



Transform Your Projects with
Strategic Interior Design



HELEN GRIFFITH
DREAMCATCHER INTERIORS



Introduction

Property deals rarely fail at purchase, it's the delivery that trips most investors up.

For those scaling HMOs or boutique hotels, the real headaches aren't just aesthetics. They're cost overruns wiping cash flow, regulatory & compliance slips landing fines, and early execution calls making assets tough to refinance or exit.

Voids dragging cashflow, build costs creeping, unclear scopes, delayed timelines, dodgy trades, late design tweaks... even solid deals start feeling exposed fast.

That's exactly why Dreamcatcher Interiors strategic interior design, and commercial styling to add structure, clarity, and control to your investment projects.



Design from Day One: The Key to Project Excellence

Commissioning an interior designer in from the start of your project is a game changer. Every layout, finish, and spec aligns with your goals right away, slashing late changes that blow budgets and timelines. We build compliance smart, market ready designs upfront, so no rework on regulations or fire checks, no delays eating your cash flow, and assets that refinance smoothly with real appeal.

Maximising efficiency, boosts value, speeds lets/sales, profitable outcomes without the stress. Why risk it later when you can ensure success from the beginning?

Strategic Design



What We Do...

1. Execution Risk

- Turning ideas into build-ready, coordinated information
- Cutting ambiguity before contractors quote
- Stopping late, pricey design calls

2. Cost Certainty & Control

- Locking finishes, layouts, scope early
- Enabling accurate contractor pricing

3. Time Risk & Delay Buster

- Killing rework from late calls
- Boosting contractor coordination

4. Design-Led Performance

- Designing for tenant/guest demand, not personal taste
- Standing out in crowded markets
- Backing higher ADR's/rents
- Lifting occupancy via experience

Cutting churn with desirable spaces

5. Stress, Load & Time Freedom

- Acting as a central hub for all design, and delivery parties
- Wiping daily decision fatigue
- Nipping issues before blow-up
- Keeping you strategic, not firefighting



Strategic Design

Having a comprehensive interior finishes specification and design package ready for the tender process offers several key benefits:

Accurate Pricing: With everything specified, building contractors can provide precise quotes, ensuring financial clarity from the start.

Cost Certainty: Eliminates guesswork, providing investors with a clear understanding of expenses, which is crucial for budgeting and financial planning.

Risk Reduction: Knowing all materials and finishes upfront allows contractors to proceed smoothly, reducing the likelihood of delays or unexpected issues.

Seamless Execution: Thorough layout reviews minimise on-site coordination problems, setting the project up for success and ensuring timely completion.

Competitive Edge: A well-designed scheme not only looks great but also stands out from competitors, enhancing the property's market appeal.

Enhanced Material Quality: Achieve higher standards without additional costs, adding value to the investment.

Design Longevity: Thoughtful design ensures the project remains appealing and functional over time, safeguarding the investor's long-term interests.

Collaboration in Expertise: By collaborating with a reputable construction company and a professional stylist, we ensure that every aspect of your investment is handled with precision and flair. This approach not only guarantees excellence in execution but also maximises the property's appeal and value, leading to faster sales or rentals and higher returns. It's about leveraging expertise to deliver top tier results, making your investment journey smoother and more profitable.



Our Services

Consultations - £497

Unlock the potential of your property with our property Investor Consultation. In just 60 minutes, you'll receive real-time, personalised design help and support tailored to your investment needs. Our expert team will craft a bespoke mood board and provide a comprehensive Serviced Accommodation or HMO Inventory List, complete with a clickable shopping list for your convenience. Follow up with us via email to ensure all your questions are answered. At only £497, this is your first step towards transforming your investment into a high-performing asset.



Our Services

SA & HMO Refresh from just £497

Revitalise your property with our SA/HMO Refresh service. Starting from just £497, we'll review and research your listing to create a comprehensive refresh plan tailored to your needs. Our professional styling tips and onsite assessment ensure your property stands out in the market. With a clickable shopping list and optional project management and styling upgrade, we make it easy to implement changes that drive results. Plus, enjoy a 50% refund on your fee when you upgrade to our E-Design or Stress Buster packages.

Elevate your property's appeal and profitability now!



Our Services

HMO Interior Design Service from only £1200

Experience the future of interior design with our E-Design Service. This cost effective solution provides a detailed blueprint for your property, allowing you to work with your chosen contractor at your own pace. Our service includes a 60-minute consultation, property drawing pack review, and design concept development. You'll receive 2D layout drawings, Ai powered design renders, an interior design pack, a decorators pack, along with furniture and styling specifications for each room.

Prices from:

Standard Guest Room Design - Per Unique Footprint	£1,200
Premium Suite Room Design - Per Unique Footprint	£1,550
Room Template Scale & Adapt fee	£350

Transform your space with ease and expertise.

Professional Staging and photography packages are also available



Our Services

The Stress Buster Package (SA) From £2537

Say goodbye to end of project stress with our Stress Buster Package.

From just £2,537*, we take over once the refurb is complete, providing a seamless transition to a beautifully styled guest/tenant ready property in a short space of time.

Our service includes everything from design consultation to Furniture Purchasing and Installation and final styling, ensuring your property is market ready. With extended support and optional professional photography, we deliver exceptional value and peace of mind.

Let us handle the details while you enjoy the results.

*Professional Fee - Does not include FF&E or additional trades support



18% higher occupancy



22% higher avg. nightly rate

83% Design ROI



Case Study

This wonderful apartment in the heart of Manchester City Centre embodies everything I love about properties. With stunning original features, huge wooden beams, and quirky spaces to explore, not to mention an abundance of natural light, it was a dream to transform.

The apartment had been rented out on a traditional lease for some time, and the landlord hadn't had the chance to refresh it since the tenant moved out. Enter Dreamcatcher Interiors, ready to transform this unloved space into an inviting, fully loaded Airbnb offering.

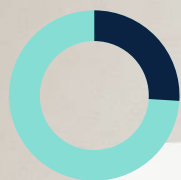
The project took just four weeks from initial contact to completion handover. It included a full redecoration, furniture upgrades, all necessary equipment for an Airbnb listing, and, of course, the styling and finishing touches that make a space truly inviting.

While we don't have data from before our design work, we do have benchmark data from another Airbnb in the same area managed by the same company. With an initial £8,846 investment, our client's property achieved a 90% occupancy rate with an average nightly rate of £143, compared to the benchmark property's 72% occupancy and £117 average nightly rate.

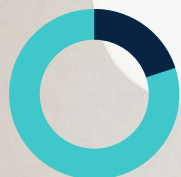
The Results



Helen's amazing. She helped me get an investment property renovated and redecorated in order to get it back onto market quickly. When somebody suggested I use a designer to help, I was skeptical as I expected somebody a bit frilly and impractical. Helen is organised, listens to what I was looking to do and saved me so much time in getting quotes, organising the redecoration and renovation and procurement. I reckon that I got it back onto the market at least a month quicker than if I'd done it myself. Also, it looks absolutely amazing.



26% higher occupancy



20% higher avg. nightly rate

278% Design ROI

Case Study

In the heart of Liverpool, just a stone's throw from the iconic M&S Arena, lies an apartment that epitomises quiet luxury. Recently acquired by an overseas investor, this apartment was part of a fully refurbished development, and we were among the first to unlock its potential.

The challenge was clear: amidst a sea of short-term rentals, this property needed to stand out, offering guests an unparalleled experience while maximising ROI.

To achieve this, we re-imagined key spaces, moving away from the mundane white walls to create a luxurious ambiance. We elevated the standard of equipment, design, and styling, ensuring guests had a premium option that was both inviting and memorable. This transformation was completed in just four weeks, from concept to handover, all while adhering to the investment budget.

Although we didn't have pre-design data, the results speak for themselves. Compared to a benchmark property in the same building managed by the same company, our client's apartment achieved a 78% occupancy rate with an average nightly rate of £108. In contrast, the benchmark property, which had a 52% occupancy and an average nightly rate of £86. This significant uplift not only highlights the success of our design strategy but also underscores the apartment's appeal in a competitive market.



Interior Design

Stage 1: Discovery

This is where we dive into your vision, understanding your style, preferences, and the unique character of your space. It's all about capturing the essence of what you want to achieve.

Stage 2: Concept Development

Here, we start crafting the magic. We develop initial concepts and mood boards, setting the tone and direction for your design journey. It's where ideas begin to take shape.

Stage 3: Design Detailing

Now, we get into the nitty gritty. We refine the concepts into detailed plans, selecting materials, colours, and furnishings that bring your vision to life. It's about ensuring every element aligns perfectly.

Stage 4: Implementation

This is where the transformation happens. We manage the installation, coordinate with contractors, and ensure everything comes together seamlessly. It's all about turning plans into reality.

Stage 5: Final Touches and Reveal

The grand unveiling! We add those final touches that make your space uniquely yours, ensuring every detail is perfect. It's about delivering a space that not only meets but exceeds your expectations.

Your Outcome: A meticulously designed space that enhances the property's appeal and maximises its market value. It's about creating an environment that attracts and impresses potential buyers or tenants, ensuring a strong return on your investment.

DREAM
CATCHER Interiors



MOOD BOARD



FURNITURE SELECTION



- WALLS & CEILING**
- 01 Walls
 - Light beige/cream paint
 - 2 x 10mm wood slat panel
 - 02 Ceiling
 - White painted ceiling
 - 10mm x 10mm square tiles
 - 03 Lighting
 - 1 x 100mm round pendant light
 - 1 x 100mm round pendant light
 - 04 Furniture
 - 1 x 100mm round wooden coffee table
 - 1 x 100mm round wooden coffee table
 - 05 Plants
 - 1 x 100mm round wooden coffee table
 - 1 x 100mm round wooden coffee table



Item	Material	Color	Size	Brand	Price	Notes	Image
1. Sofa	Light beige/cream	White	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm
2. Coffee Table	Light beige/cream	White	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm
3. Dining Table	Light beige/cream	White	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm
4. Bed	Light beige/cream	White	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm
5. Chair	Light beige/cream	White	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm	1000mm x 2000mm



Professional Styling

Stage 1: Preparation

This is where we lay the groundwork, ensuring all elements are ready for a seamless installation. It's about having everything in place so the magic can unfold without a hitch.

Stage 2: Installation

Now, we bring the vision to life. We coordinate with contractors, manage logistics, and ensure every piece is perfectly placed. It's about transforming the space into something extraordinary.

Stage 3: Professional Styling

Here, we add the finishing touches that elevate the design. We carefully select accessories, arrange furnishings, and create a cohesive look that enhances the property's appeal. It's about making the space not just functional, but truly captivating.

Stage 4: Quality Assurance

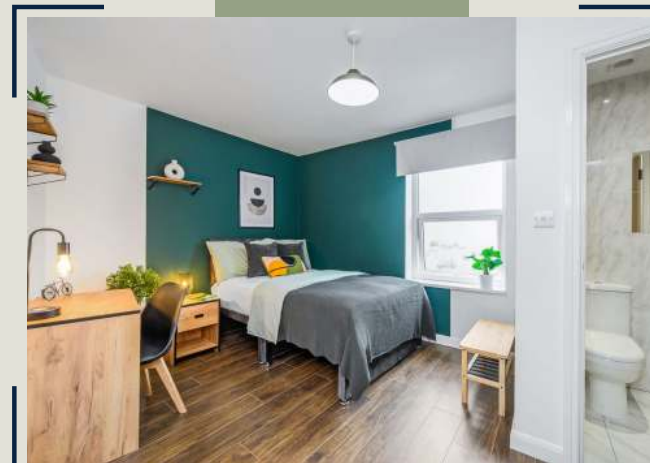
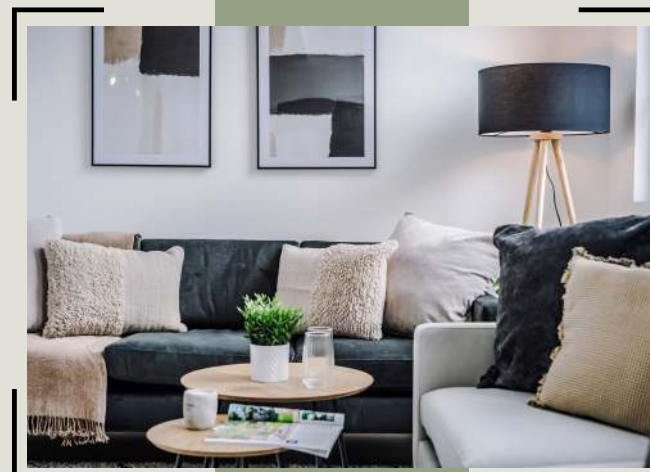
This is where we ensure everything meets our high standards. We conduct thorough checks, address any issues, and make sure the space is ready to impress. It's about delivering excellence at every turn.

Stage 5: Final Reveal

The moment of truth! We present the completed space, showcasing the transformation and highlighting the design's impact. It's about delivering a result that not only meets but exceeds expectations.

Your Outcome: A stunningly styled space that maximises appeal and market value, ready to attract buyers or tenants. It's about creating an environment that stands out and delivers a strong return on investment.

In collaboration with:
Styling Touch - Property Staging



Helen Griffith

Interior Designer



From A Suitcase to Spaces: My Journey to Dreamcatcher Interiors

Hey, I'm Helen and at 20 years old, I left the UK with just a suitcase, setting off on an 11 year global adventure that taught me invaluable lessons and shaped my approach to life and business. By 43, I realised I needed change, I was feeling trapped in a corporate job, so, I reclaimed my fearless self, ditched the day job and pursued an interior design degree.

Despite challenges like studying, starting a business, and managing family life, I persevered and graduated with First-Class Honours. This led to founding Dreamcatcher Interiors, where I focus on creating meaningful spaces for everyday people. My global experiences help me see potential where others see challenges, supporting property investors and transforming properties into high yield investments.

I always wanted Dreamcatcher Interiors to be more than design, it has to be about creating spaces that resonate with people and how they feel as well as maximising returns for my investor clients.

Helen



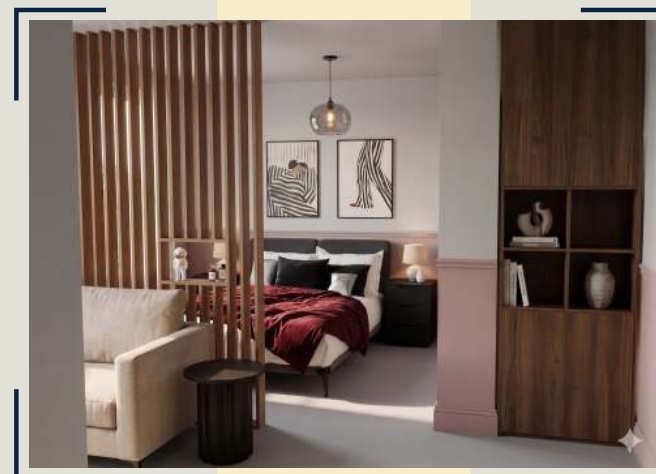
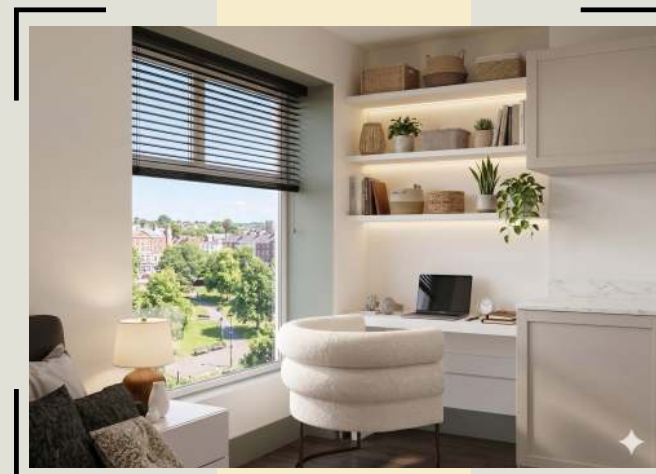
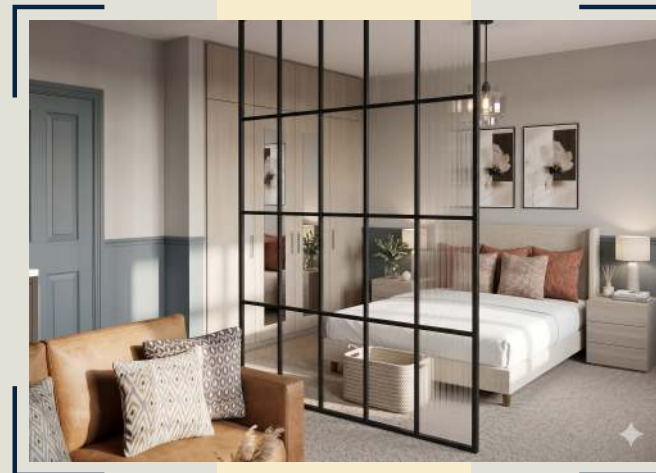
Design Excellence

"For me, great design isn't about flashy trends or copying images off Instagram. It's about making a space work beautifully for the people using it while maximising returns for the investor. Graduating with First-Class Honours in Interior Design gave me the technical foundation, but my real approach is pure grit and strategy. When I walk into a new property, I instantly look past the boring, builder-beige walls to see its true potential. I look at how the natural light falls, how we can play up original features like huge wooden beams, and how to fix quirky layouts so the space actually flows.

Before a contractor even picks up a tool, I map out an incredibly thorough interior finishes specification and design package. By locking in the exact layouts, lighting plans, and materials early, we cut out the guesswork and stop costly, last-minute mistakes on-site. My signature style is all about 'affordable luxury', knowing exactly where to spend on high quality, tactile focal pieces and where to save with budget friendly, durable finds. The result is a premium, custom look that stands up to heavy guest use without blowing the budget.

Because my design packages are build-ready, contractors can execute them seamlessly without needing me to micromanage them daily. This practical, design led approach is exactly how a Liverpool apartment I transformed achieved a *78% occupancy rate* and a *£108 nightly average*, leaving the building's standard benchmark of 52% occupancy in the dust.

True design excellence means turning a creative vision into a profitable, long-lasting reality without the stress."





What Our Clients Say...



I cannot believe the difference in the property in such a short time and I am very happy with the end result.

I would not hesitate to recommend Helen and will definitely use her services again on my future projects.

★★★★★

Testimonials can be verified on our Google Page

From start to finish, Helen brought creativity, style, and practicality together to make the spaces look absolutely stunning.

Her attention to detail and eye for design have truly made a difference.

★★★★★

I've seen the photo's and I'm very happy with the property. Thank you Helen you are a true Professional.

For any other projects in the UK you are my one and only solution

★★★★★

Testimonials can be verified on our Google Page

If you're looking for an interior designer who understands both aesthetics and functionality, I highly recommend Helen.

She made the entire process smooth, stress-free, and enjoyable.

Thanks again, Helen!

★★★★★

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Contact Us

Ready to transform your property investment with Dreamcatcher Interiors?
Reach out to us today!
Whether you have questions or are ready to start your next project, we're
here to help. Contact us via phone, email, or visit our website for more
information.

Let's create something extraordinary together!



Feel free to book in a quick call
Scan the QR or Click [HERE](#)



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