIGN 101

Session 4 - From Design Schemes to The Next Level

- Analyzing the Top STR Design Schemes
 - Beach / Coastal
 - Nautical
 - Rustic Mountain
 - Modern Mountain
 - Lake House
 - Modern Farm House
 - Urban / Spa
 - Industrial Modern / Vintage Chic
 - Bohemian Chic or “Boho”
 - Southwestern / Santa Fe / Desert
- *Go to the Next Level from Model Home to Memorable Home, Let's Tell Your Story!*
- *Go to the Next Level with the “Pick The Lock” Consult*
- *Go to the Next Level with Matterport*



Beach / Coastal

The main focus of this design style: [?][?]

If coastal design to you is synonymous with anchors, boats and seashells upon seashells—we totally get where you're coming from. And you would think, based on the name, that's exactly what it entails, but that's actually more typical of *nautical* decor. Pure coastal is another thing entirely, and while the two have some elements in common and can easily be blended, pure coastal is decidedly less in-your-face and kitschy. Nor is it the same thing as Mediterranean, or tropical. In the simplest definition, coastal is “beachy”. Through use of natural light, soft tones, and a clean aesthetic, it's meant to evoke the breeziness of the beach in the property. Basically, it feels like summer year-round inside your house. A coastal space takes its cues from the natural environment for everything from color palette through to materials used. The core features are usually jute textures, earth tones, layered blues, crisp whites, stripes, loose linen and leather.



Typical accent colors

Take your color nods from the nature of YOUR coastline. Use the Colorsnap App, take pics and look at the natural pallet that surrounds your property or areas people are coming to visit.

Wall decor examples

For coastal, you want to bring elements of the outdoor coast indoors, so look for items that resemble the coast or 3D items that interact and engage with it, like a surfboard or vintage glass buoys. Coastal is more classy and subtle version of nautical or marine.



Kitchen Example



Living Room Example



Bedroom Example

Nautical

The main focus of this design style: [?][?]

Nautical is a very popular, more kitschy beach design style of design. It helps whimsically connect the beach person with the ocean near them. Nautical in absolute technical terms means “ships and seas”. Nautical is a very age-old style that adds coolness to the property by merging the coastal lifestyle with your interior space by putting together ship related elements that physically bring in the nautical feel in the space. In this design style, blue not only adds to the coolness in the space but also becomes the focal point of the design. Especially navy in both solids and stripes. As opposed to darker wood floors, in the case of modern nautical style, one can go with white washed color engineered deck like floor. It brings in the look of the traditional style ships made out of wood. Drifted or raw wood acts as a great accent in the space. It balances out the coolness with the warmth of natural wood. A variety of rope or jute, which plays a key role in the marine front, brings in texture to the solid colors.



Typical accent colors

As you know, nautical is related to the sea, so derive the colors for this style from its native vibe. A cool tone of color palette is the right choice to go with. While white adds the even tone to the space, navy and even red acts as the pop element.

Wall decor examples

Nautical items are vast. There are a million pieces of boating and 3D art that reference ships and literally anything that goes with a boat or the ocean will fit into this more whimsical take on the beach.



Kitchen Example



Living Room Example



Bedroom Example

Rustic Mountain / Lodge

The main focus of this design style: [?][?]

Very simply put, a mountain-style home is what you would expect to find as a mountain lodge or retreat. You will find a lot of traits similar to a cabin and it's popular, especially in the mountain west, like Utah, Colorado, or Wyoming. Additionally, this style is unique because it features a vibe that can easily blend and combine with other design styles like industrial modern, vintage, and farmhouse. A mountain style commonly uses a lot of wood and stone which must connect to the nature surrounding the house, Mount your latest trophy buck, or introduce other elements relating to hunting. If you don't hunt, you can still find fur blankets, animal skin rugs, or antler decorations. Leather and sheepskin is super popular. Mount Ski's or snowboards, or other sporting elements people may be coming experience. "Edison bulbs" emit a warm yellow glow which serves well to tie into warmer tones of mountain homes and feels authentic.



Typical accent colors

Distribute the warm tints in spaces that are used mostly in the evening for entertaining: dining room, entry, living room and powder room. Cooler tints work well in task-oriented spaces, offering a refreshing crispness that focuses attention: kitchen, bathroom, gym or laundry room.

Wall decor examples

As mentioned above, you want reference nature, animals, hunting, the sporting equipment that people are coming there for, there are so many ways to use unique found 3D wall objects that pertain to mountain living and experiences.



Kitchen Example



Living Room Example



Bedroom Example

Modern Mountain

The main focus of this design style: [?][?]

The modern mountain interior design style is a newer trend in interior design. This distinctive style is characterized by clean lines, natural materials, neutral colors, and lots of light. Clean lines and an uncluttered interior are the hallmarks of mountain contemporary design. It's all about highlighting a panoramic view and a fully relaxed feeling, with open layouts and lofty ceilings. There will typically be lots of light fixtures to give the space a bright feel and again, a lot of neutral colors used because they are easy to transition from one season to another. In this style, you are still thinking about warmer tones in your accents, but your neutral primary paint colors want to have a higher light reflective value to bounce the natural light and tones from the surrounding nature of your property. Keep it more monochromatic and less bright pops in accents. Still great to add animal furs like sheepskin and leather, but lay off the more cliché hunting and bear accents here.



Typical accent colors

This style begs for neutral color schemes, such as white and gorgeous grays, rather than brighter hues such as red and yellow, to complement the natural wood and stone materials. Pops are darker neutrals.

Wall decor examples

With this design, the accent elements are far less “cabin cliché” and more artistic. Sports items and animals will be presented in a vintage and classy almost gallery style that’s clean and high fashion. Accents should be monochromatic and light.



Kitchen Example



Living Room Example



Bedroom Example

Lake House

The main focus of this design style: [?][?]

Designing a thoughtful lake house is all about charm. But this is a style that can go so many ways. Rustic or modern rustic, a blend of coastal and nautical, or more farmhouse in the country. Regardless of the spin you favor, lake houses typically have some floor-to-ceiling windows, lots of natural light and blends of natural materials to craft an inviting lake life vibe. Lake houses are the de facto settings for big family gatherings, girlfriend getaways, and celebratory weekends for slow lazy days. So, a lake house should be a place that draws people in, wraps them up, and invites them to stay a while. So keep it calm and cool with the main colors coupled with warm nature driven accent tones.



Typical accent colors

While you aren't limited to purely lake-related color schemes, classic lake house design will incorporate shades of blue, green, earthy browns and autumn colors.

Wall decor examples

At the lake, the classic vibe is one of reclaimed and found objects all brought together create a vintage, lazy, relaxing vibe. Oars, old wood water skis, rustic signs, natural jutes and organic materials all go with any furniture style to tell the story.



Kitchen Example



Living Room Example



Bedroom Example

Modern Farm House

The main focus of this design style: [?][?]

Classic farmhouse has stood the test of time and evolved into today's modern farmhouse style, which is welcoming, comfortable and timelessly fresh. Modern farmhouse design takes the classic, relaxed Joanna Gaines farmhouse style and adds modern touches such as smooth lines, clean accents and neutral color schemes. It's a mixture of vintage rustic pieces paired with the metals of industrial styles and the clean lines of midcentury modern. The old white apron sink and appliances are more likely to be stainless steel with granite countertops and sleek lighting. This style of farmhouse is more appropriate for STR's due to its eclectic, yet decluttered country vibe, that is easy to maintain. It's a cozy, clean, and simple storyline, so keep accessories to a minimum. Stick to natural accent materials as much as possible such as cotton, sisal, rattan, wicker, washed wood, leathers and natural stone.



Typical accent colors

Choose a neutral palette to make the room appear fresh and open. Accent with warm neutrals such as cream, beige, silver, deep blues and grays all work well and balance natural elements

Wall decor examples

The walls are a great place to bring back the classic farmhouse vibe into the storyline. Galvanized metal objects from around the farm, sleek vintage style shop lights with Edison bulbs, and reclaimed wood pieces all complete the vibe.



Kitchen Example



Living Room Example

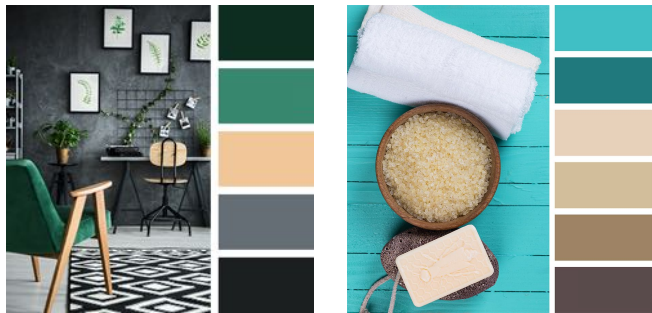


Bedroom Example

Urban / Spa

The main focus of this design style: [?][?]

Both Urban and Spa interior design schemes blend elements of contemporary, modern, and industrial designs to create a unique style that's perfect for relaxing and inner-city living. Both genres have a softer, more comfortable look that makes the most of space, to create functional and practical living areas. Both designs can include exposed beams and unfinished surfaces and materials such as concrete, brick and wood. But, they will be balanced with soft white walls and clean open areas, light colors and decluttered finishes. These design elements focus on minimalistic and large pieces of furniture with sleek lines, vintage decor, geometric designs, and a color palette consisting of a neutral base combined with soft and relaxing colors reminiscent of nature. Leaning to Urban, you would bring in more dark accent tones. Leaning towards Spa, bring in lighter neutral warm or cooler calming accent tones. But in both cases, the name of the game is sleek, simple, bright and clean with the main pallet.



Typical accent colors

In both styles, use the colors of the natural raw elements of the space to connect your accent colors. Go darker for urban and lighter for spa.

Wall decor examples

The opportunities are literally endless for wall decor in this style. Use 3D elements that imitate urban items or geometric shapes in relaxing tones. Bottom line is, don't overdo it. Feature pieces and let other walls breath.



Kitchen Example



Living Room Example



Bedroom Example

Industrial Modern / Vintage Chic

The main focus of this design style: [?][?]

Industrial Modern is the beefier big brother of urban design. Whereas urban has some raw elements and a more relaxing pallet, Industrial is Inspired by structures such as factories and warehouses. Industrial interior design style (also referred to as vintage chic) is characterized by stripped-back, heavy architectural details and lots of raw materials in both design elements and furnishings. There is a distinct lack of slick trimmings, with the focus instead being on imperfect finishes and raw materials including, exposed bricks, concrete, metal piping, exposed steel and wood beams, stainless steel and untreated more rustic wood. This design style is often associated with industrial spaces that have been converted into living spaces, However, if you don't have a true industrial space but want the look, by using industrial finishes and older decor, you can create this style in any space or setting, thus making the interior more vintage and chic.



Typical accent colors

Guided by raw materials, an industrial color palette comprises warm and neutral colors. Matte black, shades of grey, and white are also used to add contrast with pops of subtle color.

Wall decor examples

Look for cool metal gears, vintage pieces of unique art, paintings that are monochromatic with metal accents, metal or wood wall sculptures and bonus points for finding unique ways to incorporate Edison bulbs.



Kitchen Example



Living Room Example

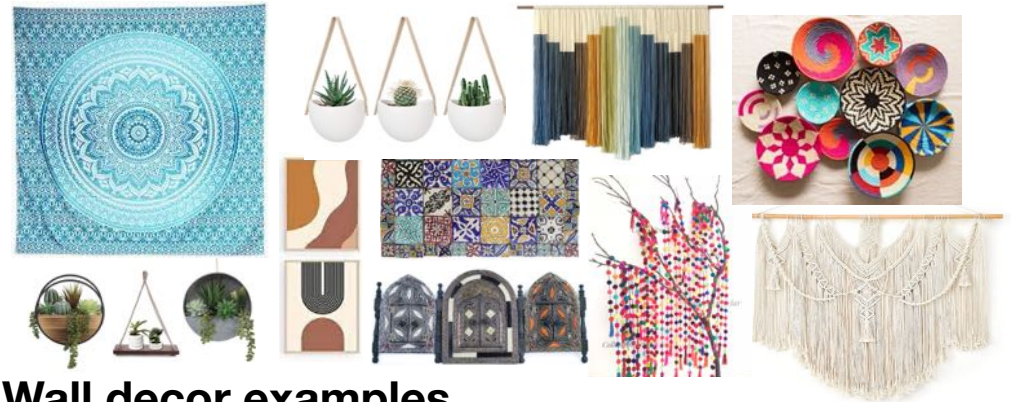
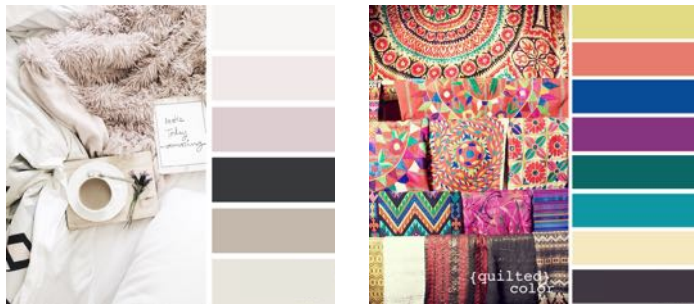


Bedroom Example

Bohemian Chic or “Boho”

The main focus of this design style: [?][?]

The Bohemian Chic design style, also known as “Boho”, is relaxed, carefree, and while there are some common practices with the look, there are no hard and fast rules. boho is less about creating structured lines and more about choosing, layering, and mixing eclectic patterns. Add in metallics such as gold, silver, brass, and chrome. Iron is also a common finish too. The core of the boho aesthetic is that it's personal and relaxed. If you're digging into this style, you want to mix and match decor to show your personality. There is no such thing as "too much". However, just remember that it is a STR, so you can't get too personal. But if ultra unique or even weird is part of your story, than mix your way to quirky and whimsically wonderful reviews. The overall look is as complicated or as clean as you want it to be. All types of furniture work in this aesthetic, from chaise lounges to floor cushions to a standard sofa and pillows. You can go for a clean look, a bold style, or somewhere in the middle. It's all up to you!



Typical accent colors

For a cleaner look, stick with consistent neutrals like normal whites and tans. If you want to create a bold statement use a mixture pop of any striking, vibrant, and saturated jewel tones.

Wall decor examples

Bohemian craves original or handmade pieces of art. living walls, unique flea market finds, or travel souvenirs are perfect. Rattan, wicker, wood, or plush furniture also work well. Also add plenty of throws, seating poofs, and pillows. Work in lots of different light fixtures too.



Kitchen Example



Living Room Example

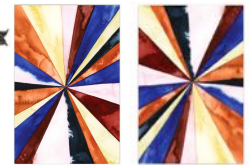


Bedroom Example

Southwestern / Santa Fe / Desert

The main focus of this design style: [?][?]

The rich culture and history of the American Southwest is captured in the warmth of Santa Fe interior design. A style with humble beginnings, this type of design focuses on practical elements which are comfortable and rustically elegant. Rough textures are a big part of Santa Fe interior design, so seek out natural materials with little finishing. Popular fabrics utilized are suede, leather, serapes, and woven textiles. Furniture pieces are typically made of pine with natural stain finishes with rustic wrought iron hardware. It's common to see terra-cotta tiles throughout the space establishing the vibe. Southwestern style begins with an organic, earthy foundational palette of cactus greens, adobe red and desert-toned neutral hues — then explodes with exuberant shots of bright sunshine yellow, fiery orange and the turquoise of a cloudless sky. Color is commonly expressed in vibrant, decorative Talavera tiles (a type of hand-painted, tin-glazed pottery) and Navajo rugs featuring a bold mix of geometric patterns that are characteristically Southwestern.



Typical accent colors

Earth-tone hues and neutral brown tones are the basis of the southwestern style with occasional pops of clay red, turquoise blue, and green.

Wall decor examples

Accessories tend to be handcrafted objects from Native American or Mexican sources and include Talavera ceramics, religious artifacts, and colorful painted tiles. Vintage rugs, doors or shutters are often hung on walls.



Kitchen Example



Living Room Example



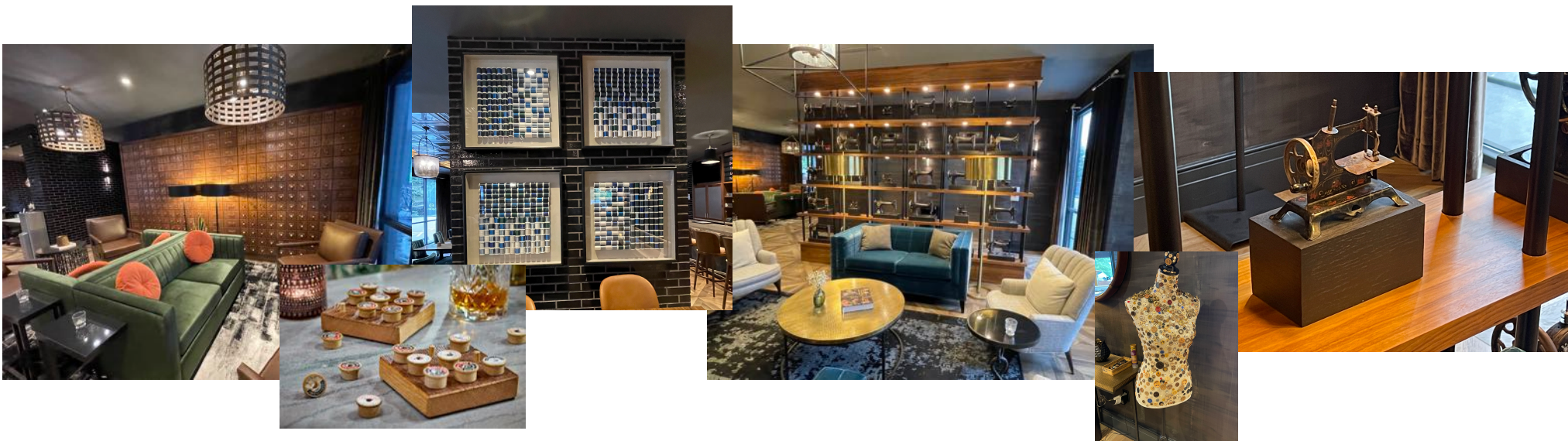
Bedroom Example

Next Level Engagement

Going from Model Home to Memorable Home

Our Rental Design 101 sessions are intended to give you everything you need to get a “model home”. By model home we mean a clean, picture worthy design that will sell in pictures. The next level is taking it from a model home to memorable home! You are competing with a lot of other properties. Properties with the same boring pics of room shots full of, in many cases, pretty looking furniture, basic accessories, and a message of “this is the space we have, this is stuff that’s in it, and here is where we’re located”.

Let’s use an example when looking at pics of hotel rooms while planning a trip. You click through different properties and it’s the same, then the same, and more of the same clean, pretty yet sterile vibe. Then you come across a hotel with a story, like the Cumberland House in Knoxville. It tells the story being an old sewing factory converted to a hotel with vintage sewing machines, bobbin themed games and artwork, reclaimed mailboxes and fashion references everywhere. It’s unique, and it grabs your attention.



You suddenly stop and feel like that property is different, engaging and fun. It’s an instagramable and memorable experience over just a pretty model room. Most would book that one unique property over the dozens of just pretty properties in a heartbeat and, will even pay more to stay there so they didn’t miss out on the experience. This story, this “soul” of a property needs to be developed for you to make all your design choices come together. It will tell the story and evoke the emotions that boost reviews and raise your rates to maximize your investment. Then you have to know how to show it off. That is going to the next level and we can take you there with our “Pick the Lock” consult and a Matterport virtual tour with a flyover.

Next Level Engagement

Are you ready to “Pick the Lock” of your project?

A lot of times, after someone reads through this guide, their initial response is something like, “I thought you were trying to help me with this, but now I feel totally overwhelmed”! If you feel that way, it’s normal. Setting up a top rated STR is intense and, well, it’s a lot of work. And if you’re not overwhelmed, you may just be stuck in a few areas and need help unlocking a few items. We do a powerful consultation we call our “Pick the Lock Consult”, and it’s designed to organize and bring your project to life with a story and a soul. The metaphor of “picking the lock” is symbolic of being locked out the front door, with tools in hand, ready to jimmy open the barrier that is standing in the way of taking your STR to the next level. When the lock is picked, you can sense all the pins falling into place with such certainty that when it sets in, you feel it, you turn the key, and everything opens up. It’s the one big idea that leads to all the remaining ideas that execute your vision and story. Plus, it gives you a litmus test to bounce all your ideas against so that your whole property design is consistent and the story flows throughout.

Pulling a property all together cohesively to tell this story and stimulate an emotional experience is the name of the game. Properties that can achieve this will have higher ratings, better reviews, and generate higher revenues. Having a clear vision for your property is the most critical place to start. Without it, you don’t know where you’re going. It’s then very hard to come up with all the unique cool ideas for photos, the Instagramable moments, or the awesome decor ideas that set your property apart. Your place needs a soul, and we’re good at helping you give it one.

By the time we’re through with our consultation, the goal is for you to have the following:

1. An inspired and clear vision for your property's story, atmosphere, vibe, evocable emotions, and personality. (The Tag Line)
2. A working name or title for your property
3. A plan for overcoming your top pain points that may have you stuck
4. A prioritization list of your necessary to-do's to get you producing results with the minimum amount of outflow
5. Decor ideas, design concepts, industry shortcuts, and/or vender reference points for you to start executing
6. A clear understanding of how WYN could help supply you with elements of your project
7. One engagement idea that allows your guests to interact with your theme and leave a piece of themselves behind
8. A PDF Package full of design tips, sample designs and bright ideas for everything you need in your rental (that’s this document)
9. A recap of our conclusions and recommendations
10. Peace of mind that only comes with purpose and a plan

For more info or to set up a Pick the Lock Consult, please email mike@WynDevelopment.com or scan/visit the link below to get scheduled.



<https://calendly.com/wynmike/pick-the-lock-consult?month=2022-10>

Now You need a Matterport Scan

Create the best booking experience with a 3D virtual tour

Now that you have a story to tell, it's time to promote it correctly. Many STR homeowners create immersive digital twins of their homes to help them with: future design and improvement projects, document their possessions for insurance, the ability to take digital measurements for unique decor items, or to share on their listings. 3D virtual tours strengthen customer confidence in the booking experience by providing the most immersive, informational, and accurate representation of your unique space as possible.

With Matterport, your guests know what they are seeing online is actually how a space will look in real-life when they get there. By providing the most realistic representation possible, guests feel more confident and more likely to book. After thousands of customers have embedded 3D spaces on their listings and websites, Matterport has been able to produce results with data:

- Increased web engagement by as much as 15%
- Increased conversion to bookings by as much as 14%
- Increase positive customer reviews

For more info or to schedule a Matterport scan/visit the link below to our Vodyyssey Services page and scroll down to the Matterport section and submit the form. You will not be asked for any payment info when you submit. We will contact you with availability.



http://www.wyndevelopment.com/vodyyssey_services?r=20220515131345

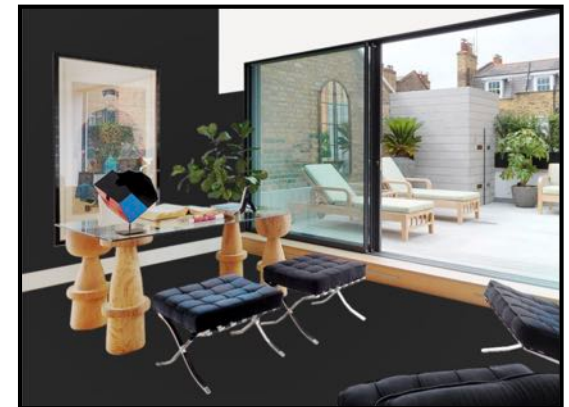
We have a national Matterport account and can help you scan your property literally anywhere. Once you have a scan, We can also get you drone flyovers to show your relative location to surrounding attractions and you will have a full digital model for virtual walk throughs with the ability to render accurate 2D floorplans. You can even layout furniture in the space. Best part is... IT'S TOTALLY AFFORDABLE at only .15 cents a foot!



3D Scan With the 3D virtual tour model, you can walk through the entire property, name and point out unique aspects you want guests to notice, and take digital measurements to the 1/8 of an Inch without being on site. You're also set up to add a tremendous amount of extra services. Click on the image above to see a sample tour of a really cool firehouse renovation.



2D Floorpan Guests love to see floorplans in the listing. One of the cool add-ons once you have a scan, is the ability to turn the 3D model into a very accurate 2D floorpan. Many short term rental properties don't have blue prints available to review, even after you purchase the property. With Matterport Schematics, you can have plans in a matter of hours once the initial scan is complete.



Furniture layout Another great benefit from having a scan and a 2D print, is the ability to digitally furnish and layout a furniture plan in your property. That allows you to know your site lines and get a feel for what pieces should go where and at what size to create your look and vibe to perfection.