



ALL INCLUSIVE STR DESIGN

Custom Packages for the Owners at New Cumberland



www.beckonhomes.com



Get to know Beckon

Beckon believes in creating beautiful, sustainable spaces that allow our clients to build a legacy through the income and appreciation of their real estate portfolios.



What makes Beckon different than any other interior design firm? Our company is a full service real estate portfolio development and management firm. We serve as the back office operation hub for our clients so they can be the CEO of their real estate investments and allow us to be the professionals servicing their businesses. As such, we have a vested interest in the continuing success of a property - from the day it closes and through its being handed down generation after generation. We are in the business building legacies, in partnerships with our clients and their vision.

We are woman-founded and women-led and make decisions through intentional thought and vision. Unlike a traditional interior designer, whose assignment is complete at the end of their project, that's when our work really takes off! Every element we select and place in your home is considered for aesthetic beauty, operational elegance and functional durability.



SOME SELECTED WORK & CLIENTS

We proudly design and install over 25 interior projects each year, along with the full service management and advisement of a \$72 million+ short term rental portfolio, the oversight of multiple HOA communities and the development of 125+ short term rental units across the country.

Below are a few of our favorite recent projects.

The Shelby

Nestled in the heart of Germantown in Nashville, our interiors team imagined a warm, inviting and upscale retreat to welcome guests to one of the city's most popular and walkable neighborhoods. A luxury mix of natural elements, textures and rich tones, The Shelby is expected to gross over \$165,000 a year in rental revenue and can be viewed and booked [here](#).

The Cape Escape

On beautiful Cape Cod, Massachusetts, our team took an outdated Cape Cod cottage and created a vibrant, fun and cohesive environment through multiple conversation spaces in a wide open interior. A sweet getaway, popular all summer long and used as a family home in the winter, this property grosses over \$12,000/month in its rental season and can be viewed and booked [here](#).

The Ludlow

Perched in Hillsboro Village, the mission of our design team was to create a luxury rental that would stand out in a sea of others through an Urban Glam customized design with a feminine feel, soft and pillowy fabrics, combined with chic metals and deep, rich botanicals. The mission succeeded and this property grosses over \$120,000 yearly and can be viewed and booked [here](#).



OUR PROCESS



Each project is highly customized for our owners vision, target demographic and unique goals.

For our owners at New Cumberland, we can coincide our furnishing and design completion with the delivery of their new property, to allow for cashflow from day 1.

<i>Process</i>	<i>Timeline</i>
Introductory call and/or walkthrough	ASAP
Invitation to our design portal, signed contract and initial deposit received	As soon as you're excited to work together!
Property owner shares links and/or image files to their pinterest board and other inspiring images	ASAP
Design team walkthrough of property to take measurements.	Within first 7 days
Design team shares lookbooks and item proposals with client for approval	Within 14 days
Ordering begins. All items will be shipped to our offsite warehouse. Remember supply chain demands 6-8 weeks to receive most items.	Once approval is given and project is funded. Typically within 14 days.
Any necessary maintenance or skilled labor items are addressed (such as repairs, paint, wall paper, etc)	Within 28 days
All items are received at the warehouse and installation begins.	Between 6-8 weeks
Project is fully installed. Final invoices are received and paid by client. Project is rental-ready!	End of week 8



INVESTMENT



*We offer the following design services to our clients at
New Cumberland*

A well-designed rental property is a necessity to ensure maximum profitability as a short term rental.
We specialize in taking a property from "empty to rental ready".

We discount-share with our clients, which means you'll save money on the retail price of most items,
amounting to a higher bang for your buck.

New Cumberland Development

4 Bedroom Luxury | Rooftop Deck

Proposed Furnishing and Decor Budget of between \$42,000-\$55,000, with a discounted community design flat fee of \$9,500 (typically \$6/square foot) to include all design, ordering, project management, installation, assembly, trash disposal, vendor hookup per home. For owners who sign a 12-month minimum management agreement, Beckon will offer a discounted design flat fee of \$8,000.

**Furnishing and Decor Budget includes all items necessary to complete a functional, beautiful vacation rental, including towels and linens, electronics, kitchen supplies, blankets, pillows, etc. Any extraordinary requests such as renovations or custom items should not be included in this budget.*

***Furnishing, Design and Installation include design with up to 2 revisions, ordering, assembly, installation, and placement of all items necessary for a functional, beautiful vacation rental. Trash hauling and removal, design requests, structural renovations or the need for skilled or licensed professional labor such as electrician, plumber, contractor, painter, wallpaper installer or other professional is NOT included in this fee.*

Partial Property Design and/or Consulting

Perhaps you want to own the vision and process of your design but you need some help with pulling it all together or final touches. Beckon can be contracted on an hourly basis at a rate of \$250/hour with a 5 hour minimum to design, order, assemble, install or complete anything that needs to be finished before guests visit the property.



WE CARE FOR THE THINGS THAT MATTER MOST.

The experienced guidance you need to build your portfolio sustainably and ethically.

BE THE CEO OF YOUR INVESTMENT

Let us do everything else. Beckon believes in building a legacy portfolio to create a completely passive income stream for you *now*, but will also stand the test of time to be passed down for generations.

ALL INCLUSIVE MEANS ALL INCLUSIVE

We oversee it all. From helping find your next great investment, to furnishing your properties, to the full-service management, marketing, cleaning and maintenance of your portfolio, your communities and your vision. We won't call you, unless you want us to.

ROUND THE CLOCK CARE

24/7/365 care for your guests, custom concierge offerings via an integrated guest app, the utilization of smart tech and a completely human touch means your guests can feel at home, while indulging in the luxuries of a hotel experience.

OUR PEOPLE ARE EVERYTHING

We maintain a 5 to 1 people to property ratio, meaning your property gets more HUMAN eyes on it than with any other company we've encountered. All of our people are paid a living wage, enjoy paid time off to recharge and stay passionate, and our directors have equity in the success of our company, and thus, your property.

BETTER FOR THE PLANET & COMMUNITY

Our company-provided transportation is either hybrid or electric and Beckon is passionate about pursuing partnerships with local purveyors and service providers who think similarly. We do our part to stock our properties with ethically-sourced, minimal-waste items and our guests love knowing they're a part of a mission that matters.

EXPERTISE YOU CAN RELY ON

We are fully licensed in each jurisdiction in which we work, and carry not only the required Errors and Omission Insurance, but also General Liability Insurance to ensure all of our owners have a triple-layer of coverage for their rentals. Founded in 2015, we have a track record of vision, execution and success, as well as longevity of relationships with our employees, our clients and service providers.



CLICK TO START
TODAY

Find out more about Beckon at
www.beckonhomes.com
1-833-4BECKON

THANK YOU

We look forward to chatting with you soon!



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