

*5 Step Guide to*

**Adding Value**

**in the Home**

NEVILLE JOHNSON



# Introduction

"We've seen a 25% increase in online traffic for bespoke fitted furniture and staircase renovations post pandemic."

"We regularly see increases in value of 15-20% for owners who have made home improvements"

Ryan Ninnis, Foxtons

**The relationship with our homes has developed more intimately over the past few years. As we seek comfort and security from the outside world, the concept of nesting in our homes has become a familiar one. From hybrid living spaces to dedicated multi-functional studies, houses have most certainly been transformed into multi-functional places.**

We've seen a 25% increase in online traffic for bespoke fitted furniture and staircase renovations post pandemic. One of the things we're noticing post lockdown is our customers are looking for home improvements, which will modernise and elevate their property. From updated staircases for an instant 'wow' factor to on-trend home libraries and dressing rooms, keeping these areas fresh is a key factor in adding value.

As the property market has continued to fluctuate throughout the pandemic, there are several steps we can take to maximise the value and desirability of our homes. This interactive guide has been carefully researched and designed to help homeowners get the most out of their property in 2022.

The expertly picked tips that you'll see across these pages not only shows the potential value you can add to your current home by investing in a variety of smart home renovations, but also show how you can increase instant desirability within the first 30 seconds of walking into a home.

When it comes to navigating how to repurpose spaces in the home and exploring ways to add value, it can be tricky to know where to start. So, we've teamed up with Foxtons to share ideas on how to increase value, simply by rethinking and repurposing spaces.

Ryan from Foxtons suggests 'presenting a stylish, well designed, and functional home to buyers is a key way to differentiate and sell your property quickly. We regularly see increases in value of 15-20% for owners who have made home improvements that appeal to the demands of the local market.'

But we know taking the first step can still be daunting.

So, whilst our Neville Johnson Design Experts are always on hand for a consultation to chat through your vision and goals, we've also put some of the general starting points and considerations in this guide.

Happy exploring!

Mal Shaw

Sales Director, Neville Johnson





# Staircase Renovations

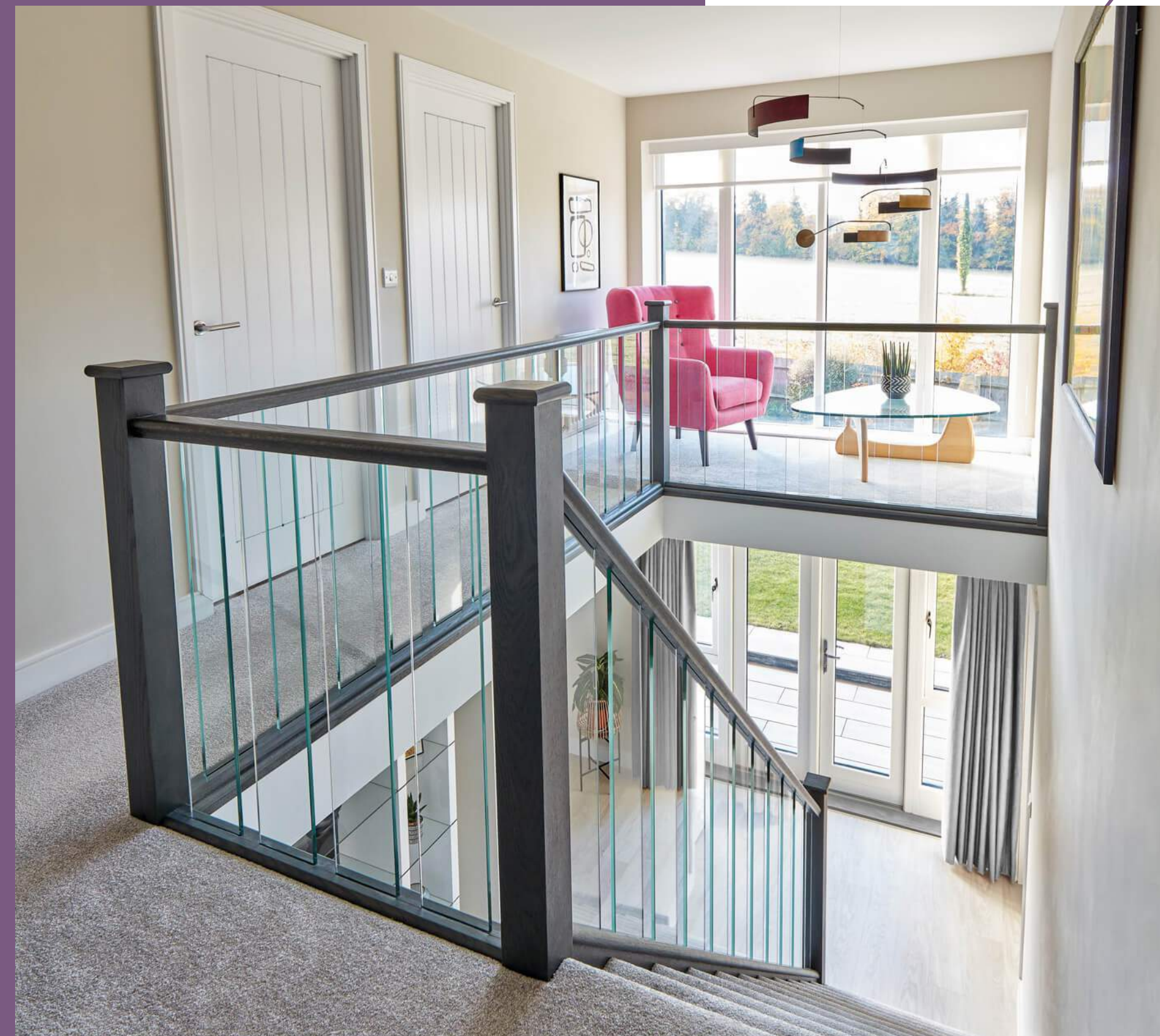
Neville Johnson *Expert Insight*

**“Although often overlooked, the staircase is typically the first thing you see when you walk into your home. It can be a very dominant part of your décor and has potential to create an impeccable first impression to visitors.**

As a designer, it’s my job to help our clients on just how much a staircase renovation can completely transform the home. We go way past form and function to create something with a real wow factor.

One of my recent clients had a staircase that sat very centrally in an open plan hallway. We ensured the solution complemented the living room décor and contemporary interior. The end result featured a smoked oak finish with clean lines in the glass spindles - creating a beautiful monochrome minimalistic design that allowed natural light from the landing windows to flood the space.”

**Geoff Fletcher**  
Senior Designer, Neville Johnson



Foxtons *Expert Insight*

“As well as offering a very functional purpose, staircases also have the potential to instantly elevate a home and increase its desirability. A dramatic, welcoming hallway, that’s in keeping with the style of the property and the demands of the target audience, can make a great first impression and set the tone for the viewing.

**We know when hosting viewings, the potential buyer will make up their mind on the property within the first 30 seconds of walking into the home, so a hallway with a well purposed staircase is a key element to any living space.**

This impression helps buyers understand the value of a home and the quality of the finish they should expect throughout the property.”

**Foxtons**



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## Fitted Wardrobes

### Foxtons *Expert Insight*

"A buyer expects to see clever storage solutions in properties of all sizes, especially as new home developments from national house builders are providing excellent storage solutions and setting a new benchmark for buyers.

**In traditional properties, fitted wardrobes can be a great solution for maximising storage options, while being sympathetic to original features, and in more modern properties bold styling choices add standout.**

A well organised, open space will add instant appeal to a buyer."

Foxtons



### Neville Johnson *Expert Insight*

**"Bespoke fitted wardrobes eliminate the unclean gaps left with freestanding furniture. Precisely installed into awkward spaces, they leave a finish that is not only aesthetically but also functionally pleasing.**

Our furniture can be perfectly designed to the space and customised to the client's needs with clever storage such as pull-down hanging rails for high ceilings, solid oak drawers to fit the width of the bespoke wardrobes, fully adjustable shelving, and pull out shoe storage to match the depth of the space available.

**At a time when homeowners are putting a premium on space, fitted bedroom furniture is sure to help add value to the property."**

Jen Porter  
Senior Designer, Neville Johnson



# Dressing Rooms

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Neville Johnson *Expert Insight*

**"A fitted dressing room can make people fall in love with a house. They imagine how they would use it if they were living there."**

A client of mine said they sold an enormous house in Dulwich apparently with the help of a little walk-in wardrobe that was built in an angled room adjoining the master bedroom. Apparently the people who bought it thought of the house as "the one with the dressing room".

It was all in neutral colours but with a few bold contrasting drawer fronts. Generally speaking, a neutral palette is the way to go if you are thinking of adding monetary value to the home, but doors and drawer fronts can easily be re-sprayed if need be. The angles and the accents colours of this design made it a unique piece."

**Simon Tcherniak**  
Senior Designer, Neville Johnson



Foxtons *Expert Insight*

"Never underestimate the benefits of defined space within a property and a spacious dressing room is a fantastic addition to a home. A bedroom is a very personal area of the home, so ensuring it's well designed is key.

**The popularity of dressing rooms is part of a resurgence in focusing on adult spaces in the home. A master bedroom with dressing room and en suite is high on a list of even family buyers now, adding value to a property, with buyers willing to pay for a dedicated space.**

As with all luxury spaces, buyers expect the fitted furniture, that defines the space, to be well designed, functional, flexible and of exceptional quality and provide easy access to the content."

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## Foxtons *Expert Insight*

“While not everyone will have first editions to line the shelves, buyers are always interested in rooms that have a defined purpose and can often see how they would use such a space for their own lifestyle.

**Rooms with a relaxing reading space, created using fitted furniture, exude the quality and finish that buyers expect to see in premium properties and would likely be willing to pay more for.”**

Foxtons



## Neville Johnson *Expert Insight*

“As more of us are now working from home, it has never been more important to have a space that we can escape from home-working life. Over the past two years we have definitely seen an increase in home library projects.

**Whether it’s a dedicated home library or a multi-purpose space within a bedroom or living room, a library has become a place to close the door on home working for the day, unwind and immerse yourself in music or literature.**

Depending on the style of the property, a traditional library, complete with mullions, skirting and corncicing or a contemporary library with shelf lighting and seamless doors, can be a real focal point and add desire, quality and value to the home.”

**Jen Porter**  
Senior Designer, Neville Johnson

# Multifunctional Studies

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Neville Johnson *Expert Insight*

"I've had clients say "We didn't manage to buy the house with the Neville Johnson study - which is why we need you to design one for us here!"

A bespoke study is of course a massive asset to a home these days, and could be said to rival the bedroom that it might be replacing. It is also usually possible to design a study in a way that doesn't preclude future use as a bedroom, and what teenager doesn't need a decent desk area in their rooms nowadays?

**A study area can also be designed into a living room - in such a way that it doesn't make the living room feel like an office. Your desk can be hidden by sliding panels or bifold doors - or the whole piece can simply be designed to feel more like living room furniture, even if it has the functionality of a study"**

Simon Tcherniak  
Senior Designer, Neville Johnson



Foxtons *Expert Insight*

**"Multi-functional study space has historically added value to a property, and this is more evident today as working trends mean people need their homes to double as an office space regularly.**

In larger homes small rooms or spaces dedicated to study attract a premium, while in smaller properties previously unutilised space under staircases or within spare bedrooms are now being cleverly converted to provide usable study spaces that is high on a buyer's wish list."

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**Neville Johnson** is the market leader in bespoke fitted furniture and staircase renovations. Offering free, no obligation design visits, the brand's solutions combine the flair of the UK's top designers with the time-honoured skills of traditional craftsmen, all brought together with your personal selection of materials, colours, and finishes.

As London's leading estate agency, **Foxtons'** is proud to help people move up in the world, through its responsibility to their people and the communities in which they work. Click for an instant [valuation](#) or to find your [dream home](#).

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