



INTERIOR DESIGNER

A degree qualified and experienced graphics and interiors designer, having worked in retail design for a major international contractor with big brand clients, decided to apply her expertise to helping homeowners enhance their properties.

The first stage was to work with a national marketing franchise but became disillusioned with lack of support so broke away after 2 years. She was becoming frustrated with long hours and individual clients who were demanding high value but unsure as to what look they wanted.

Icon was asked to help the client to establish a sustainable business.

After establishing the client focus should be with clients who would commission her on a regular basis and who were more concerned about the commercial benefits of property development rather than the aesthetics, we set about delivering high return on expenditure – significant property price increases from limited outlay, with a fast turnaround. Service offer was extended to project manage the ‘trades’ to leave the property investor to concentrate on financial aspects and finding the next investment property.

After 7 months, the client has seven regular property investor clients and also three housing associations that ask her to dress all their show homes. In addition she has a thriving furniture package rental business – three month periods as empty properties that are staged for re-sale as fully furnished homes sell quicker (within days) and at 20% more than empty ones! One investor was delighted when he made a £90,000 profit within 6 weeks, my client project managing a dilapidated house and turning it into a vibrant contemporary home – and finding the buyer, a relation of a neighbour.

With KPI's in place, revenues are now predictable and overheads under control (part time assistance for marketing and delivery as required). With the stability of income, the husband has been able to return to his studies, to further secure their future.

Icon Business Solutions Advisors improve business' owners lives by providing step by step solutions where the business owner gets to design and implement specific business strategies to achieve financial and personal gain.



**Our Results
Your Success**