

RENTAL DESIGN 101

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

Session 2



RENTAL DESIGN 101

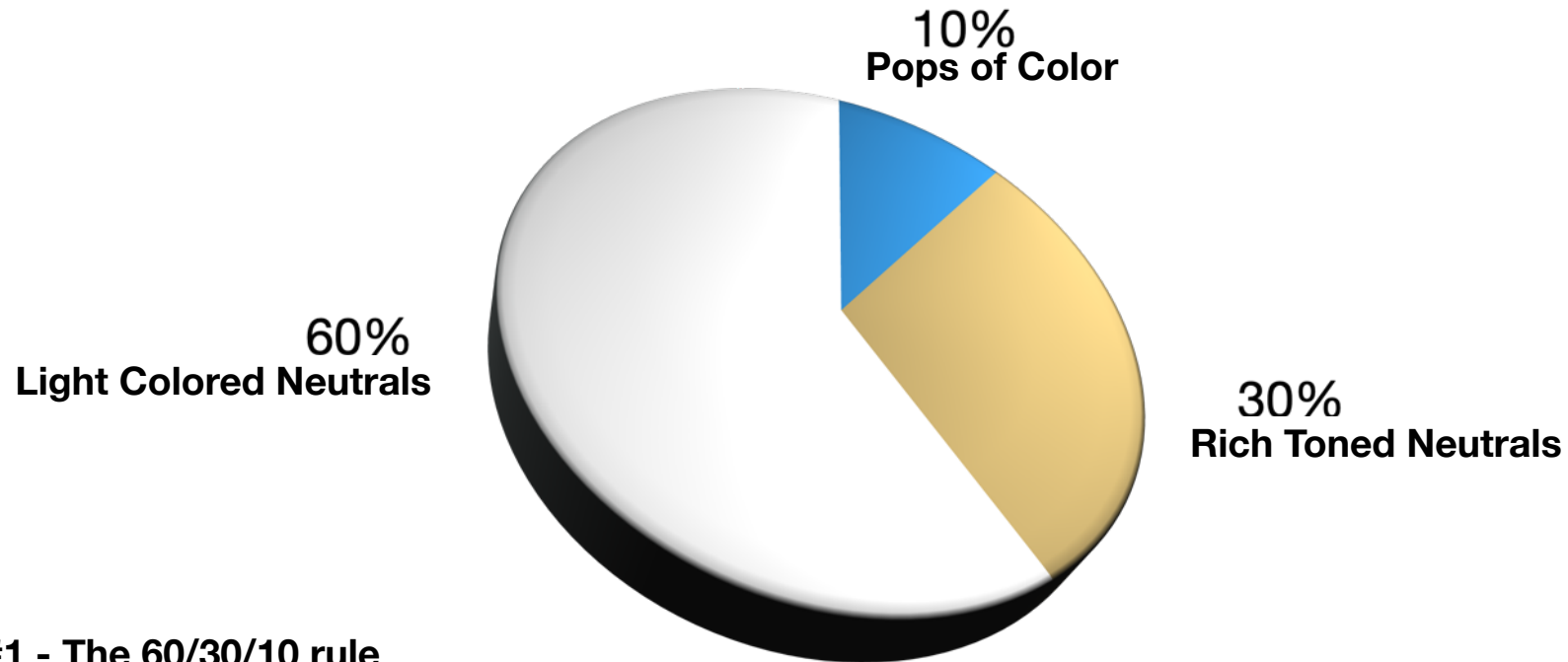
Session 2 - Understanding Your Colors

- The First step in picking the right paint colors - 60/30/10 Rule
- An Analysis of White and Gray
- How to Keep the Palette Consistent - Rule 2
- Understanding Flooring in the Palette
- Understanding Shades & Blinds in the Palette
- Using Monochromatic Accent Colors - Rule 3
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 - *Go to the Next Level from Model Home to Memorable Home, Let's Tell Your Story!*
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Let's Talk PAINT COLORS!

The First step in picking the right paint colors is to think about all of the colors you want to use in your space. A tight color palette with a small number of colors is the best way to go. Why? It will make the design of your spaces look *less chaotic* and *more intentional*. The brain feels calmer when things around a room relate to one another because there is less to process. It also opens the house as a blank canvas for wall decor, lighting and art accessories to make the property feel high fashion and really unique. Let's explore a few our rules and some of our favorite design partners ideas for paint and color schemes that will help you dial in the right pallet.



RULE #1 - The 60/30/10 rule

- The 60/30/10 rule says you use light colored neutrals for 60% of your space, the next 30% are for deeper toned neutrals, and the last 10% are your pops of color. Under this rule, you would leave your walls pretty light in color throughout (honestly the best color is a shade of white), except for maybe some accent walls somewhere. You can't go wrong with light bright walls for a short term rental and if you finish in a flat/matte or eggshell, it's very easy to touch up or clean without looking patchy.
- This gives you a gorgeous blank slate as a backdrop, and sets the stage for artwork, wall decor, rugs, and pillows to make it sing. White walls also immediately make your space more photogenic and it feels bigger, this is IMPORTANT. Your photos are a huge part of what gets you bookings and thus more income. The pictures have to POP!
- Even if you're reluctant to go with white on your walls, consider an ultra light gray. But by all means please, AVOID EARTH TONED paint colors as your main color! They will make your place instantly look drab, dark and dated especially in the photos.

Still Talking Colors!

REALLY, you want my 60% color to be white walls? Well...ya! For all the reasons previously mentioned, but more importantly, colors dramatically change based on the directional exposure of the windows to the sun or the color of the light in less lit rooms. For the best pics, continuity, and for the best pallet to pop your property with color accents, white is the best! But if that totally freaks you out, a super light gray works too. But if you start to go with warmer gray, the undertones can get complicated.

Just know, even the most universally beautiful gray's aren't foolproof, as there isn't one color that will look exactly the same in *every room* in your home. It's like finding a pair of shoes that looks good with *every outfit*, or a wine that tastes good with every meal. It's a unicorn that you just can't find. Any magical universal paint color *WILL* shift on a room-to-room basis. With white, this issue is truly minimized to the fullest. But there are so many whites to choose from, so what white's are the right white's? Let's explore the color:



Agreeable Gray is one of my favorite gray's, but I can't recommend it as it changes too much with light due to its blue undertones. White is so much safer, but if white isn't your cup of tea, here are a few grey's that have less variability in the light:



SW Pure White



SW Extra White



SW Alabaster



SW High Reflective White



BM White Dove



BM Decorators White



SW On The Rocks



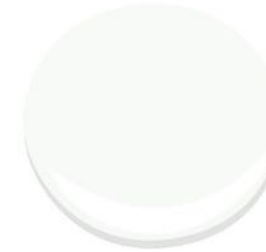
SW Big Chill



BM Classic Grey



SW White Duck



BM Super White



BM Chantilly Lace

Still Talking Colors!

Let's start with the top 4 Sherwin Williams whites. Each of these has a distinct value and use. Read the descriptions to see the best fit for these fine whites.



SW High Reflective White



SW Extra White



SW Alabaster



SW Pure White

High Reflective White (HRW) is Sherwin William's most genuine white paint color. It is neither cold nor warm, it's actually a neutral white paint color with no noticeable hue. It does have a high reflective value, so it will reflect the colors and light around it.

YOU CAN USE THIS just about anywhere. Because it truly is so neutral, it's one of the most popular cool whites on the market with BM Chantilly Lace. It's great for kitchen cabinets and trim as well. Just remember, it's a stark, clean white.

BE CAREFUL WITH THIS COLOR if you have much warm or Tuscan products in your home (ie. golden beige tiles, countertops, carpets for example), you might find High Reflective White just a bit too stark and clean. Also, if you have beige/almond windows or bathroom fixtures, High Reflective White could be too stark.

Extra White is said to be Sherwin Williams true "white white" to the eye, as it's a bit cooler looking. But Extra White is a bit finicky because it wants to be partnered with and prefers the cooler end of things vs warm tones. It's a great color for accents of blues and greens which makes this a great color for beach houses. On the large scale, it's more of a soft white with a slightly cool gray cast to it.

USE THIS if you want a crisp, modern contemporary look for your cabinets, doors, trims and ceilings. In a north-facing room, Extra White will go THAT MUCH MORE cool-toned and icy on the wall. In a south-facing room, the warm light can help to balance out the cool tones a bit, making things level out slightly.

BE CAREFUL WITH THIS COLOR if you have much warm or Tuscan products in your home, like HRW.

Alabaster is stunning, especially if you're looking for a softer, warmer approach to white. But know that Alabaster WON'T act like a true white white on the wall. It will hint at white but really is a softer look. Not quite off white, but certainly getting there with its lower reflective value. It has a warmth to it that's grounded by a neutral base so it's a soft warm, but not overly yellow creamy white.

USE THIS WHITE if the goal is a MORE warm undertone than some of the more cleaner whites like HRW. If you have north-facing light, you'll find that the warmth of Alabaster can be a nice balance to the cold light coming in your windows. If you have south-facing light or afternoon western light, the warmth of Alabaster will be slightly increased.

DON'T USE THIS COLOR if cool crisp tones are what you want.

Pure White is a designer go-to white, but it's not a STARK CLEAN white like HRW, it actually has a warm softness to it. But not enough to make it creamy like Alabaster or yellow looking, but enough to remove the crisp edge that many whites have.

USE THIS for beautiful cabinets if you are going for a 'white' kitchen. It won't be warm enough if you are looking for a softer, warmer white (in which case, go with Alabaster). If you are using it on your walls, you might want to do the trims/ceilings/walls all the same color, but in different sheens. In a north-facing room, this color will lose some its warmth. In a south-facing room, it will warm up slightly.

BE CAREFUL WITH THIS COLOR if you want a crisp white. Like Alabaster, it's lower reflective value makes it not a stark or clean, but it's a little brighter.

Still Talking Colors!

Let's look at the top 4 Benjamin Moore whites. Many decorators prefer BM paints over SW for quality. But like the Sherwin colors, each of these has a distinct value and use. Read the descriptions to see the best fit for these fine whites.



BM Chantilly Lace

Chantilly Lace is a designer favorite & a simple, clean choice if you're looking to use white. It can be a bit chilly for a north-facing room as it will reflect some of that cool gray-blue look, however, in a south-facing room, it can have a beautiful soft warmth to it. But most of the time, it's often referred to as the best 'whitest white' paint color because most don't notice any undertone, making it neither warm nor cool.

YOU WANT CHANTILLY LACE for a fresh white paint color that acts like white without being icy cold (although it could look this way in cold northern exposure). It's HUGELY flexible with a WIDE variety of paint colors, so if you have rooms in multiple colors, this could be your white paint color.

BE CAREFUL WITH THIS COLOR If you're looking for a soft warm white, this isn't it, unless you look at it in the late afternoon in western sunshine.



BM Decorators White

Decorator's White is a popular white paint color with its subtle undertones of gray and violet (violet-blue), making it a COOL white paint color. Decorators White might look like a pretty 'white-white', but it's just a flash on the cool side with a touch of gray and blue-purple undertones. Decorators White will act like white when partnered with cool wall colors, but against 'white' you'll see that shadow in it.

YOU WANT DECORATORS WHITE for a subtle cool, but not overly STARK vibe. But remember, you don't want it directly against a pure white color like a stark white appliance.

BE CAREFUL WITH THIS COLOR with its undertones and lower light reflection value, I wouldn't recommend Decorators White for cabinets, trims and doors unless you ALWAYS want to live in the cooler end of things (specifically blue undertones in direct light).



BM Super White

Super White has a very vague undertone of gray-blue, making it a slightly cool white, while still leaving it looking simple and clean. But, with its high reflective value and coolness, you won't see many undertones at all.

THE BEST ROOMS FOR SUPER WHITE have a south-facing light because Super White is a great way to balance the warm light without tipping TOO yellow (as it will pick up some of the sun's warmth). Rooms with warm western afternoon sunshine also suit the slightly cool approach of Super White, just make sure you like how it looks in the morning hours too!

BE CAREFUL WITH THIS COLOR if you want a stark bright white. It's softer than Decorators White and Chantilly Lace, but the cool tone helps it look white and crisp. Also, avoid with any surface or finish even REMOTELY related to a warm Tuscan style.



BM White Dove

White Dove accommodates many different paint colors because it has a warm muted creamy yellow undertone that's WELL grounded with a neutral greige base to calm it down, making it a beautiful, soft, WARM white paint color.

WHITE DOVE WORKS no matter what your exposure is. Just know that it WILL look that bit warmer in southern light and flatter in northern light (as will any warm white). It's also a great starting place for homes with warmer cream, beige or tan finishes (meaning you wouldn't want a BRIGHTER WHITER white).

BE CAREFUL WITH THIS COLOR if you have stark white cabinets or appliances. White Dove only acts like a TRUE white when it's not directly up against or compared to a LEGIT bright white. Using this color, you will keep this on the trim in a different sheen or contrast it with a bold color.

Still Talking Colors!

So, you're scared of a true white? OK, here are some choices that go really warm and jump into gray. Just know, white is forever and gray is trendy and trends come to an end. Let's check out these colors from both SW and BM.



SW White Duck

White Duck is the perfect blend of cream with a tan/gray base to calm it down. In different light, it shifts from a beige-greige blend (but never definitively gray or beige) into a really subdued, neutralized cream. It's a great color. White Duck has a medium reflective value so it really is on the border of off-white and light, offering CONTRAST with white trims without visual WEIGHT.

USE THIS COLOR if you're looking for a warm, but not OBVIOUSLY beige, gray or creamy neutral color. It's one of the few options with no obvious undertone to wrestle with. It's a great choice for a north, east, west or south-facing room. This color can literally blend either way with beach to cabin concepts.

BE CAREFUL WITH THIS COLOR if you want a crisp white. It's lower reflective value makes it not as stark or clean. It's a WARM white.



BM Classic Grey

Classic Gray is an off-white, warm gray with soft, muted, undertones. If you don't like blue or green undertones, this could be right up your alley! It can be hard to find a good neutral gray or greige in the off-white range. Every gray and greige has undertones of blue, green, violet or a mix of these. The key is to decide how much undertone you can live with. Classic Gray has a passive violet undertone. Passive being the key word, it really doesn't show up much at all.

USE THIS COLOR in both north and south facing rooms. Northern light can slightly encourage the 'gray' in the color. South-facing light is a warm light and can slightly enhance its soft warmth.

BE CAREFUL WITH THIS COLOR if you have a darker lit property. Classic Gray could feel a bit dingy and flat if you lack plenty of natural or bright interior light.



SW Big Chill

Big Chill is a soft, cool-toned gray and a top gray paint color used by most designers. Big Chill can have an almost soft, slightly stormy approach compared to more icy crisp gray paint colors. It really is as close as we're going to get to the ever-elusive 'perfectly neutral gray, because all gray paints have undertones. Big Chill has a very passive blue undertone – not traditionally warm, but not icy cold either. It's right in the middle which makes versatile.

USE THIS COLOR in all lighting environments. Unlike Classic Gray, it will hold itself well in a more shadowed room (that has enough artificial light) as well as a reasonably well-lit room, only washing out a bit at the height of the day to southern exposure.

BE CAREFUL WITH THIS COLOR in a north-facing dominate main area as the gray-blue light slightly enhances the cool blue tones.



SW On The Rocks

On the Rocks is a top gray paint color with MUTED undertones, especially compared to some of the other popular grays. When it comes to a gray that looks like a true warmer gray, this is certainly one that gets CLOSE. It has passive undertones, especially if you have a north-facing room, which will encourage it to look cooler. However, On the Rocks has a tiny preference for a purple undertone, which can sometimes slide slightly purple-blue but warms up with south-facing light.

USE THIS COLOR if your design scheme is pairing with blue-grays, darker grays, white, blue, navy or blue-green undertones. This is a great gray for the beach, lake house and any other bright design.

BE CAREFUL WITH THIS COLOR if your design scheme is heavy with greige, cream or beige. Not the best for mountain to cabin.

Still Talking Colors!



RULE #2 - Keep the Palette Consistent with your 30%

- In this Rental Example the color palette was 60% white and light neutrals (walls, curtains, some accent pillows, lamp shades, rug). We pick up our 30% with richer neutrals (wood floors, wood sideboard, gold coffee table, bamboo accent chairs, ottoman and I'd put the black accents into this category- curtain rods, some pillows, basket, accent tables). Finally, we have our 10% pops of color (Green sofa, blue lamp, pink bird pillow, and live or fake greenery a.k.a.-plants!)
- Part of the reason the lively green sofa works so well in this room, is because it was pushed to the front and center of the stage due to the perfect 60/30 blend of white and balanced neutrals. The entire room is set up to allow this piece to stand out and *shine*. And then some more green was dotted around the room strategically so it didn't feel all alone in the spotlight.

Still Talking Colors!

Let's stay on the 30% portion of your homes color and talk about **Flooring and Blinds** (which makes up a bulk of that color profile). This is a common change made in many SRT properties and can give new life to your atmosphere. For flooring, everyone pretty much knows about wood floors. However, over the next two pages, we're going to learn about wood alternatives that far outperform top woods, at a much cheaper price. Not to mention they are DIY friendly and much less expensive to install and maintain. For the most bulletproof alternate, we'll explore Luxury Vinyl Planks, (LVP) and if you want or need an organic product, we'll look at Bamboo Planks over wood. First, it's LVP.

Luxury vinyl planks (LVP's) are the hottest products on the flooring aisle today, and for good reason:

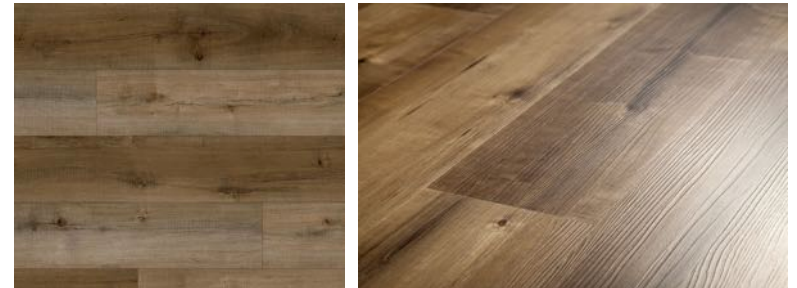
- They are easy to install.
- They are essentially waterproof.
- They give the look of real wood and stone.
- They are kind to the budget.

LVP is made in 4 layers. The bottom layer is waterproof and prevents mold and mildew from forming. The next layer is either a solid vinyl or concrete core that gives the flooring its strength and flexibility, and it is also waterproof. The third layer is called the textured decorative layer and this is what you see as the grain or pattern finish on the plank. The coating on top is called the wear layer. It is a clear layer of protection that prevents scratches, stains, and fading. All of these layers are combined together in a heat process that results in the most beautiful and economical floor plank on the market.

LVP is the best all-around floor covering for your money. They are available in hundreds of patterns and colors to meet any design need and they look like real hardwood, ceramic tile, and stone. Also, the patterns vary from box to box so you don't get the look of old-style vinyl flooring. Many upscale homes use LVP throughout the house because they are beautiful, durable, virtually scratch-proof, and waterproof for every room.

LVP is easy it is to take care of. Special cleaning agents are not needed. Simply sweeping the floor is usually enough to clean it.

LVP can go directly over any subfloor as a floating floor. Most styles come in a click together format, making them easy and fast to install, saving you both time and money. Upgraded planks come with a pre-attached vapor barrier/insulation layer, meaning it can go right on the floor without adding one.



Notice the texture and variability of the Blythe Luxury Vinyl Plank from the Everlife Rigid Core Luxury Vinyl Tile Collection offered by MSI. This example of a gorgeous 7x48" reclaimed wood-look vinyl plank is 100% waterproof and protected with a 20 mil commercial-grade version of CrystaLux™, an industry-leading wear layer that guards against everyday scratches, spills, pet accidents, indentations, and sun damage. It also comes with a pre-attached backing to ensure supreme comfort underfoot, an easy-install locking system, and a lifetime residential warranty. We are an MSI dealer and can help you get the right product. To see the full line of top quality MSI LVP products, click the link below:

[MSI LVP and LVT Products](#)

Still Talking Colors!

Like any other material, **Bamboo Flooring** has its advantages and disadvantages. That being said, the strengths far outweigh the weaknesses. Compared to LVT, bamboo is limited as to where it can go in your property. Compared to wood however, it is much more durable, nearly scratch proof from normal wear, far more water resistant, less expensive and easier to install. If your vibe or client type demands an organic and “real” feel, bamboo is the next best thing to LVT for budget and durability.

Bamboo flooring is very hard. Literally. When it comes to looking at Bamboo performance on a hardness scale, bamboo can be found at the strongest end of the spectrum, outperforming most wood products. It’s available in both solid wood and an engineered plank.

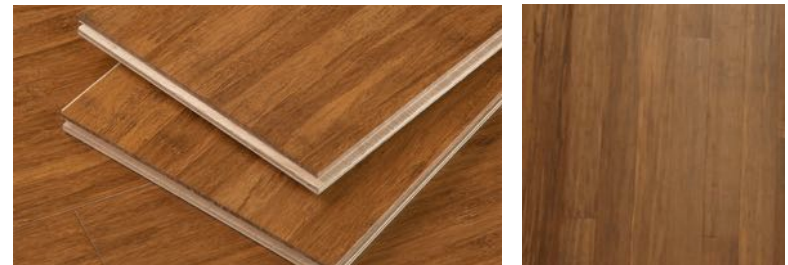
Bamboo flooring is a highly durable flooring choice for any location subjected to extensive usage and can stand up very well to the abrasion caused by children and pets. It can be installed above or below the ground, over wood, OSB, and existing vinyl flooring. Bamboo is perfect on high traffic areas such as the living room, and hallways, as well as areas prone to scratching and denting, such as the kitchen, laundry room, and bedrooms.

Bamboo is better for your body. It has a greater compressive strength than concrete and about the same strength-to-weight ratio as steel, yet it kinder to the body. When compared to standing on hardwood or concrete, the legs, feet, and knees do not experience as much strain and stress while standing on the reflexiveness of bamboo.

Bamboo flooring is one of the most cost effective real, organic floor options for a home because it cheaper to buy, cheaper to install, and less likely to need repair in the long run.

Bamboo flooring is easy it is to take care of. Special cleaning agents are not needed. Simply sweeping the floor is usually enough to clean it

Bamboo flooring is not suitable, in areas prone to excessive wetness such as bathrooms. It’s far more water resistant than wood, but you should still avoid outdoor areas, bathrooms, or areas that require wet mopping. Extended exposure to moisture can cause a bamboo flooring to warp, bend, or swell.



Notice the depth and richness of the Java Bamboo Flooring offered by Cali Bamboo. TEco-Engineered plank is safe for basement application and comes with a 13-coat scratch resistant finish, Ultra-low VOCs and 50-year residential warranty. The solid plank comes with all the same features and a chart-topping Janka Hardness Rating. We are an Cali dealer and can help you get the right product. To see the full line of top quality Cali Bamboo products, click the link below:

[Cali Bamboo Products](#)

Still Talking Colors!

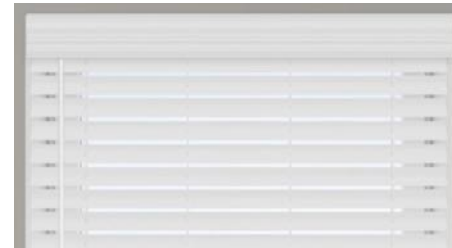
Shades and Blinds play a large roll in your color scheme and the comfort of your guests as well. There are essentially 4 ways you can achieve this in you property. Many times you will buy a STR that already has this piece handled, however, if the color is wrong, the mechanism is flawed or outdated, or the type of shade/blind doesn't fit your scheme or story, here is what you should consider before you make a purchase.



Sheer and Drapery Panels are an easy upgrade to your windows if you are on a budget and want to provide some simple light blocking and privacy coverings. While custom panels can get quite pricey, sheers and store bought fabric panels are not. However, as much as we LOVE adding panels for decor, we don't love them in STR's because it just takes one stumbling guest to grab on and bam, they are ripped off the wall! We prefer a shade or blind simply for maintenance and function.



Roller Shades No matter if you have a more classic design style or a more modern one, roller shades will work beautifully for both. They are available in many different texture and light blocking / light transparent options. They are easy to use either with a tension or chain pull. You can keep them simple and clean or add several different styles of valance covers to style them up. These are an extent choice in areas of extreme sunlight where people may want to rest or simply tone it down.



Plantation Blinds are also an easy upgrade to your windows for the DIY'er and come typically in faux and real white wood and faux and real stained wood. Faux white will get the job done almost anywhere and doesn't warm up the pallet of the 30%. However, if it's a cabin or mountain vibe, the wood on the windows adds a ton of ambiance, but you will pay 50 to 100% more most cases for your blinds in wood. This is going to be the most common option most people use.



Plantation Shutters are NOT an easy upgrade to your windows. This is the most premium and costly finish for your windows (not counting crazy expensive fabrics for custom wall panels) Like there blinds cousin, they are also available in faux and real white wood, and faux and real stained wood. In most cases, these will need to be professionally measured and installed as each window requires a template you don't want to get it wrong and eat it. Just go with the blinds.

Pro Tip If your property needs blinds, shades or shutters, let us know and we can connect you with a wholesale source that will teach you how to measure and install so you can get them drop shipped at factory level prices and save the install costs by doing it yourself.

Still Talking Colors!

Shades and Blinds - VODY SSEY MEMBER OPPORTUNITY

The screenshot displays the LOVE IS BLINDS website interface. At the top, the logo and navigation links (Home, Journey, Limited Lifetime Warranty, Order) are visible. A prominent banner features the Vodysey logo and the text "EXCLUSIVE ACCESS TO CUSTOM WINDOW TREATMENTS". Below this, a navigation bar includes buttons for "Choose Your Type", "Choose Your Color", "Measure Your Windows", and "Place Your Order". A large red call-to-action box says "Start Your Journey NOW!". The main content area is divided into two sections: "STEP 1: Choose Your Type" and "STEP 2: Choose Your Color".

STEP 1: Choose Your Type

There are 3 traditional types of window treatments:

- Blinds - Real wood and faux wood
- Shades - Honeycomb and roller shades
- Shutters - Composite plantation shutters

STEP 2: Choose Your Color

Most popular colors:

- Blinds: White, Off-White, Gray, Faux Wood-Stain
- Honeycomb Shades: Whites, Creams, Grays
- Roller Shades: Whites, Grays
- Shutters: Pure White, Off-White



<https://www.loveisblindstx.com/vodysey>

Still Talking Colors!



RULE #3 - Use Monochromatic Accent Colors

- Pick an accent color for your pieces, stick with it and use multiple shades throughout the property to tie it all together. For example, If you want to do green with your accent pieces, then pick shades of green on green, and go for it! This shade on shade variation is called “Monochromatic”, and it works every time and always looks fresh and clean.
- The silver green of these dining chairs is quite different than the kelly green velvet fabric on the sofa, but they work beautifully together in this space. The crisp white walls were no accident, and allow these two greens to stand out as the stars in this open concept living space. The blue and green art in the wall collage pull the color scheme together and connect the two spaces further.

Still Talking Colors!

Let's talk Paint Samples:

Paint manufacturers provide small paint swatches to designers, but they are not truly accurate to the final paint color or texture because they are not produced with real paint. This leaves many designers and home owners with the hindering task of painting blank sample boards (or the wall directly) with sample-sized quantities of paint, which takes time away from what they truly need to be doing.

A company named Samplize solved this problem by producing hand-painted, peel-and-stick paint samples for a national market of designers, contractors, and DIY consumers.

The samples have the same effect as paint on a wall surface because they are produced with genuine manufacturer paint. They provide the kind of accuracy and texture that was only before achieved through purchasing sample paint and doing all the work in-house.

But do I really need to sample the color?...YES! A paint color dramatically changes when it goes vertically on the walls. Also, the only way to see the undertones of any color, is to see it on the wall so you can know how it will perform in your lighting situation. So, that leads us to Rule #4.



RULE #4 - Don't put a color on the wall unless you have sampled it...on the wall!

- Now, undoubtedly, you'll be heading www.samplize.com to check out Samplize and buy peel and stick paint samples that are more AFFORDABLE, EASIER and more ENVIRONMENTALLY FRIENDLY than traditional paint pots.
- Samples arrive ON YOUR DOORSTEP in 1-3 business days, depending on location.
- At \$5.95, they're more affordable than the samples pots/rollers/foam boards that are needed for traditional paint sampling.
- If you keep the samples on their white paper and use tape, you can move them around the room and property with no waste.

Still Talking Colors!

Let's recap the 60/30/10 rule: First the 60%...What's most important about the 60/30/10 rule is that you make the largest part of your space (the 60%) a lovely, clean, neutral backdrop. If you're feeling overwhelmed with the design process, this is the easiest way to simplify but still end up with a space that's beautiful and photographs well. The 30% you may find as easy because most spaces tend to have some kind of rich wood tones going on. It is important to think about the various wood tones you'll have in one area. How do they relate? Can you ensure some of your wood tones will be a close "match" or even the same wood and stain? (If so, bonus designer points!) So where do we put the 10% color pops? Let's start here with some of these examples:



Art and accents are an excellent choice for popping your 10%! Throw pillows, art, lamps, planters, rugs and poof ottomans are easy to change out and replace if you end up wanting to change up your color palette down the road or if something gets damaged or stolen.



You can't go wrong with a punchy colored dining chair, like you see in this well done coastal styled dining space. Check out the really cool wave photo on the wall that ties in the same color and also leans into the theme. When you can hit the theme and the house color pallet at the same time...Bravo!



This bold bookcase painted a bright, cheerful blue stands out as the perfect focal point in the room, and everything else plays supporting roles to this shining star. The wall paper in the background has a subtle amount of the same tone of blue to tie things together, but not overwhelm the space.



Books are a great place to add in pops of color. If you have a library for your short term rental, organize the books by color. If you have some empty shelves that you need to fill with interesting vintage books, check out **these Etsy shops**. A lot of shops will sell you cool books in one color wash.

Still Talking Colors!



RULE #5 - Find the Feature Wall!

Another way to add some of your 10% pops of color is with an accent wall. And if you're itching to add an accent wall, here are some guidelines around where and how to achieve it.

- A feature wall is one that will be an instant focal point when you walk in the room. That is a good choice for an accent wall. So this would be:
 - A headboard wall in a bedroom
 - A prominent art wall in a dining area
 - The wall above your sofa
 - Just a big blank stretch of boring drywall
- This may help that wall stand out as special in your space, and draw the eye into that area. You can also a 3D wood treatment to make it really stand out. As for what color to choose, head to Pinterest for some inspiration, but don't forget to pull directly from your color palette to keep things consistent and related within your home. Tips on how to figure out those colors are coming right up.



Still Talking Colors!



RULE #6 - There is still only 1 accent wall in a room!

Oh, you want to do wall paper! OK. Just remember, this is still primarily reserved for an accent and part of your 10%. We're not putting twall in the dining room here! Wall paper can sometimes be expensive, but also extremely impactful! If you're considering wall paper for your short term rental, here's the tea:

- Like a painted accent wall, make sure the area you're planning your wall paper for is prominent and highly visible. If so, this investment could make your home stand out in your photos, which is everything for getting more bookings.
- If you're a DIY kinda guy or gal, you can choose to hang your own adhesive backed wallpaper, like one of these from **Walls Need Love**. This is a great company based out of Nashville, TN.
- Printed murals are another type of wall paper, but they can really be something that ties in your story and theme, whereas wallpaper is more decretive. Check out the murals at Walls Need Love as well.
- **Young House Love** shows a helpful tutorial on their blog that you should check out if you're considering a peel and stick paper.
- If you're planning on papering a smaller room, like a bathroom or bedroom, this is the only case where it's best to paper the entire room, or the upper part of the walls if you have wainscoting at the bottom. If you're considering wallpaper in a larger area, then just one accent wall. Remember, this pop of color and style still falls in the 10% portion of the 60/30/10 rule. Don't overdo it!

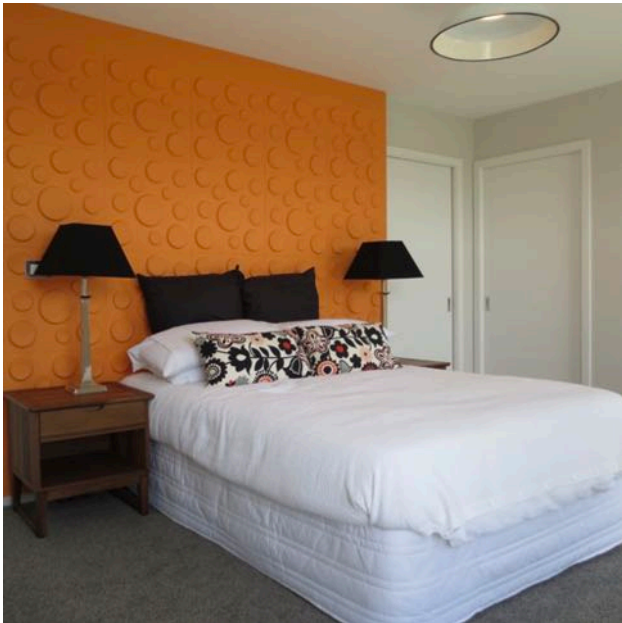
Still Talking Colors!



STILL ON RULE #6 - There is still only 1 accent wall in a room!

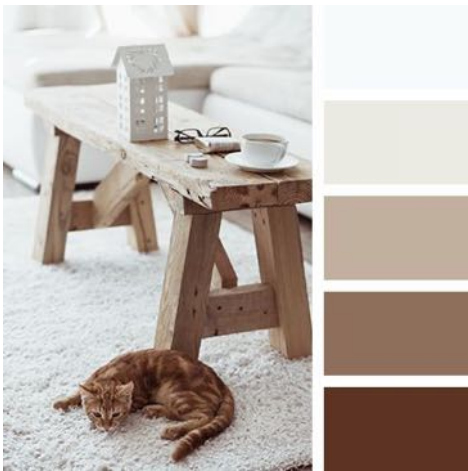
There is one more cool way to do accent colors if paint, murals and wallpaper isn't your thing. You can use 3D Wall tiles to help tell your properties story.

- These are available in a wide range of products. There are plastic, wood, MDF and fabric covered versions.
- They can go on white or you can paint them an accent color to provide some 3D flair. But remember, it's all about the story!



Still Talking Colors!

How do I determine my accent colors: To determine accent colors, a really easy way is to look at the ART you plan to use, a main piece of furniture you want to coordinate with or take pictures of the landscape or environment around your property to be inspired by color. A really neat trick is to download the color snap visualizer app from Sherwin Williams. You can literally take or import a pic of anything and it will show all the various colors in your image and match them to real paint colors. From there you can use SW or cross over to like colors in other brands. Once you pick a color, you can use the app to also visualize it on your actual wall. It's a really cool tool. This little hack can really help you coordinate like a pro:



You can use your phone to capture color any inspiration of the surrounding landscape, accessory items and furnishings you're trying to coordinate with. You can upload and match color from any photo too.



Instantly "try on" any Sherwin-Williams color on your own walls, in real time. With the Paint a Scene feature, you can use augmented reality or a photo of your space, tapping the wall to change its color to see it.



Use Rotate to Locate to easily find any color inside a store and get the details on every color in the palettes you create. You can make more confident color decisions with ColorSnap from Sherwin-Williams.



ColorSnap® Visualizer 4+
The Sherwin-Williams Company



Click to download the app

Still Talking Colors!

Now you can carry your story and vibe with ease: With tips you've learned, your new knowledge of neutral colors, the 6 rules of color and the color match app, you can coordinate and bolster your theme like a Boss! Put all kinds of items together and snap them to develop accent palettes and concepts for any room or the whole property. The key now, is knowing what emotions you desire to evoke and what consistent theme you plan to carry to tell your story. If you are struggling here, we have a very streamlined process you can walk through that is intended to unlock and organize a plan for bringing the property to life. Ask us about our "Pick the Lock" Consult and we'll tell you all about it.

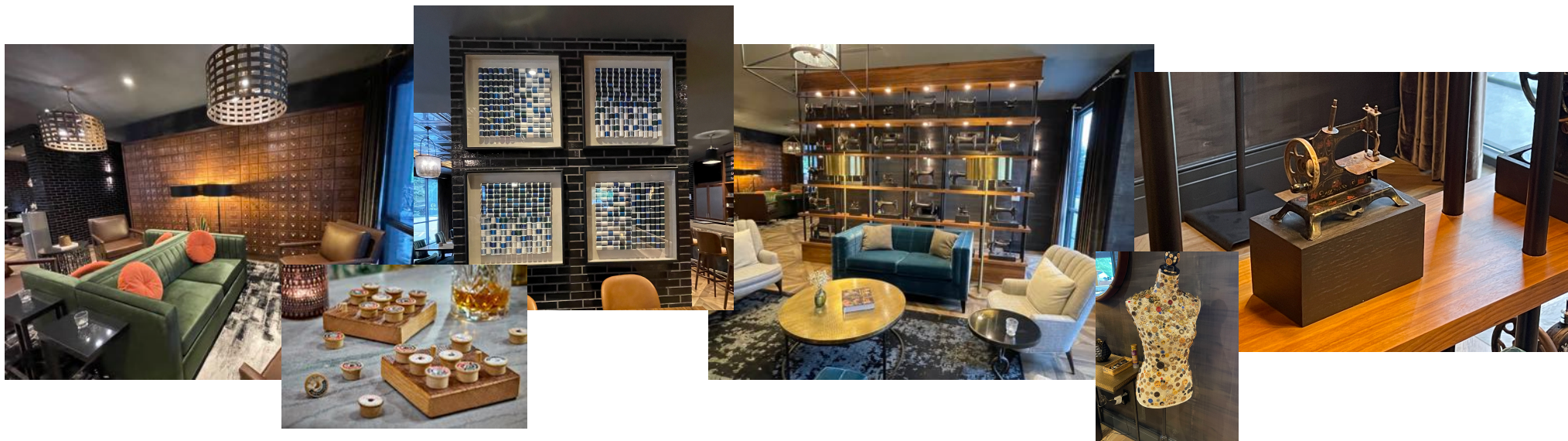


Next Level Engagement

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

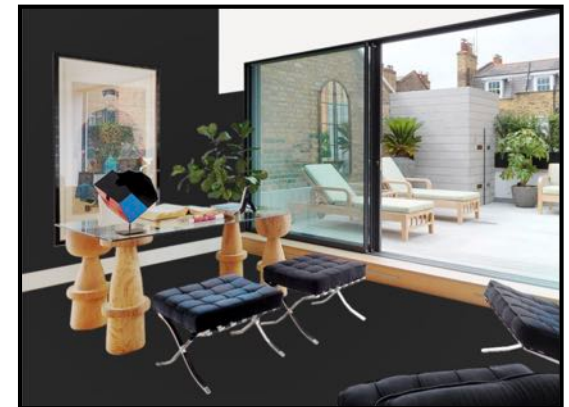
We have a national Matterport account and can help you scan your property literally anywhere. Once you have a scan, We can also get you drone flyovers to show your relative location to surrounding attractions and you will have a full digital model for virtual walk throughs with the ability to render 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.