

**B**  
BASE

**BTR**

# Single Family Housing





# About Base



At Base Furnishings, we specialise in providing high-quality, durable furniture packages for the Single Family Housing Build to Rent (SFH BTR) sector in the UK. Our expertise lies in understanding the unique needs of property developers. By combining modern designs with robust functionality, we enhance living spaces to appeal to a wide range of residents.



# Benefits

Our furniture packages are designed to appeal to a diverse range of residents, including **working professionals and growing families** seeking stylish and functional living spaces. By understanding the unique preferences of our target demographic, we create tailored solutions that enhance resident satisfaction, reduce vacancy rates, and improve the return on investment for our clients.

- 1 Diverse Range of Offerings:**  
Our furniture packages cater to a wide variety of resident needs, offering options that range from minimalist and contemporary designs to other spacious and functional setups.
- 2 Quality & Durability:**  
We focus on sourcing high-quality materials that ensure longevity and durability, reducing the need for frequent replacements and repairs.
- 3 Customisation & Flexibility:**  
We offer customisable furniture packages, allowing property developers to select pieces that best fit their specific properties and resident demographics.



## OUR PRODUCTS ARE:

- |   |  |  |
|---|--|--|
| <br>Affordable<br>Prices | <br>Comfortable<br>Living | <br>Pet<br>Friendly     |
| <br>Child<br>Friendly    | <br>Long<br>Lasting        | <br>UK<br>Manufactured* |

\* We prioritise sourcing UK manufactured products for our inventory.

Designing bespoke solutions to improve resident well-being





# Understanding Our Clients

## Who We Serve:

We collaborate with BTR property developers/operators to furnish projects ranging from one to hundreds of units.

## Resident Profiles:

Our furniture solutions are ideal for working professionals who value modern design, and families in need of durable and functional furnishings.

## Our Service:

We work closely with property developers to furnish new SFH BTR developments, enhancing the appeal of these properties to attract and retain quality residents.





# Tailored Solutions



## 1. Families:

We focus on durability and practicality for families, offering comfortable seating and child-friendly materials.

## 2. Working Professionals:

Our furniture packages feature modern designs with stylish storage solutions, outdoor furniture and multifunctional pieces that support a WFH/Hybrid Work models.



# Benefits of Targeting Specific Demographics

## Tailored Solutions:

We offer bespoke furniture packages tailored to the needs and desires of your target demographic. Our goal is to make outfitting and managing your property hassle-free. To help you stay on top of inventory we offer a free 1-year Asset Tagging subscription to every BTR we furnish.

## Enhanced Resident Well-Being:

By focusing on the specific needs and preferences of different resident groups, we create living spaces that residents love, leading to higher satisfaction rates and longer tenancies.

## Reduced Vacancy Rates:

Our attractive and functional furniture packages help properties stand out in the competitive rental market, ensuring they are rented out quickly and remain occupied.

## Improved Return on Investment:

Quality, durable furniture reduces maintenance costs and increases resident retention, leading to a more stable and lucrative return on investment for property owners and developers.

## Local Economy:

We prioritise sourcing materials and labour locally to support the local economy and create jobs.

## Sustainability:

Committed to sustainability, we ensure our furniture is made from eco-friendly materials and adheres to strict environmental standards.





EXAMPLE OF A SHOW FLAT FROM A PREVIOUS PROJECT.

## SFH BTR FURNITURE PACKAGE

Our Furniture Package, starting from £2,900 (Exc VAT) includes a selection of furniture for one Living Room and for one, two, or three Bedrooms, professionally chosen by our Interior Design team.





# Furniture Package

## LIVING ROOM



Emma 3-Seat Sofa in Grey



Spiro White Marble  
Coffee Table



Anglo TV Unit Black



Inra Olive Green  
Dining Chair



Ibis Round  
Dining Table



Avely Grey  
Lounge Chair



Edric Double  
Orthopaedic Double Mattress



Heaven Double  
Orthopaedic Double Mattress



Alice Single  
Orthopaedic Single

## MAIN BEDROOM



Neil 2-drawer  
Bedside Table

## SECOND BEDROOM



Padra 2-drawer  
Bedside Table

## THIRD BEDROOM



Alice Bedside Table



# Curtains & Blinds



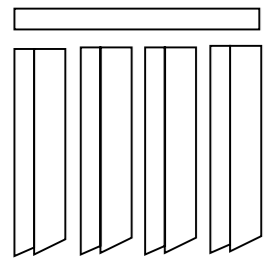
Sustainable In-House Curtains and Blinds



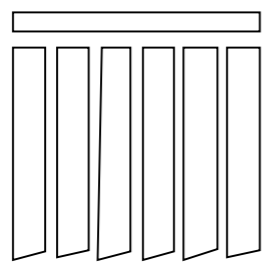
Perfect Fit

Base Furnishings is a one-stop shop for all your window treatment needs. We have a comprehensive range of services and products. Our curtains and blinds are made to measure and produced in-house, allowing us to meet and exceed the industry's latest safety and sustainability standards.

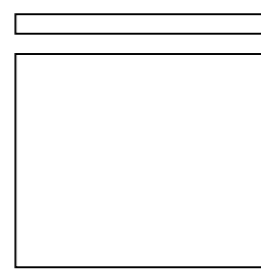
We offer an extensive selection of fabrics and materials for all our curtains and blinds, ensuring a perfect fit for any interior style. Our team of experienced fitters and manufacturers offer friendly customer service and professional assistance with measuring, selecting and fitting the ideal window dressings for your project.



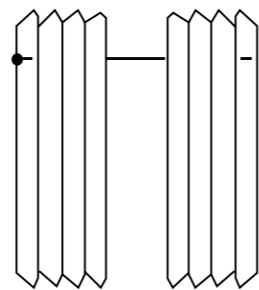
Allusions



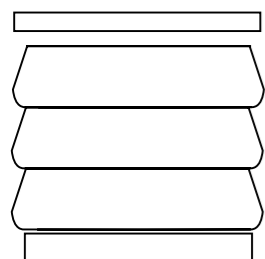
Verticals



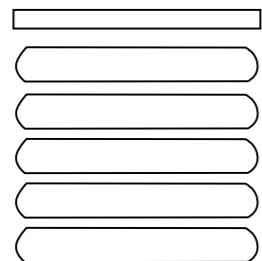
 Rollers



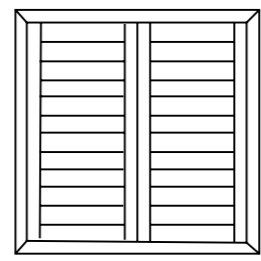
Curtains



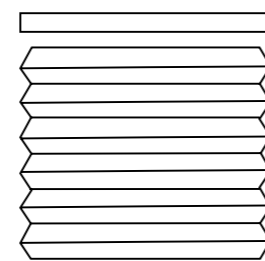
Romans



 Venetians



 Shutters



 Pleated





By choosing Base Furnishings you are investing in **high-quality**, durable furniture that targets the needs of your residents and enhances your property's appeal and profitability.





# Contact Us

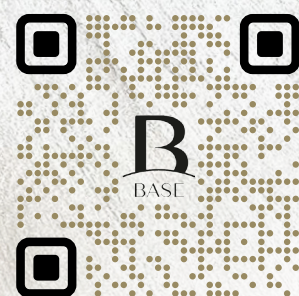
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**Booking By Appointment Only**

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SCAN CODE  
TO VIEW OUR PROJECTS