



# BUILD TO RENT

2025

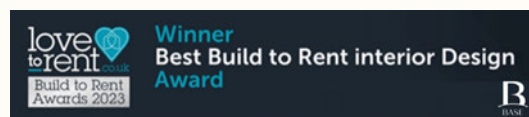


# Complete Furnishing Solutions

## FOR BTR

Base Furnishings is a leading furnishing solutions supplier to the UK's private rental sector. We offer an extensive range of services tailored to the industry and optimised to streamline the process of furnishing your properties – from a single-bedroom flat to a multi-unit development. The sectors we operate in include but are not limited to:

- Build to Rent
- Serviced Accommodation
- Show Homes
- Estate Agents & Private Landlords
- Housing Associations & Councils



At Base Furnishings we believe that great design is at the heart of a happy home. With over a decade's worth of experience and thousands of flats completed we know what it takes to furnish interiors that resonate with residents. Our accomplishments were recognised at the 2023 Love To Rent Build to Rent Awards where we won Best BTR Interior Design.

020 8991 9700

[basefurnishings.co.uk/services](https://basefurnishings.co.uk/services)



## **Design-led Furnishing Solutions**

We offer both ready-made and bespoke furniture packages complete with durable, pet-friendly furnishings that will help your property stand out in the rental market. Our packages cover all price points to accommodate the unique needs of BTR, HMO and serviced apartment providers.

## **Industry-leading Project Management**

Every BTR development we furnish is overseen by a dedicated project manager who looks after the scheme from beginning to end. We are directly in touch with our client to ensure clear communication, continuity and timely completion of the required work. At the end of the project, we accompany our client on a full walkthrough of the development to ensure that every flat has been installed according to the requirements.

## **Comprehensive Aftersales Support**

Replenish your damaged or worn-out inventory items with like-for-like replacements at the end of a lengthy tenancy. We hold a surplus stock for every project we furnish, which ensures we can offer speedy furniture replacements and additional packages from the same range. Our free asset tagging service allows you to keep track of all the furniture in your multi-unit development.

## **Window Treatments**

We produce our window treatments in-house, allowing us to offer competitive pricing while minimising the CO<sub>2</sub> emissions that come with transportation. Our products come in a variety of materials and fabrics, allowing us to cater to any style requirements and budgets.

## **Eco-conscious Deliveries and Installations**

The most effective and eco-conscious method of delivery we offer is full, direct-to-site bulk delivery with all the packaging recycled at a local centre. We assemble, deliver and install your furniture for no additional charge, as a part of your order, ensuring all units in your developments are furnished to the highest quality standard.

# Build to Rent

We have extensive experience with BTR, having furnished developments since the creation of the sector in the UK. Formed in 2010, our knowledge of the industry allows us to offer an appealing and cost-effective selection of products and services. Over the last fourteen years, we have had the chance to work on projects within the various sub-sectors of BTR.

- **Single Family Housing** – We offer cost-effective, child-friendly furniture that is built to last and address the unique needs of families with kids.
- **Later Living** – We create spaces with a focus on accessibility using durable ergonomic furniture.
- **Amenity Areas** – We design areas that embody the spirit of the development and serve as spaces where the community.

We excel at any of these sub-sectors and even more so in large-scale BTR projects where our industry-leading logistics and experienced team can make all the difference – minimising the time it takes to fully furnish the development and ensuring that the units are ready for residents on time and in immaculate condition.

We provide a free, fully decorated show flat for every BTR we furnish – designed and accessorised by our expert interior designers.

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# Project Timeline

01.

Base's interior designer works off the brief, floor plans and photos of the BTR development to create the first design.

02.

BTR developer assesses the design and organises a meeting or conference call for feedback.

03.

Arrange a meeting/call about the design and discuss any changes to the proposal, including a site visit.

04.

Developer and Base confirm the design and book an installation date.

05.

Furniture is dispatched and installed in a pre-arranged time span that aligns with the project timetable.

06.

Base designer / project manager does a final walk-through and sign-off with the BTR developer.







*Charlotte and Base team  
provided an exceptional service  
and quality, going above and  
beyond for nearly 9 years,  
ensuring value and reliability.*

**PLATFORM\_**



# Case Studies

## Cardiff, Sheffield & Glasgow, PLATFORM\_

Over the course of 2023, we furnished 554 flats at 3 new to launch BTR developments owned and operated by PLATFORM\_. We completed 110 units in Cardiff, 181 in Sheffield and 263 in Glasgow.

The three developments share a similar selection of furniture, allowing them to streamline the procurement process and focus on being competitive in the rental market. The project didn't come without challenges but even with

the weather working against us, our delivery team stuck to the delivery timetable and ensured the units were delivered on time, braving storm and snow in the process.

Within several months since the launch of the developments, the feedback from residents has been stellar and all 3 receiving great reviews on Google from residents praising the helpful staff and the quality of life at each site.



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[basefurnishings.co.uk/case-studies/595/platform-btr](https://basefurnishings.co.uk/case-studies/595/platform-btr)





## Marson Place, Folio London

Marson Place is a vibrant BTR development nestled in the heart of inner London. Apart from providing the furnishings and a show flat, we also completed a magnificent feature wall in every apartment, painted the beautiful communal areas and provided four distinctive designs for the penthouse apartments. For our efforts and for the brilliant work of **our team** we received the **2023 Love To Rent Best BTR Interior Design**.

Once the showroom was ready for viewings our marketing teams worked together to produce high-quality images and videos of the unit for a marketing campaign when the flats went to market. Our work at Marson Place reflected the vibrant culture of Elephant and Castle, the development's location as we directed our efforts to deliver interiors that appeal to a diverse group of residents.



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[basefurnishings.co.uk/715/case-study-marson-place](https://basefurnishings.co.uk/715/case-study-marson-place)





## The Kell, Way of Life

We provided complete furniture packages for 145 out of the development's 192 total units. They were spread between The Kell's 2 blocks, situated by the scenic Chatham dock in Gillingham. We used the vision of Longharbour's marketing and management teams

to source and supply a complete bespoke product range for the development. The installation of this project took us 3 weeks, highlighting our capability to deliver a quick turnaround. **With the current size of our team, we can install up to 180 units within a 2-week timeframe.**



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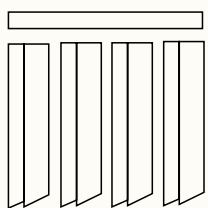
# Curtains & Blinds

Base Furnishings is a one-stop shop for all your window dressing needs. We offer a comprehensive range of products as well as measuring and installation services.

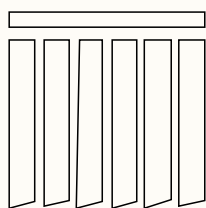
Our curtains and blinds are UK-made – produced in-house. We take pride in our sustainability and safety record – easily meeting and exceeding the industry standards. We offer an extensive selection of fabrics and materials for all our

window dressing, ensuring there are options for every interior style. If you have any questions, our team of experienced fitters and manufacturers are available to offer professional assistance and advice on every aspect of window dressings.

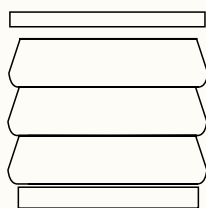
 Perfect Fit



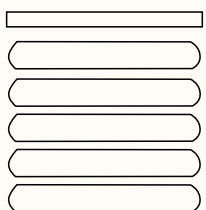
Allusions



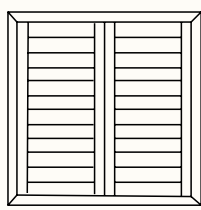
Verticals



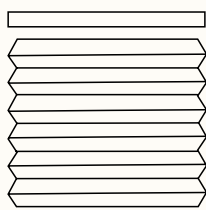
Romans



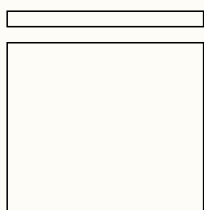
 Venetians



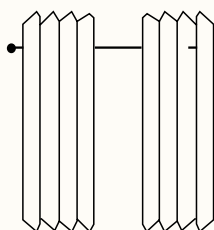
 Shutters



 Pleated



 Rollers



Curtains



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[basefurnishings.co.uk/curtains-blinds](https://basefurnishings.co.uk/curtains-blinds)





Sustainable In-House  
Curtains and Blinds

# Sustainability

Base Furnishings is committed to preserving the environment and reducing our carbon footprint. We have implemented measures to lower our emissions and are constantly working to improve the sustainability of our everyday operations. **40% of our core furniture is made in the UK** allowing us to bring manufacturing close to home, reduce carbon emissions from transportation and have better control over our supply chain.

We wholeheartedly implement the principles of the circular economy and firmly believe that re-use serves as a pivotal first step. This is why we are committed to supplying only furniture of outstanding quality and durability that can be used under multiple tenancies.



By prioritising the reuse of products, we contribute to a more sustainable future, ensuring that vulnerable resources are preserved and waste is minimised.

Base Furnishings runs several Waste Reduction Initiatives and employs industry-leading planning and logistics to minimise carbon emissions across all our projects.

We take waste generated from deliveries and replenishments to our local recycling centres ensuring it is diverted from landfills and repurposed or used to generate energy.

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[basefurnishings.co.uk/sustainability](https://basefurnishings.co.uk/sustainability)



# Corporate Finance

For corporate clients we offer furniture leasing. This is more economical than furniture rental and the great thing is you not only get to keep the furniture at the end of lease, it's also tax deductible.

## Retain Capital

You don't need to part with your cash upfront. We can help you lease over 3 years from the revenue your project generates.

## Tax Savings

Rather than capital expenditure, a lease allows you to claim every monthly payment as a revenue expense to your business before your tax is calculated on profit.

## More Choice

We are always driven by price, therefore without the worry of finding the capital upfront you can choose what you want, be it bespoke from our vast range of furniture, rather than a selected range of furniture from a furniture rental company.

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[basefurnishings.co.uk/finance/corporate-finance](https://basefurnishings.co.uk/finance/corporate-finance)













## CONTACT

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