

# FANTASTICALLY **FRESH** APARTMENT INTERIORS

by Kay Green Design  
[www.KayGreenDesign.com/Leasing](http://www.KayGreenDesign.com/Leasing)

Your Life . . . Made Easy!

Dusting, straightening and tuning your model apartment... EVERY apartment community manager would say, "Oh my gosh, my team better be doing that!" . . . So... are YOU?

Return to the basics of maintaining a fresh interior look for your merchandised model apartment, clubhouse and leasing office, using these key steps.

Pre-Grand Opening		
Merchandise walk-through with manager(s)	Leverage your Designer's understanding of the merchandising to help your leasing representatives better understand the target renter	
Full inventory check (repeat weekly)	Make sure that your accessories are not being taken by your prospects as they tour your model apartment. Replace missing items promptly.	
Toilet seats secured shut with ribbons	If you are not allowing use of the model apartment bathrooms, secure them shut.	
Closets free of paint cans, wallpaper samples, packing materials	Remove all construction and installation remnants for a neat appearance.	
Daily Checklist		
Carpets	Dirty? Stained? Worn in high-traffic areas? (steam clean every 6-12 months depending on your traffic flow)	
Tiles surfaces	Grout stained? Tile chipped? Cracked?	
Wood flooring	Unpolished? Stained?	
Radio, CDs or iPod dock	Wrong radio station for your target market? Too Loud or Too Soft? (why not invite prospects to listen to their own iPod's music as they tour your model apartment? Personalize their experience!)	
Wallpaper	Seams separating? Soiled? Torn? Corners worn?	
Painted walls	Marked? Fingerprints?	
Corners	Cobwebs? Dust?	
Light fixtures and lamps	What age not maximum? Not turned on? Dusty? (use incandescent bulbs rather than fluorescent for a more soothing lighting color)	
Area rugs	Not lying flat and straight?	
Pillows and cushions	Improper position? Chair/couch cushions crooked? Accent pillows not fluffed? (karate chop the accent pillows in their top-center to give it even more inviting appeal of comfort!)	
Glass tops	Dirty? Streaked? Finger prints?	
Candy dishes	Empty? Used wrappers / trash	
Windows	Dirty? Spotted? Cobwebs? Dusty sills?	

