



A Decorative Touch

The Making of a Mini-Model



The beauty of the well appointed mini-model is that with the right accessories you can add color, personality and life to an otherwise “vanilla” vacant apartment. Done correctly, the mini-model can be a terrific selling tool. The premise behind this accessorized apartment is that it creates a vision for what a prospect’s home could look like. It’s a “sneak preview” so to speak.

“Keys” to a Great Mini-Model

- Be sure that the apartment you are going to highlight is market ready and has a nice fresh/clean smell.
- Set the clocks on all of the appliances.
- Plant accessories plentifully but tastefully to create a real life feel.
- Utilize kitchen and bathroom areas primarily for the most “bang for your buck”, but plan to spend from \$250 - \$500.
- Shop where your prospective residents would shop, so that you can gear the accessories to your target market.
- Secondary areas to highlight would be the laundry room, fireplace mantel, built-in bookshelves, alcoves or window seats.
- Catalogs like Pottery Barn, Pier 1, and West Elm are great for getting ideas on accessories that work well in different rooms. You’ll likely find similar items in less expensive retail outlets.
- Steer clear of setting up comforters and pillows in bedrooms or picnic blankets in living rooms. The idea is to give the apartment some character without interfering with the open space.

Setting the Mood

*Don’t forget the music! The right tunes can add the final touch of ambience to your mini-model. Portable CD players with **repeat mode** can be found for about the same price as a radio these days. When selecting your music be sure to choose a genre that is suitable for your target market.*

The Finishing Touch

Now that your mini-model is set-up and ready to show, a few simple steps can help to keep the items together and ready for use in the next apartment.

- Make a room by room inventory of the items, taking photos of each room with the accessories so that the next person knows exactly how to set it up. Keep one copy with the mini-model items in the storage bins and keep the other set in the office in the event that the first list is misplaced.
- Buy one or two large storage containers. The ones with wheels are easier to move. Invest in bubble wrap for transporting the breakables. You can keep the used bubble wrap in the storage containers when you unpack.
- Remember to remove the items before your new prospect moves into the apartment!

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Web: www.epmsonline.com

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Tel: 972-256-3767 or 888-988-3767