

Interior Designer & Home Stager:
Nadine Schmitz | *The smartdesigner*

“Hospitality Guide”

for holiday lets,
B&Bs and holiday rentals.

THE INVESTMENT
THAT ADDS VALUE

RELOOKING & INTERIOR STYLING

Bring a fresh new look to your property without renovating!

If a property does not catch attention within the **first 3 seconds** of scrolling, the guest moves on to the next one.

Photography and atmosphere make all the difference.



The **right RELOOKER** can create a new space for you that truly makes an impact.

Why am I right for you?

The **right Relooker** understands these needs and, through the skilful use of layout, space distribution, colours, textures, materials, lighting, fabrics and accessories, creates **harmonious, coherent and contemporary interiors** that offer a unique and **memorable experience**.

Not everyone can achieve this. It takes someone who has spent years studying, understanding and applying the **real needs of living**, the psychology of space, what works and what does not, combined with versatility, practicality, strong empathy, and a deep sensitivity to beauty and aesthetics.



My interiors strike the right balance of emotion, comfort, relaxation, reassurance and instant gratification.

The **advantage** of a **well-executed Relooking** lies in its **affordable cost** and speed, delivering **impeccable photos** for websites, social media, **OTAs** and hospitality platforms, so your property **wins attention at first scroll** and gets chosen.

In hospitality and holiday rentals (B&Bs, etc.), it is even more **important to stand out professionally** from increasingly **competitive** rivals.

That is why more and more professionals in the sector turn to me: for **my unique and distinctive design**. I do **not follow pre-packaged styles**; I create them, achieving a result that is unique, balanced and harmonious with both the property and its surroundings, making **guests feel completely at ease while meeting** their expectations and needs.



“ *Visual impact and social proof lead to faster decisions.* ”

The method



My structured approach enhances the guest experience, leading to excellent reviews, more bookings and longer stays.

1. briefing (your style + real use)
2. moodboard + colour palette
3. room-by-room plan (keep, replace, enhance)
4. shopping list + timing
5. set-up and styling
6. professional photo shoot
7. brand identity, property guidebook, guest checklist, Welcome Book, coordinated welcome kit, collaborator checklist, etc.

A home that looks too cheap can suggest poor quality. I transform anonymous spaces into interiors that work, create emotion and get chosen.

By increasing perceived value, a higher price is supported by beautiful photos and strong reviews.

The psychology of scrolling is emotional and fast in the first stage, then rational and reassuring in the second.



Properties staged by me achieve an average

+38%

increase in profitability, a

+21%

average increase in occupancy, and a

+61%

increase in clicks.



GOAL ROI:

+ booking + reviews!

Hospitality Relooking Start

For already operating properties

€700

1. briefing + site visit (within 30 km)
2. analysis + practical recommendations
3. moodboard + concept (1 revision included)
4. selection of accessories, décor, textiles, decorative lighting and table styling (up to 15 items in total)
5. tailored shopping list
6. professional digital interior photography (20 photos)

SPECIAL BATHROOM!

If the bathroom is too old and unattractive, we can redesign it completely:

Site visit + survey + 2D layout + 3D render + material selection + suppliers + coordination of supplies and labour (within 30 km)

- Bathroom up to 3 sqm € 1.500
- Bathroom up to 5 sqm € 3.000

Hospitality Relooking Smart Plus *(most popular)*

For furnished properties to refresh

€2.300

1. briefing + site visit (within 30 km)
2. property analysis, target audience definition, competitor analysis, positioning
3. moodboard + concept + colour palette (1 revision included)
4. selection of accessories, décor, linens, textiles, decorative lighting, table styling, equipment and appliances (up to 25 items in total)
5. tailored shopping list with suppliers and prices
6. set-up
7. professional digital interior photography (30 photos)

***Prices refer to properties up to 50 sqm

*** For multiple apartments, hotels or boutique hotels, price on request

Hospitality Relooking Signature

For empty properties

€3.600

1. briefing + site visit (within 30 km)
2. property analysis, target audience definition, competitor analysis, positioning
3. survey + 2D furniture layout (1 revision included)
4. moodboard + concept + colour palette (1 revision included)
5. selection of furnishings, accessories, décor, linens, textiles, decorative lighting, table styling, equipment and appliances (up to 45 items in total)
6. technical drawings for contractors, painters, decorators, lighting, plumbing, electrical works, plasterboard, and kitchen and bathroom layouts (for minor building works)
7. tailored shopping list with suppliers and prices
8. set-up
9. professional digital interior photography (35 photos)



Optional extras:

Optional extension of the photography service, quoted separately

Optional shopping list extension+ 10 items €120

Travel beyond 30 km reimbursed according to ACI rates

Optional supply and contractor coordination
+15% of the value of the works

Virtual tour on request

Additional revisions € 150

Strongly recommended:
branding, property guides, checklists, Welcome Book for guests, coordinated welcome kit, collaborator checklists, etc.

Quoted separately.

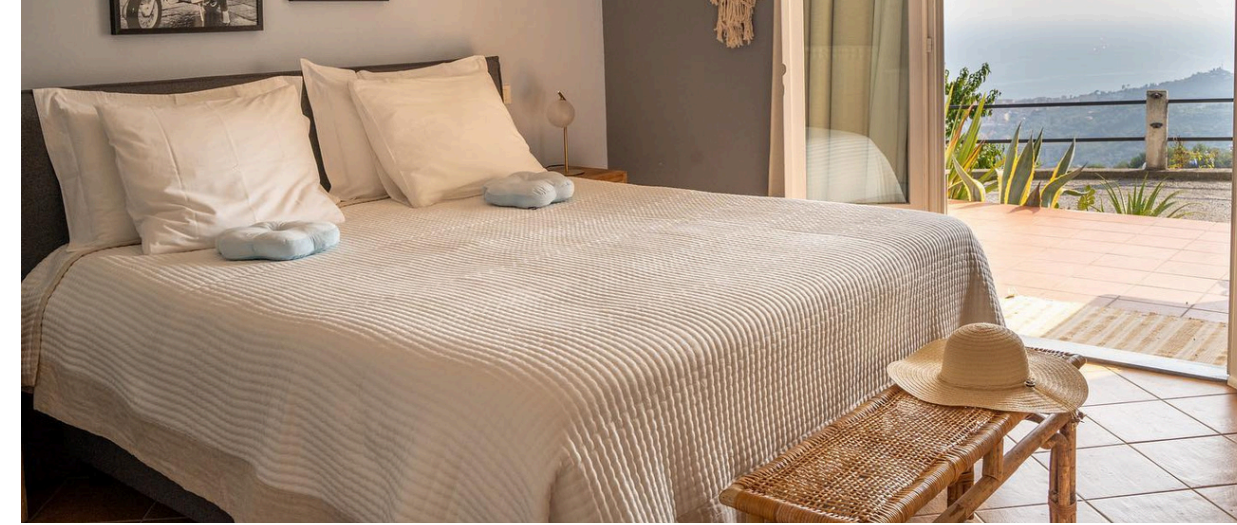
BEFORE

Start

I completely changed the perceived value of the space with a few quick moves. Increased ROI with minimal cost.



AFTER



Special Bathroom

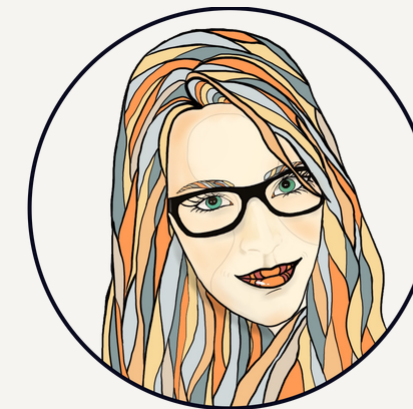
Total Transformation: the radical transformation of this bathroom immediately gave the property a higher market appeal.



Signature

Through a careful use of the psychology of living and furnishing, I turned a small one-bedroom flat into a functional space that feels like home and puts guests completely at ease.





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The value of your property is not fixed: it is potential waiting to be unlocked. Whether it is a quick Start refresh or a radical transformation such as an outdated bathroom, my approach remains the same: **maximising your ROI**. Every project is unique, tailored to your needs and target audience. From the choice of textiles to the management of more complex building works, I transform anonymous spaces into memorable experiences that generate more bookings and better reviews.

Don't just offer a place to sleep: **offer an experience worth booking and a feeling guests will want to return to.**



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