



ROWPIRE   
PROPERTY INTERIORS | PROJECT MANAGEMENT

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Virtual  
Staging



# Introduction

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- Providing clients with a cost-effective service creating Interior Designed Virtual Show Homes.
- Our Virtual Show Homes are a great way to demonstrate, for online marketing purposes, to the market prior to the completion of the Physical Show Home.





Before








After



A modern living room interior featuring a light grey sofa with several patterned and solid-colored cushions. To the left, a round side table with a black and white geometric pattern holds a gold-colored vase and a small box. The wall is decorated with several framed art pieces, including a large black and white portrait, a smaller abstract piece, and a sign that says "LET'S STAY HOME". A large potted plant is visible on the far left. In the background, a floor lamp with a white shade stands near a window with sheer curtains. The room is overlaid with a large black hexagonal graphic containing text and a list, and a smaller black hexagon is visible on the right wall.

## What makes our staging stand out?

- We take real photos, of real properties and drop an interior designed scheme into the images.
- The result of the Virtual Staging is that the real photos of empty rooms are dressed with the interior designed scheme.



Before







After



A modern bedroom interior featuring a large bed with a light-colored tufted headboard. The bed is dressed in a white duvet with a bold blue and orange abstract pattern. Two blue nightstands with gold-colored metal frames and drawers are positioned on either side of the bed. Each nightstand holds a lamp with a white cylindrical shade and a textured base. A window with a grey blind is visible in the background, showing a view of trees and a brick building. A large white circle is overlaid on the left side of the image, containing the title and a list of bullet points.

# Bridging the Gap

- As many developers can face delays or a period of time between a property being fully ready to be furnished our Virtual Staging assists in filling this gap.
- Once the Virtual Staging is complete we can then implement the Physical Staging to create the Show Home on site.



Before







After



