



2024  
**BTR**  
& INVESTOR  
SALES

# BUILD → RENT O

FURNITURE PACKAGES  
[www.instoredirect.com](http://www.instoredirect.com)



# FURNITURE FOR LIFE

# Introducing...



## ...Instore – the home of Furniture and Appliances



Each development presents its own unique set of challenges, ensuring that no two projects are alike, and whether your project is a Build to Rent (BTR) concept or is aimed at investor sales, Instore possesses the capabilities to transform your vision into reality.

Throughout the years, Instore has collaborated with numerous property developers and sales agents, assisting them in successfully bringing their projects to fruition, prioritising meticulous space planning and strategic product placement.

Installing thousands of furniture packs to precise specifications over the past three decades has equipped us with the necessary expertise and knowledge to accomplish tasks punctually and within budget.

With our expertise, we can craft a beautiful show flat adorned with stylish soft furnishings and all the finishing touches that will ignite your investors' imagination.



**SIMON MYERS** – MANAGING DIRECTOR

The benefits  
of working with



**BTR**  
& INVESTOR  
SALES



Detailed proposal,  
site visit and risk  
assessment



Free delivery,  
installation, removal  
and recycling of  
waste



Seamless cohesion  
and collaboration with  
your contractors



Dedicated  
account and onsite  
managers



HS&E  
Certified



High volume  
discounts and no  
hidden costs

➤ Explore our flexible furniture package solutions.



INSTORE

**FURNISHED  
RENTS  
FASTER.**

# PACKAGES → SUIT ANY O BUDGET



We've installed thousands of furniture packages over the years, ensuring we remain on top of the latest trends and developments within the industry and marketplace.

Our experience and expertise means we're constantly curating a range of packages to meet most briefs and specifications, but if you prefer a more hands-on approach, we're also well placed to guide you through the process of designing your own.

#### **All of our curated packages include as standard:**

- ∨ Bedframe + Mattress
- ∨ Wardrobe + Bedsides
- ∨ Dining Table + Chairs
- ∨ Sofa
- ∨ Coffee Table
- ∨ TV Unit

#### **With the option to add additional items such as:**

- ∨ Chest of Drawers
- ∨ Armchair + Feature Chair
- ∨ Lamp Table
- ∨ Desk + Desk Chair
- ∨ Kitchen Appliances
- ∨ Rug





**Furnishing maximises your investment and people will be proud to call your properties their homes. It's a win-win situation!**



**SIMON MYERS** – MANAGING DIRECTOR



# Dining

## Example BTR Package

### Included:

- ✓ 2 Seat Dining Table (one-bed)
- ✓ 4 Seat Dining Table (two & three-bed)
- ✓ Dining Chairs





# Living

## Example BTR Package

### Included:

- ✓ Sofa
- ✓ TV Unit
- ✓ Armchair (two-bed)
- ✓ Coffee Table



# Sleeping

## Example BTR Package

### Included:

- ✓ Wardrobe with drawers
- ✓ Bedframe & Memory Mattress
- ✓ 2 x Bedside





**At Instore, we're busy creating inspirational spaces using only the best in quality contemporary furniture that combines style, comfort, strength and functionality. We're transforming your properties into spaces your tenants can call homes, and where cherished memories are made.**



**MICHALA ROTHERY – SALES CO-ORDINATOR**



#### CASE STUDY

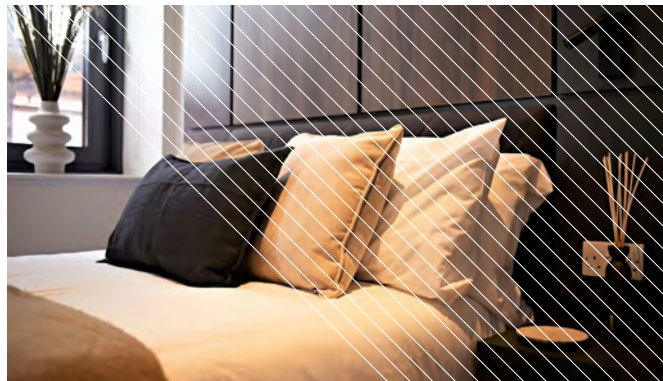
## Q Three (Leeds)

Taking **3** teams **35** hours to fit out **133** exclusive apartments – that's **133** mattresses, desk chairs, sofas, coffee tables and dining tables and **266** dining chairs.

## CASE STUDY

# Q Three (Leeds)

**Brief:** To fit out 133 modern apartments including sofas, beds, dining tables and chairs and study furniture.



Instore originally furnished several show flats for the developer to an exceptional standard with high-end furniture and top-of-the-range appliances to compliment the custom-made finishes showcasing a sleek living experience. We were subsequently given the green light to furnish the entire block of 133 units with a bespoke package of sofas, mattresses, coffee tables, dining sets and study chairs throughout.



Seeing work complete on this development is fantastic for the entire project team and especially because it's given the building a whole new lease of life. We designed the scheme to combine hugely impressive communal areas with stunning apartments, and those on the upper floors really maximise their far-reaching views across the city. The fact that so many of the apartments are now already reserved speaks volumes about the quality that flows through the entire development.



**ANDREW CHAPMAN** – DIRECTOR  
BREWSTER BYE ARCHITECTS

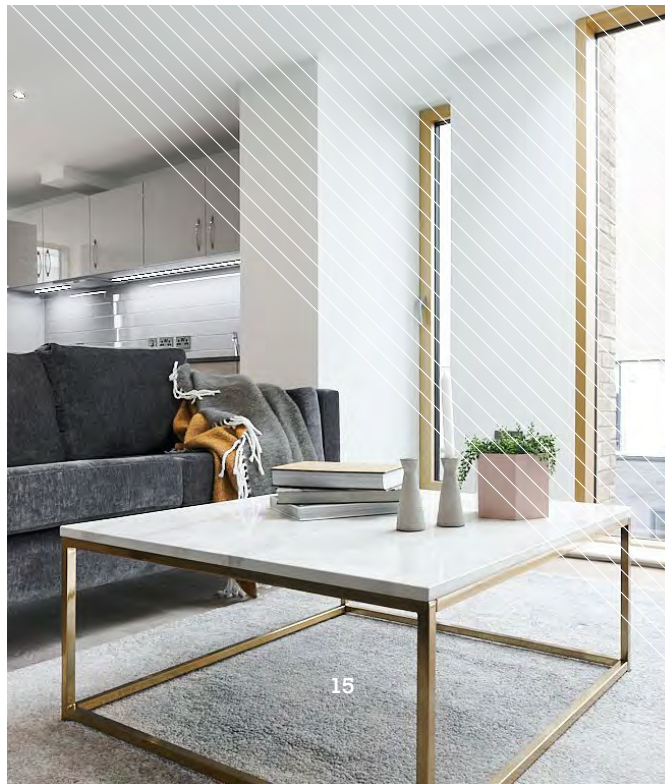
BTRNEWS



#### CASE STUDY

## The Quarters (Manc.)

Taking **2** teams **32** hours to fit out **61** exclusive apartments - that's **70** sofas, **61** dining tables, TV units and coffee tables, **162** dining chairs and **140** bedsides.



## CASE STUDY

# The Quarters (Manc.)

**Brief:** To furnish 61 luxury apartments using a range of bespoke packages.



Brand new apartments in the heart of Manchester's trendy Northern Quarter, The Quarters has everything on its doorstep.

Stylish one, two and three-bedroom apartments, with thoughtful design, spacious interiors and indoor and outdoor communal space combine to bring a unique city centre living experience.

Working alongside the developer, we were asked to provide a range of bespoke furniture packages throughout this stunning project to suit the interior design of the apartments and the needs of today's discerning young professional tenants.

# Replacement Service



## ▾ When things don't quite go to plan...

...like a new tenant demanding a fresh mattress, a washing machine on it's last cycle, a broken piece of furniture in need of urgent replacement, or you simply need to update an apartment with a fresh new look *and fast*, then you need a *reactive partner* like **Instore**.

We're there to plug into your business at a moments notice. With our *replace and replenishment service*, we'll give you peace of mind that whatever you need and no matter how quickly you need it, we'll get you sorted, taking the headache out of the procurement process.

To view our full range of available stock items **visit [www.instoredirect.com](http://www.instoredirect.com)**

**Our service always includes free as standard and with no hidden costs:**

- ▾ Award-winning Fixflo integration
- ▾ Delivery
- ▾ Installation
- ▾ Key collection and drop-off (or direct tenant liaison)
- ▾ Removal of old
- ▾ Recycling service



# Sustainability

“ We’re committed to fostering a more sustainable future from the procurement of our materials to the entire lifecycle of our products. ”

JAMES GREEN – OPERATIONS MANAGER

## Instore – we’re striving for a more sustainable future.

### How do we do this?

Working in partnership with ‘*Ecologi*’ - the UK’s leading all-in-one climate platform, we restore five square metres of wildflower, wetland and ancient woodland for every package we provide.

Old mattresses are taken to a local mattress processing centre where they’re broken down into their component parts for recycling.

All cardboard waste is taken to a local recycling centre for processing and converted back into reusable corrugated board.

Wherever possible, we aim to give used furniture a second life by donating it to local charities who redistribute it to people who are most in need.

# Here's what our BTR clients think...

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From the outset, I've been delighted with Instore's product and service.

From proposal to procurement, the whole process was seamless. The delivery and installation teams were respectful on site and worked well amongst the many other contractors, even when the lifts were out of service, they got on with the task at hand with minimal fuss.

Our investors and residents alike are extremely happy with their furniture packages and we are already looking forward to our next project.

QUALIS DEVELOPMENTS

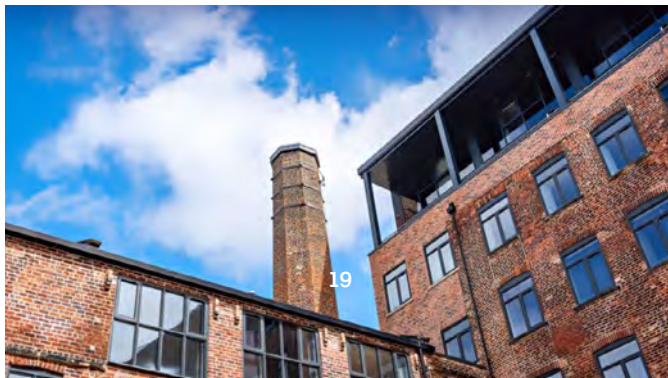
Our collaboration with Instore Direct on The Quarters in Manchester was nothing short of exceptional.

Their team transformed our BTR block with stylish, durable furniture that perfectly complement our vision of modern urban living. The professionalism and efficiency displayed by the entire team was unparalleled, ensuring the project was completed seamlessly, on time, and within budget. Their dedication to quality and customer satisfaction has not only enhanced the living experience at The Quarters but has also, in our opinion, set a new standard for contemporary living in the city.

We are immensely pleased with the outcome and look forward to working together on future projects. Their contribution to the success of our BTRs has been invaluable.

KEMPTON HOMES

INSTOREDIRECT.COM /  
**PORTFOLIO**





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**Free as standard:**

- ✓ Delivery
- ✓ Key Collection / Drop-Off
- ✓ Installation
- ✓ Removal of Old
- ✓ Recycling

**Get in touch:**



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