CREATIVE LIVING STAGING



BEFORE

CASE STUDY 01 · PADDOCK VIEW HOUSE

An empty house, made guest-ready.

A project-managed renovation and whole-house stage, taking a Marchwood home to a guest-ready serviced accommodation exit — designed by operators, not just designers.

SERVICE	PROPERTY	TURNAROUND
Renovation + Complete Stage	4-bedroom townhouse	2 weeks

THE BRIEF

A tired, empty house with a view nobody was using.

Damien Cheeseman of DC Properties took on a townhouse in Marchwood, Southampton, backing onto a horse paddock. Every room was bare: dated paint, mismatched curtains and a mint-green kitchen-diner with nowhere to sit.

The ask: take it from empty to a guest-ready serviced accommodation exit in two weeks. We project-managed the full redecoration, coordinated every trade and staged the whole house — ready to photograph and list.

AT A GLANCE

Service
Project-managed renovation + Complete Stage

Scope
Full redecoration, all trades coordinated

Layout
4 twin bedrooms · open-plan living

Turnaround
2 weeks, keys to SA-ready



BEFORE Kitchen-diner, empty and mint green



AFTER Dining for six, sofa by the garden doors

We kept the kitchen units and floor, warmed every wall, and spent the budget where guests actually spend their time.

GROUND FLOOR

One room to cook, eat and unwind.

Living moved downstairs beside the garden, so the whole group gathers in one bright space — and the upstairs lounge could become a fourth bedroom.



BEFORE Bare floor, no seating



AFTER Sofa, TV wall and dining for six



BEFORE Kitchen



AFTER Kitchen



BEFORE Utility



AFTER Utility

Keep what works
Existing units and flooring stayed — no wasted spend.

Lift the surfaces
Warm white walls, chevron splashback, rattan pendant.

Make it run
Fridge freezer and washer in a cleared, tiled utility.

THE PADDOCK-VIEW ROOMS

Point every bed at the view.

Both rooms open onto balconies over the horse paddock. Twin layouts flex for friends, families and work crews alike.





BEFORE AFTER Unused lounge → twin suite with its own seating corner





BEFORE AFTER Blue walls painted out; wall TV, arched mirror, linen curtains

BEDROOMS & BATHROOMS

Same palette, every room.

One painted colour band per room — mustard or sage — gives each space character for a fraction of a full redecoration.





BEFORE AFTER Bedroom two



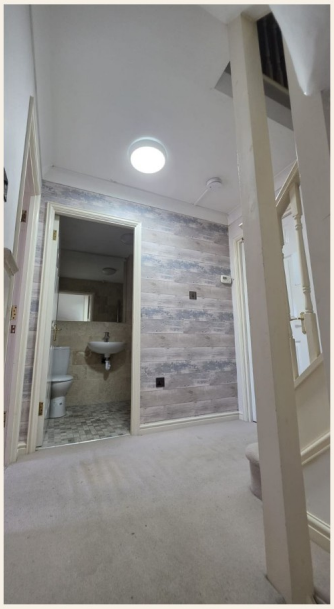


BEFORE AFTER Bedroom three





BEFORE AFTER Shower room





BEFORE AFTER Family bathroom

HOTEL-STANDARD BEDS

Upholstered divans, white linen, rolled towels.

WARM, NOT THEMED

Rust, mustard and sage repeated house-wide.

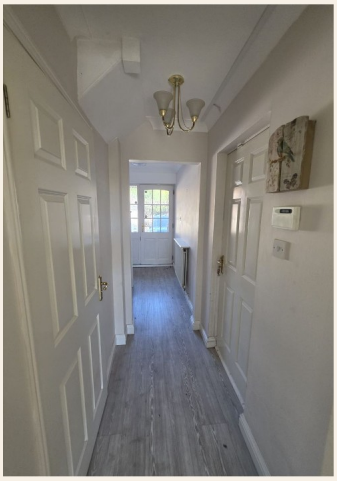
BUILT TO TURN OVER

Easy-clean surfaces and replaceable soft goods.

ARRIVAL & FINISHING TOUCHES

The first ten seconds count.

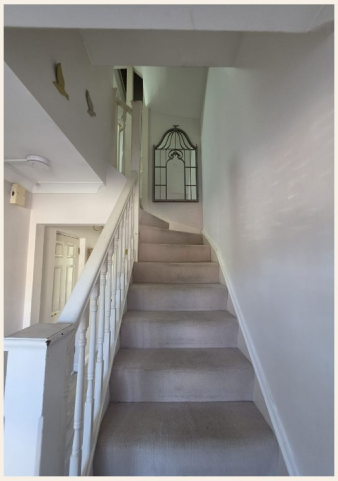
A clear hallway, fresh stair carpet and art on the way up — then a balcony set for two over the paddock.



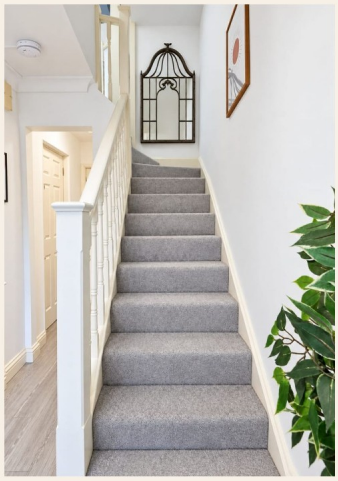
BEFORE Hallway



AFTER Hallway



BEFORE Stairs



AFTER Stairs





WHY CLP STAGING

Designed by operators, not just designers.

CLP Staging grew out of Creative Living Property's own serviced accommodation. Every choice here — layout, finishes, what to keep — comes from running homes like this, not just styling them.

Tell Us About Your Property

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A Creative Living Property company