

CONTENTS

Introduction.....	Page 1
Why choose Frances Hertzog Interiors.....	Page 2
Furniture Packages	
• Essential Furniture Package.....	Page 3
• Superior Furniture Package.....	Page 3
• Ultima Furniture Package	Page 3
Modernisation	Page 4
Snagging	Page 5
Developers	
• Show Apartments	Page 6
• Furniture Packages	Page 6
Contact Us	Page 7
Terms and Conditions.....	Page 8

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FRANCES HERTZOG INTERIORS
SEPTEMBER 2006 BROCHURE

INTRODUCTION

...create stylish design solutions at excellent value...

Frances Hertzog Interiors create stylish design solutions at excellent value which will:

- **Attract you the best tenants**
- **Maximise your rental income**
- **Reduce your rental voids**
- **Add value to your property**

Frances Hertzog Interiors is a company set up by investors for investors. We understand that the right furniture package is a vital part of your buy-to-let investment.

In an extremely competitive rental market it is important to make your property stand out from the competition.

Whether you are an investor, a developer, a letting agent or just someone looking for help in furnishing your home we can offer you highly competitive packages for much less than you would expect.

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WHY CHOOSE FRANCES HERTZOG INTERIORS?

...your "empty shell" will instantly be transformed into an appealing home...

We produce interiors which immediately appeal to prospective tenants. We understand it is important to stay within your budget and still create an interior which meets market demand.

When styling an interior we consider both the layout and design of the property. Your "empty shell" will instantly be transformed into an appealing home ready to impress your new tenant.

We provide superior quality furniture which is compact, contemporary and easy to maintain at a lower price than that found on the high street.

We offer a flexible service and can react quickly to meet the needs of our clients.

On completion of the works we will send you a complete inventory of items purchased, together with digital photographs of each completed room.

FURNITURE PACKAGES

...it is essential to ensure that the right furniture package is used to target the right market...

Furniture packages offer a cost effective way of furnishing a buy-to-let apartment. Our furniture packages are enhanced by the creativity of our designers, producing interiors which have immediate appeal.

It is essential to ensure that the right furniture package is used to target the right market. We have a range of furniture packages to choose from depending on your budget and target rental market.

ESSENTIAL PACKAGE

The Essential Package is aimed at landlords who recognise the need to provide the necessary furniture required in today's very competitive buy-to-let market but who have a limited budget.

SUPERIOR PACKAGE

The Superior Package is a complete furnishing solution providing everything necessary to enable a prospective tenant to move in with nothing but their suitcase.

ULTIMA PACKAGE

The Ultima Package provides an increase in quality combined with luxury items which create a unique environment. This package is essential for landlords who want to attract the best tenants and achieve a premium rental income. It is especially important to have this furnishing solution when targeting corporate clients.

MODERNISATION

...show your apartment to its maximum potential helping you to achieve the best returns...

The proliferation of new apartments in the rental market means it is essential for landlords to modernise older apartments in order to achieve higher rental returns, minimise void periods and increase sale prices.

Many existing properties simply require a new lease of life. Whether you are looking to rent or sell your property, Frances Hertzog Interiors' experience can ensure that you show your apartment to its maximum potential helping you to achieve the best returns.

We offer a free consultation service where we will assess your property and highlight alterations which are required in order to maximise your returns in this competitive market.

Our recommendations cover the following categories:

- **Redecoration**
- **Partial Refurbishment**
- **Whole Refurbishment**
- **Partial Replacement of Furniture**
- **Complete Replacement of Furniture**

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SNAGGING SERVICE

...it is often not cost effective for investors to make a special trip to snag their new property...

On completion of new build apartments there are often problems that need to be corrected by the developer. It is important that these problems are identified straight away to ensure they are resolved.

It is often not cost effective for investors to make a special trip to snag their new property. Many investors do not have the time or knowledge to do this sufficiently.

If snagging is not performed when a property is handed-over, purchasers have very little comeback on the developer for any damaged or missing items and poor or unfinished work.

We undertake a full inspection of your property and provide you and the developer with an itemised list of work that needs to be carried out. Once the work has been done we will carry out a re-inspection to ensure the work has been completed

DEVELOPERS

Developers are increasingly teaming up with Interior Design companies to help show their apartments to their maximum potential. Developers are also recognising the benefit of offering furniture packages as an incentive to attract a wider range of buyers.

SHOW APARTMENTS

...a show apartment is an essential tool for developers to maximise profits and secure ongoing sales...

In a competitive market a show apartment is an essential tool for developers to maximise profits and secure ongoing sales.

People can find it very difficult to imagine an empty property as their home and often do not have the perception to gauge the size of an apartment without furniture.

We transform an "empty shell" in to an instantly saleable and desirable home.

Frances Hertzog Interiors realise that requirements change depending on the size and design of the show apartment. We work in partnership with developers to achieve objectives within budgetary constraints and can work to a specific design brief.

FURNITURE PACKAGES

...more and more investors are looking to buy from developers who offer furniture packages...

Many developers have realised that by including furniture packages in the purchase price of an apartment they are more likely to attract buyers from two different groups.

First Time Buyers

The vast increase in property prices has made it difficult for first time buyers to get on to the property ladder. Including a furniture package can attract this section of the market by reducing the overall expenditure of purchasing a new home.

Investors

The increased availability of discounted new apartments means that investors have a greater range of apartments to choose from. More and more investors are looking to buy from developers who offer furniture packages in order to reduce their total expenditure.

Our personal, professional approach allows us to provide flexible furnishing solutions, individually tailored to our client's needs and budget. We constantly monitor the market place keeping up with current trends.

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TERMS & CONDITIONS

Payment

The full balance is required upon receipt of order. Payments can be made by cheque or bank transfer. We are unable to make any deliveries without these payment terms being fully satisfied.

Delivery

Delivery dates are estimated and given in good faith. Frances Hertzog Interiors will not be held liable for any costs incurred through late delivery. There is no delivery charge in the North West however a supplementary charge will be applied to all other UK locations

Liability

It will be the Client's responsibility to ensure all goods are insured once received. Frances Hertzog Interiors are responsible only for the goods up to time of installation. Under no circumstances will Frances Hertzog Interiors be liable for any loss or injury attributable to defects in the goods or otherwise in relation to the performance of any contract entered into between Frances Hertzog Interiors and the Client. Furthermore, the Client shall indemnify Frances Hertzog Interiors against any claim for such damage, loss or injury made against Frances Hertzog Interiors by a third party.

Guarantees

All warranties and guarantees will be passed to the Client to be held in case of faulty workmanship or other claims requiring exchange or repair.

Damage / Missing Items

Any damage or shortage of items must be made in writing within 7 days. All items will be checked off on delivery and Frances Hertzog Interiors will advise the client if there are any items outstanding. We cannot accept liability for items that go missing after installation.

Cancellation

Frances Hertzog Interiors reserve the right to charge the Client for any costs incurred through change of installation date or cancellation, which is not due to Frances Hertzog Interiors.

Force Majeure

Frances Hertzog Interiors will not be liable to the Client for any breach of Contract arising from or which may have been caused by act of God, force majeure, war, riot, civil commotion, government order, direction or legislation by fire, accident, strike or other industrial action, adverse weather conditions, delays in transport or by any other matter over which Frances Hertzog Interiors has no control.

Design

Design, material and finish are liable to change without notice in the light of continuing development. We reserve the right to substitute items with similar quality.