

RENTAL DESIGN 101

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

Session 1



Rental Design 101

Get ready for A LOT of content

We've had several people go through these sessions and instantly question why we would give all this training and content away for free. It's very simple, the world is changing and we NEED our clients to change with it.

Recently during this pandemic, we had a short term rental (STR) install where our team, our entire install crew and our small construction crew all got exposed to Covid at the same time, and some get extremely ill. We had to shut down for weeks. It massively hurt the project and worse, put our clients in a tough place where they had to step in to finish, with very little knowledge of what to do, with guests scheduled to show up. This exposed some real difficulties for volume project management in the current marketplace. Covid work outages, coupled with massive national logistic deficiencies and inventory shortages makes it nearly impossible for design firms to manage landing thousands of items from hundreds of vendors to multiple projects, by a specific deadline all at once.

So, we're pivoting, to teaching our individual clients everything they need to know to manage their own installs and make their own modifications. We're still walking beside them offering education, design concepts, organization, planning, and supply connections to vendors they need to minimize cost and maximize cash flow for their STR's. We've just learned that we can't manage dozens of projects at once in this modern ecosystem, but our individual STR owners can.

Most individual homeowners entering the STR marketplace are driven, strong, motivated professionals that are using an STR as a new business and a way to invest in their future. They just need to learn what to do, how to do it, and need the resources made available to them to get it done. And, if they are just focusing on managing their project, getting everything executed on time is completely attainable.

So, this package is designed to give you just that; What to do and how to do it. To educate you with everything you need to get focused and get open. We're here to guide and give you resources to get your project to the next level with a soul, and a story, that makes your rental unique and profitable. And, if at the end of this training, you're stuck on something else, need design help or more resources, we're here for you with our "Pick the Lock Consult" which you can learn about that on the last page. The next four sessions are designed to get us speaking the same design language so you can be most productive. So let's get started with the basics of understanding your furniture.



RENTAL DESIGN 101

Session 1 - Know Your Furnishings

- Casegoods and Upholstery
- Accessory Items
- Custom Art
- Pieces of the Art Puzzle
- Bring the Outside...Inside
- Bedding Items
- Telling Your Story - Route 66 Example
- Sheets and Towels
- Mattresses
- But What Mattress Do I Buy?
- Light & Plumbing Upgrades
- Game Room and Game tables
 - *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*



Casegoods and Upholstery

Casegoods generally refers to furniture made of hard materials, such as wood, metal, glass or plastic. Examples of **casegoods** include headboards/side rails/footboards, coffee and end tables, dining tables, chests, dressers, bookshelves, and cabinets that provide interior storage space. The quality in which the casegood is built determines the price and durability.



Upholstery items are pieces covered in materials which include fabric/leather, padding, webbing, and springs—that make up the soft coverings of chairs, sofas, and other padded furniture.

Accessory Items

Design Accessories are decorative or functional items that add the finishing touches to a chosen home style. Decorating a room with accessories means that exactly the right objects have to be selected and displayed, so that they make a focal point and enhance the style of that room. Relative to vacation rentals, accessories typically refer to mirrors, wall decor, art, clocks, lamps, rugs and the occasional knick knock item. Interior design accessories need to be selected carefully, or they can be custom made to fit in with the appearance and scale of a room to tell your story.



Mirrors come in all shapes and sizes. In smaller, darker or hallway areas, a good mirror adds brightness and depth to any space.



Wall Decor are unique items of metal, wood or vintage / used items that are mounted on the wall to create 3D art to carry your theme.



Wall Art can be prints, paintings, photography, signs and it typically presents on canvas, metal, wood or framed behind glass.



Clocks come in a hundreds of styles and they are great space fillers that help tie in any story. Uniqueness is the key.



Lamps are another essential to creating atmosphere and tying in a story. Floor and side lamps need to be unique to complete the look.



Rugs are art for you floor and they bring warmth and flair. Avoid wool, shoot for polypropylene. It's soft, hypo allergenic and very stain resistant.



Knick Knack items are the unique sculptures, fake plants (highly recommend succulents) trays, bowls, and freestanding objects that punctuate the narrative. Be creative, these items help punctuate your story.

Custom Art

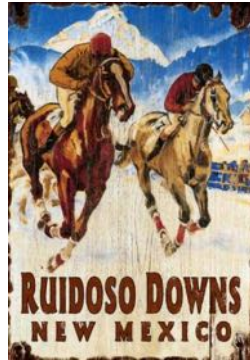
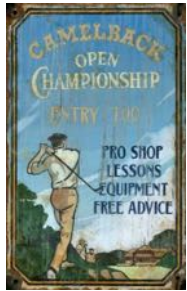
Custom Art is a key to making your property feel special, local and unique. From customizing vintage signs with you property name or location to mounting local imagery or maps, customizing specific art pieces mixed in the flow of your other wall decor and art pieces allows you to make your story personal and feel larger than life.

Scan to Read:

[Read Pro Tip#23 - How high should I hang my art?](#)



Beautiful Pictures of your local area or of major events and activities guests are coming to do creates energy and excitement on the property. Print on metal, canvas or wood to make it feel high end and special.



Your Messages can create the energy and emotion you want your guests to feel at your property.



Custom Signs are a fantastic way to take existing images about different locations, attractions, activities and places, and change the names and destinations to your property and area. It's another trick to make your property feel established, entrenched in the area and generate excitement.

Local maps of the area or attractions your guests are coming for feels special and extra.

The Pieces of the Custom Art Puzzle



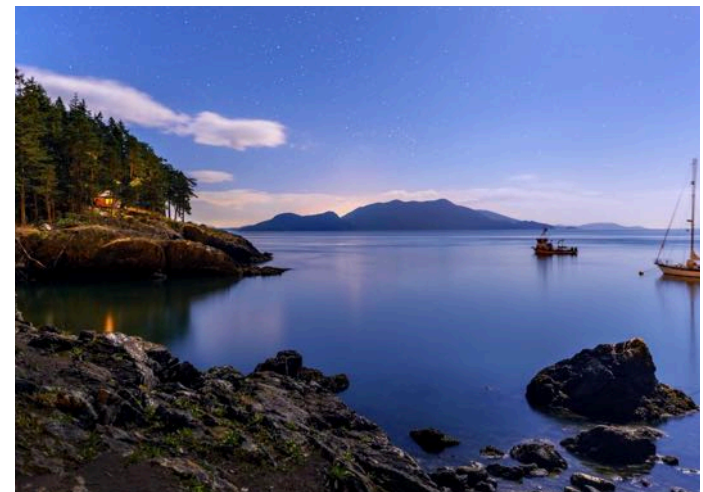
Local Landscapes - Common Areas



Local Activities Bedroom and Bath



3D Objects

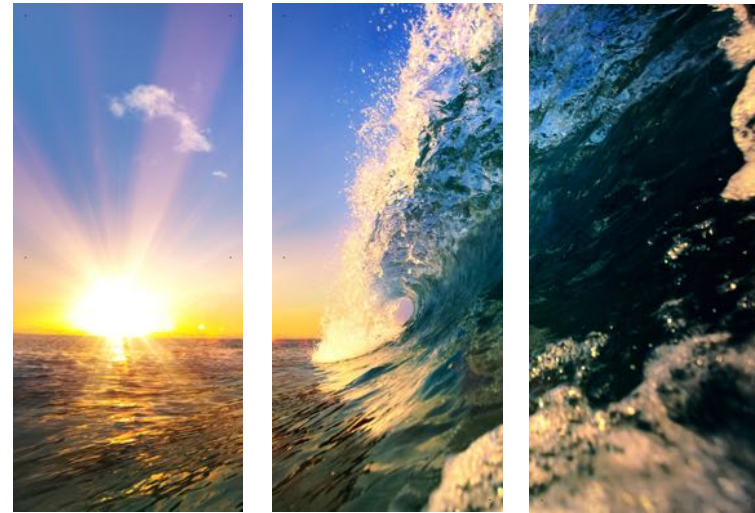


Reference Art

Bring the Outside... Inside!!



Make it a single image up to 48" x 96"



Break it up along a large space or corner with multiple panels

Download Vector or 300 DPI Images
Or take your own



Self Adhesive
Flush Mount Hanging System



Wall Anchored
Standoff Hanging System



Shutter
Stock



Adobe Stock



iStock Photo



Alamy



Deposit
Photos



123RF



Unsplash

Stock Photo Sites

The Custom Art Puzzle - EXAMPLES



Ex 1



Ex 2



Ex 3



Ex 4



Ex 5



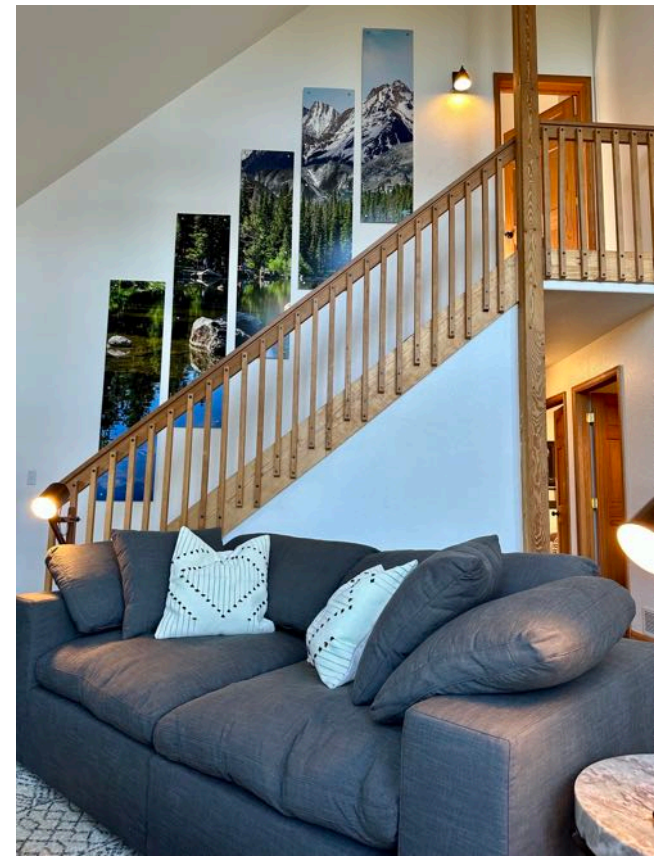
Ex 6



Ex 7



Ex 8



Ex 9



Ex 10

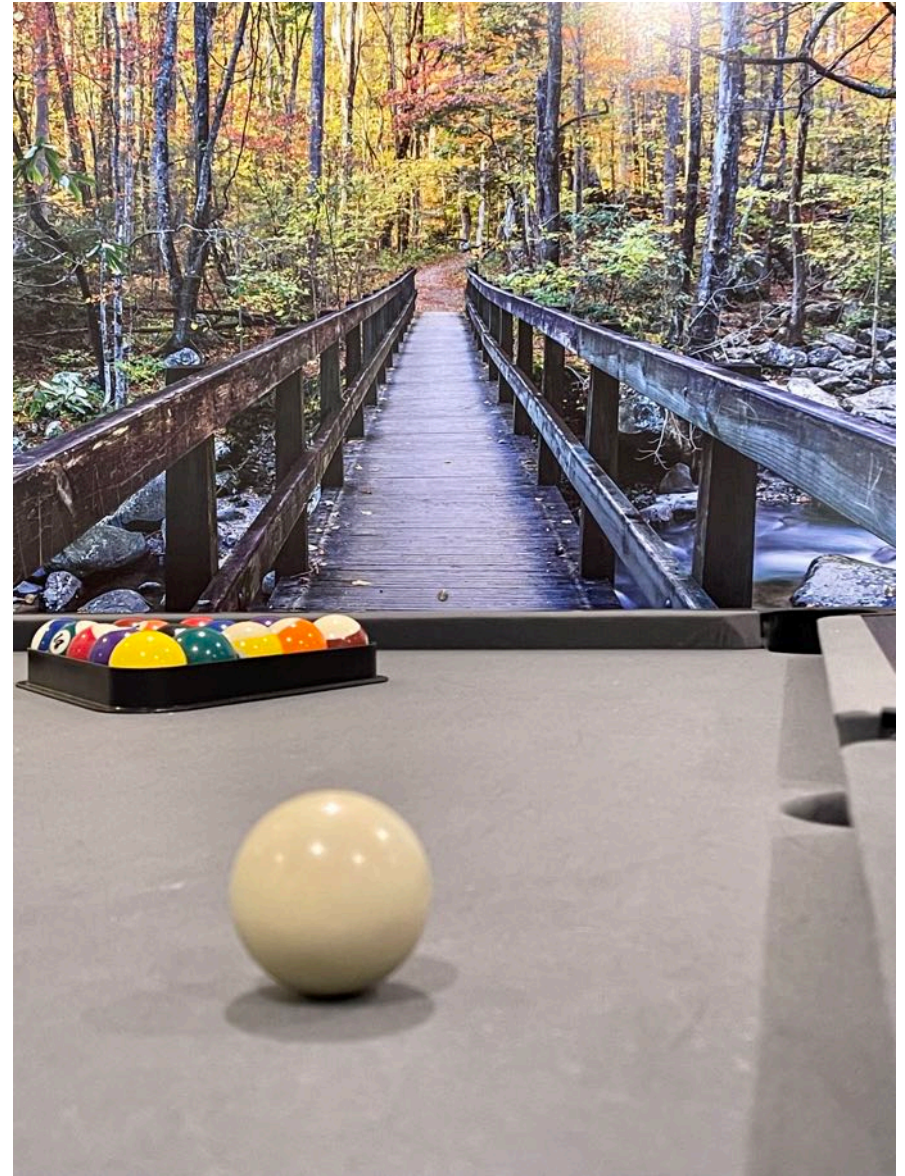


Ex 11

Change the angle for amazing listing shots



The art looks amazing in person



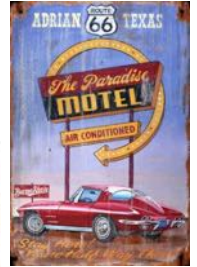
Change the photo angle to inspire your listing

Telling Your Story - Route 66 Example

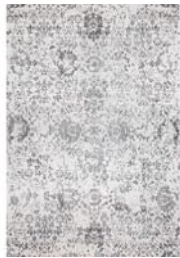
Telling a Story with your STR is essential if you want to have a house full of “instagramable” moments and great photography of your listings. Your story, or “theme” is the general vibe and essence that is running through the entire house. Don’t be scared of it! You may not live in a house like this, but your guests will love being adorned in a vibe that leans into the reason they came to your location. It’s fun, it’s exciting and it’s memorable, so people will share and talk about it. Below is an example of some pieces you may pull together if you were focused on telling the story of being a featured stop on Route 66.



Wall Decor like old vintage hub caps, customized old gas station signs, 3D fuel pumps and Hwy Signs.



Art that combines different mediums of photos, collages, custom signs, canvas paintings and 3D metal on canvas.



Case goods and Upholstery items that are retro in design with stitching and shiny metal accents, and unique side pieces.



Accessory Items that stand alone, that are unique and that tie the theme together. Found one-of-a-kind items are great for creating a sharable photo spot.



Bedding simply complements the vibe. Accent pillows tie it all together and make better photography.

Mattresses

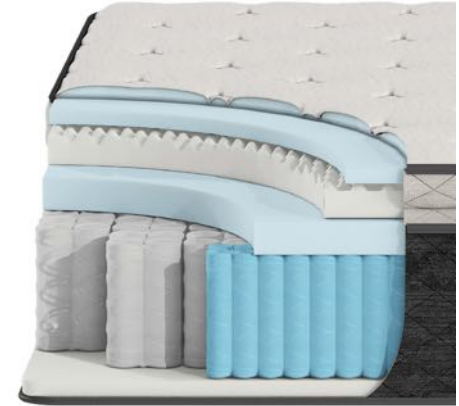
Your Mattress Matters! Getting a good night's sleep is vitally important to overall health and well-being, and it's also a major contributor to quality reviews. But what mattress should you use, there are so many different types? Most of what you see on the shelves are traditional innerspring mattresses, a variety of vacuum packaged foam mattresses (including memory foam and natural latex) and the new hybrid mattresses, growing in popularity. Plain and simple, a hybrid mattress is the way to go! But what is a hybrid mattress? As the name suggests, hybrid mattresses are a combination of materials and technologies. By uniting the comfort and pressure relief of foam with the support and firmness of innerspring models, they offer benefits beyond those of traditional innerspring or all-foam mattresses. Let's look at the differences:



Innerspring Mattresses Innerspring mattresses (ISM's) offer a level of support that can't be found in most foam beds. They don't sink over time, stay sturdy, and work well with all body types. However, ISM's have a smaller comfort layer, so they're a little more on the firm and bouncy side. ISM's don't have the same lifespan as foam either. Another issue is motion isolation, I.E., what keeps you from feeling your partner move throughout the night. Because ISM's are so bouncy, they have a much lower levels of motion isolation and they can "squeak" as you move.



All-Foam Mattresses (AFM's) in high density and durable foam tend to have a lifespan of 15 years or more. AFM's are sustainable, eco-friendly products that are known for body contouring and extreme plushness. However, good AFM's tend to come with a higher price tag than other beds and may not offer the same level of support and spinal alignment as coil mattresses. If you suffer from back pain, this may not be the right mattress for you. Another negative is that AFM's are often harder to move because of their weight.



Hybrid Mattresses might be described as offering sleepers the best of both worlds because they combine the cushy, soft comfort of foam with the firm support, responsiveness, durability, and breathability of innerspring coils. Thanks to their multiple layers, hybrid mattresses are softer than traditional innerspring models but firmer and more responsive to movement than all-foam mattresses. It's a perfect combination of comfort and support that the highest percentage of guests will enjoy.

Really understanding the difference between a Hybrid, Classic Innerspring and a Foam Mattress. The main difference is the firmness level. All-foam mattresses are typically constructed of multiple layers of different types of foam, including memory foam and latex foam. These mattresses are usually soft and conform to the contours of the body, with a cushier feel that cradles the sleeper. Innerspring mattresses, on the other hand, are firmer and provide more support; they also are bouncier and less comfortable. Because hybrid mattresses combine both a foam layer and an innerspring layer, they usually fall into the "medium-firm" category, perfect for satisfying the majority of sleepers. Whereas, all-foam mattresses skew "soft" to "medium." And innerspring skew "firm". This combination of cushioning and support makes hybrid mattresses a popular choice for couples, back and side sleepers.

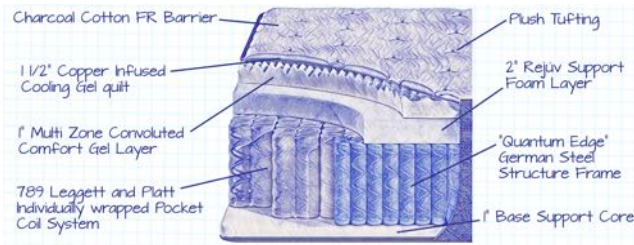
Another selling point for hybrid mattresses is the way they can improve the quality of sleep. For starters, they can help solve the problem of a partner who tosses and turns at night. Innerspring mattresses have the property of "motion transfer," which means that the mattress doesn't move whenever someone gets in or out of bed or turns over during sleep. The foam layers in hybrid mattresses mitigate some of this motion transfer, making the active sleeper's movements less disruptive. And for those who tend to "sleep hot," a hybrid mattress may offer more relief than an all-foam mattress, which tends to hold in warmth. The pocketed innerspring layer of the Hybrid enhances breathability, allowing air to circulate more freely and contributing to a cooling effect. No matter how you slice it, the Hybrid is the perfect choice for rentals looking for premium sleep reviews.

But What Mattress Do I Buy?

We did the work for you! We worked with one of the oldest mattress companies in America, that manufactures the top brands of hybrid vacuum packed, drop-shippable mattresses, to analyze and combine the best sleep technology into a single affordable mattress. Then built 3 versions that meet all the needs of any rental demand that you can put in your rental.

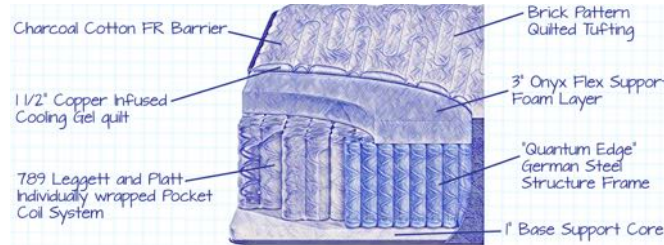
THE GOLDILUX 12.5" MEDIUM PLUSH

with Individually Wrapped Coil System & GEL



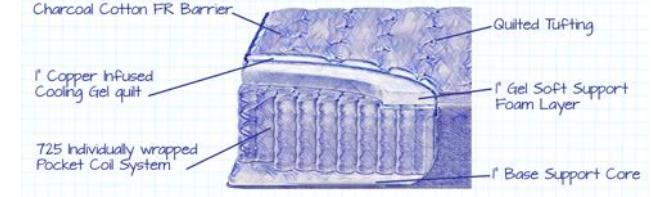
THE ONYXLUX 12" Luxury Firm

with Individually Wrapped Coil System & GEL



THE BUNK MATE 9" Pillow Top

with Individually Wrapped Coil System & GEL



Queen Size Specifications

- Dark Charcoal color and pattern perfect for longevity look
- 12.5" Mattress Height - Perfect for Bunk Tops
- Medium Soft Feel
- Premium Hybrid Mattress Construction & Components
- Natural Cotton FR Barrier
- Alleviates Pressure-Points & Helps Improve Circulation
- Adjustable Bed Base Compatible
- Mattress-In-A-Box For Convenience & Easy Handling
- Dimensions: 60" x 80" x 12.5"
- 10-Year Warranty
- Hand Made to order in the USA

Queen Size Specifications

- Dark Charcoal color and pattern perfect for longevity look
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- Natural Cotton FR Barrier
- Alleviates Pressure-Points & Helps Improve Circulation
- Adjustable Bed Base Compatible
- Mattress-In-A-Box For Convenience & Easy Handling
- Dimensions: 60" x 80" x 12.5"
- 10-Year Warranty
- Hand Made to order in the USA

Queen Size Specifications:

- Dark Charcoal color and pattern perfect for longevity look
- 9" Mattress Height - Perfect for Bunk Tops
- Medium Firm Feel
- Premium Hybrid Mattress Construction & Components
- Natural Cotton FR Barrier
- Alleviates Pressure-Points & Helps Improve Circulation
- Adjustable Bed Base Compatible
- Mattress-In-A-Box For Convenience & Easy Handling
- Dimensions: 60" x 80" x 9"
- 5-Year Warranty
- Hand Made to order in the USA

All of our mattresses have our Copper and Gel Infused foams with proprietary advanced supportive air technology, which includes billions of microscopic air capsules that promote airflow, enhance breathability, and increases support without compromising comfort. For our Queen size Goldilux AND OnyxLux, we feature our proprietary foams and gels combined with a 789 Quantum Edge Wrapped Coil System to provide increased edge support and increase the overall size of your sleeping surface. The individually wrapped coils contour to your body to reduce partner motion transfer disturbances and eliminate noise. Our Queen Bunkmate features our foams combined with a 725 Pocket Wrapped Coil System that provides tons of support and comfort in a thinner profile, perfect for the tops of bunks.

We typically get asked a few questions about the mattresses. Here is the answer to the top 3 questions:

- 1) **What is the difference between regular innerspring coils and wrapped coils?** Easy, conventional innerspring coils are larger, providing more bounce and less contouring support and over time, they can start to grind against each other making noise. Wrapped pocket coils will not squeak from grinding, still allow plenty of air flow, and provides maximum contour support as there are hundreds instead of dozens of coils in the bed. This volume of coils also absorbs movement when couples are in the bed, so you're not disturbed by your partner.
- 2) **How long can the mattress stay vacuum packed in the box after I get it?** Actually, the warranty expires if it stays in the box over 30 days because the compression will damage the coils and foam over time. That is why you should never buy a vacuum sealed mattress from a big box retailer because you have no idea how long they have been sitting there.
- 3) **How long does it take to receive an order?** The mattresses are manufactured 4 days after being ordered and shipping typically takes 5 days or less to your door.

But What Mattress Do I Buy?

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Sleep@Home Passive Income Program

Hotel chains make millions every year selling their sleep systems to their guest. Now you can too!

Once you order mattresses for your property, Simply fill out the simple form below and we will create a 5x7 scan card, with a QR code, that your guests can scan from their bedside to order a mattress of their own. Best part is, every time they order a mattress, the code accounts for any sales derived from your property. That means for every Goldilux or Onyxlux sold, you receive \$150, regardless of the size they order, and for every Bunkmate, you receive \$100. Any payments will be made monthly and sent via ACH. (info will be collected after your first sale).

Below is an example of the 5x7 info card you will receive and our recommendation for the info stand to place it in. Just order a stand, print off the 5x7 images at your local 1 hour photo or personal printer, put it in a stand and place it at your bedside... AND THAT'S IT! It doesn't get more passive than that!



Scan or visit for all the info and order details



http://www.wynddevelopment.com/sleep_system

Sample 5 x 7 Info card you will receive via email

ADD-ON Bedding Items

What is the perfect foundation to place under my new mattress?

You should never use a conventional box spring again. They are bad old tech for mattresses. I recommend: A: going to a mattress firm and buying a “foundation” or B: you can have 1 of 3 different versions shipped via amazon:



Option 1

Scan to see item on Amazon



- This foundation sits inside your headboard and rails but is not connected (I use this on my personal bed) and available in different heights.



Option 2

Scan to see item on Amazon



- This is essentially like a metal box spring (through they call it “box spring” in it’s name), but it’s a solid foundation (no springs) and available in different heights.



Option 3

Scan to see item on Amazon



- This is a simple Bunkie Board Slat roll when you have a headboard, foot board and rails or a bunk, where no height on the foundation is required.



Mattress Encasement

Scan to see item on Amazon



Pillow Encasement

Scan to see item on Amazon



Bedding Items

Bedding is about two things, look and comfort. Based on what your budget allows and what you're trying to accomplish, below are the different degrees of look and quality you can achieve on your property.



Bed in a Bag is the easiest and least expensive way to add decor to a bed. These sets can be found online or at TJ Max and Homegoods. They typically come with a comforter, sheets and shams. The bad news is that these are often scratchy and the fill in the blankets is course. Make sure to buy a backup for quick turns.



Down Alternative white comforters over a set of quality sheets is a step up from the bag. You don't want to use real Down! People are allergic and feathers get everywhere. Use a light to medium weight in warmer climates and heavy weights in cooler climates. Make sure to buy a backup for quick turns.



Cotton or microfiber Thermal Blanket toppers are a step up and an extra layer, topping the white comforter, providing protection for the comforter and also an extra layer of comfort for the guest. Just note that it does add an additional layer to launder, but it also adds a layer of luxury and decor.



Custom Toppers are made to order with a fabric selection chosen to complete a look and design. The lined topper is like the cotton blanket, designed to top the comforter, but with more style for good pics and high design. Custom sets start with coordinating shams and a couple of throw pillows to punctuate the look.



Deluxe Custom Toppers are the step up from a basic custom topper. This is a full set that include euro shams, additional 18" accent pillows and a padded bed scarf to add the maximum amount of design to the top of the bed. This is your most costly option, but provides the best photography for listings.



All bed in a bag, comforters and blankets will be flat rectangles that top the bed like the left image. When making custom tops, you can specify a **Bed Cap** like the image on the right, which is hemmed to perfectly shape the corners of the mattress providing the maximum clean look and design.



Pillows add the layer of comfort for neck and head while sleeping. Provide your guest multiple levels of firmness. 2 plush and 2 medium on every K&Q. (1 and 1 on F&T) with 1 extra in the closet for every bed.



Encasements for your Mattress and pillows are a must! Any stain on a mattress voids a warranty, not to mention avoiding moisture and mite retention. You must encase everything!





The Ideal Setup

Scan to Read:

[Read Pro Tip #11 - What type of bedding should I use in my STR?](#)



Sheet



Comforter Layer



Coverlet Layer



Sleep Pillow



Throw Pillow



Emotion Pillow



Thermal Layer

The Custom Art Puzzle - EXAMPLES



Ex 1



Ex 2



Ex 3



Ex 4



Ex 5



Ex 6

Sheets and Towels



Scan to Read:

Read Pro Tip #57 - How do I pick the right towels for my STR



Towels matter. You want a towel that is 100% cotton. Blended towels don't absorb water well. For weight, you want your bath towels to be at least 15 pounds. We encourage a bleach-able white towel in either full Terry or a checkered Terry as shown here.



For every bath with a shower, you want a minimum of 3 bath towels, 4 hand towels, 4 wash cloths and 1 bath mat towel.

We recommend that you have double of all towels in your owners closet for quick turns.



Cosmetic Towels in black are essential for protecting your white towels. When cosmetic towels are on your property, guests instinctively seem to use them for mascara and messes. Best part is, they are cheap and you can throw them away. Put 5 in every bathroom.



Color towels are an option for those who don't want to mess with bleach or who want to spice up a look. But stay in these earthy basic solid colors. It's easier to replace and decorate around.



Cabana Towels are what you want for your pool, lake or beach. They are less expensive, lighter weight towels, good for losing or battling chlorine and salt water.

Scan to Read:

Rental Design Pro Tip #12 - What sheets should I buy for my STR?



Sheets can create a good night sleep or a bad one. So, it's important that your bed has the goods! There are 3 types of sheets you should consider, and again, we recommend white.

- 1) A lightweight and soft 100% Micro Polyester otherwise known as Microfiber. This will be the lightest weight sheet used in warmer areas or for those on a tight budget. These sheets will dry the fastest for turns as well.
- 2) A 60% Cotton/ 40% Polyester T250 Blend. This is a little heavier than the microfiber, but provides a step up in quality that is still soft and lighter than a full cotton sheet. We use these a lot!
- 3) A Premium 100% Combed Cotton Brushed Sateen Bed Linen 300 ct sheet. This is the heaviest sheet you want to use. Still soft but with the most durability. Just know that 100% cotton sheets will take a little longer to dry than a blend or a microfiber, but it certainly feels more luxurious than the other two!

Light & Plumbing Upgrades

When we are asked to make recommendations on **lighting and plumbing upgrades**, unless the project is a total gut, we try not to go outside of the following upgrade changes. These upgrades are the least invasive and least expensive way to make what feels like big changes.

Click Below to Read:

Read Pro Tip #62 - How much light does my room need?



Pendant Lights are an easy upgrade to your kitchen and dining areas. Once you have your story and vibe, pick some fixtures that carry your theme and add new pendants over your kitchen bar area that coordinates with a fixture over your dining area.



Bedroom Pendants or Wall Sconces are another easy way to add design theme flair and cool factor using lighting upgrades. Hard wired pendants or sconces hung from the ceiling over nightstands look amazing and ties into your main switch. You can also buy versions (as shown on the left) that plug in the wall and are operated by remote, or a switch on the cord. The web is full of these options.



Sink Fixtures are an easy upgrade to your sink areas. Simply changing out the Kitchen sink and bathroom faucets can make the entire space feel current or upgraded for very little expense.



Shower Spas are awesome to advertise on your listing, but can be really expensive to install. Here's a trick, use a Pulse Shower Spa kit to up convert any regular shower to a full body spray shower spa! They are all-in-one units that mount right over your existing valves at a fraction of the cost of a conventional bathroom upgrade. Many times, just changing out the fixtures is enough to really upgrade the vibe. Fun fact, we are Pulse vendors and we can help you get what you need.



Ceiling Fans come in many offerings. Adding them to a room or changing them out for more current looks and tech is an easy upgrade that adds value for pics and the promotion of your bedrooms. We recommend (when space permits) a 60" span. Minimum 14-degree blade pitch with a DC motor. The motor matters. The advantages of a DC motor ceiling fan over an AC motor ceiling fan: In most cases, they use less energy – up to 70% less and they are generally extremely quiet, which guests love. They will often have more speed options, the reverse function on the remote, and are generally faster to start, stop and change speed with less potential damage by the user. If there is an Integrated light kit (which we recommend), look for a 16 watt LED light (comparable to a 75 watt incandescent) ,1232 lumens. 3000K - 3500K color temperature @ 92 CRI.

Game Room and Game tables

Make a game room that that you can market! With all the options out there for game tables, you can literally turn any room, or even any corner of a room for that matter into a gaming space. From a big pool to a tiny arcade game, bringing an extra measure of family fun that you can advertise, can be done on any budget to fit virtually any area. Here are the main options for gaming tables that you should consider trying to implement in your property.



Pool Tables Just remember at the minimum, there should be 4 feet of clear space around the table. This space is enough for comfortably placing and stroking the cue. So smaller 7' or 8' tables are better unless you have a huge room to place it in.



Shuffle Board You can get shuffleboards in lengths of 9', 12' and 14' for smaller home tables. I love to put shuffle boards right behind a long sofa, like a sofa console. You need 3 feet of clearance on each end to play and get slow sand for these smaller tables.



Ping Pong is an easy upgrade to your game room. It's also a game that unlike pool and shuffle board, won't destroy your house if someone throws a ball. But get a cool table, one that looks like furniture and adds uniqueness to the space, like wood and a leather net.



Air Hockey Is a great choice because everyone can play it and they come as small as 6' tables that can fit in smaller areas. You need about 2.5' of clearance for the players on the ends and don't forget that air hockey needs a power outlet near by.



Poker Table If you have a property that's going to attract a bunch of men or a large family, poker tables are a great idea. They can sit in the corner of a room and you can brand your chips. Also, if space is limited, use stools instead of chairs, yes you can!



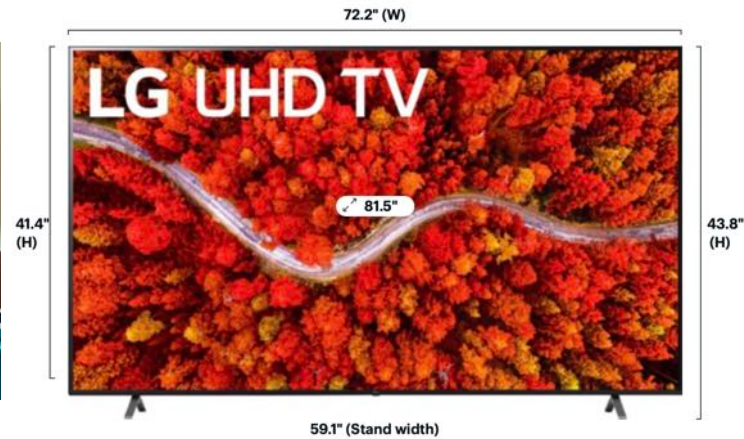
Foosball Table is the perfect game table addition for smaller spaces. Just know that you need about 3' on each side of the table to push and pull the playing bars. This is another opportunity to find an interesting table that's more fun to look at and play.



Arcade Games You can throw 3 arcade games up against any wall and suddenly, your house has an arcade. Look at 1Up games and buy them from places that offer 3 year extended warranties. Look for units that have multiple games in one unit.

Game Room and Game tables

Don't have room for an arcade? OK, Then oversize your TV in one of your gathering areas as big as it can go and add a PRELOADED game console, or two or three for that matter! Below are the coolest 4 systems out there, and combined, have hundreds of popular preloaded video games that you can advertise for kids (and adults) to play and enjoy. They are easy to use and fun for the whole family. When you go shopping for these, stick with these name brands and get an extended warranty!



Sega Genesis This preloaded Sega Genesis Console comes with 85 Classic Sega Games including the Sonic series, Phantasy Star series, Shining Force series, and Mortal Kombat series games!



Super Nintendo This preloaded Super Nintendo Console comes with 21 Classic Nintendo Games including Super Mario Kart and Street Fighter II Turbo: Hyper Fighting



PlayStation This preloaded Playstation Classic Console comes with 20 Classic Playstation Games, Including Final Fantasy VII, Grand Theft Auto, Resident Evil Directors Cut and More



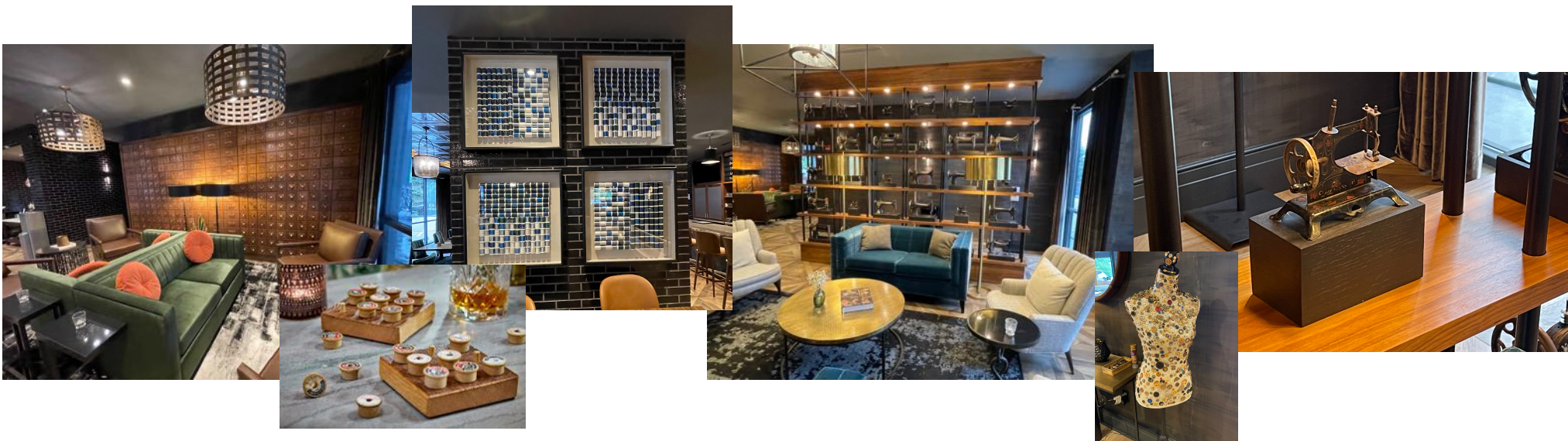
The AtGames Legends Gamer Perhaps the coolest of them all is the Legends Gamer series offers great single- and multi-player experiences for players of all ages from top publishers with a genre-spanning selection of over 150 games, including Action, Fighting, Platformer, Puzzle, Sports, Shooters, Casino, and more. Even more games are available to load as well.

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

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!

For more info or to schedule a Matterport scan/visit the link below to our Vodysey 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.



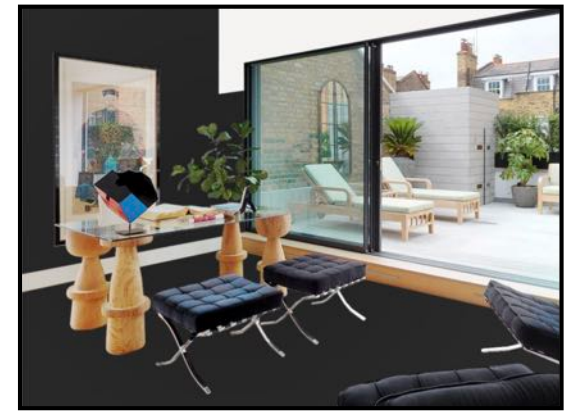
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3D Scan With the 3D virtual tour model, you can walk through the entire property, name and point out unique aspects you want guests to notice, and take digital measurements to the 1/8 of an Inch without being on site. You're also set up to add a tremendous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