



*Commercial Residential*

**BOWENBERBERD**



## *The Art of Connecting*

BOWERBIRD is united in our desire to connect people and places. Creating connection between people and place proffers the connection of possibilities, opportunities, ideas, memories, and self.

We seek to transform creative spaces to be deeply experienced; to be loved.

By fusing a sense of integrity with design, our team is privileged to create new ways for people to connect and fully engage with spaces; to experience, to be themselves, to love.

When we connect ideas and perspectives without boundaries, anything is possible.



## Spaces to Sell and Live

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## Welcome to BOWERBIRD

Founded in 2013, we are an Australian-built, family-run business born out of a passion and desire to curate inspiring spaces for our clients.

Specialising in both Property Styling and Interior Design, we work across three main client verticals; Private Residential, Commercial Residential and Special Projects.

BOWERBIRD offers a complete, end-to-end design solution and with a focus on efficiency

and cutting edge technology, we strive to deliver exceptional results for our clients.

Our extensive design experience, innovative marketing capabilities and robust operations support our deep and lasting commitment to excellence and our dedication to creating spaces for people to connect, to love and to live.



## Commercial Residential

SPACES TO IMAGINE  
AND CREATE VALUE

We partner with **Property Developers, Home Builders and Project Marketers** to manage all design, furniture, and styling needs. From display homes and sales suites to common area fit outs and build to rent furniture schemes, we create inspiring spaces, designed to elevate your project and achieve your commercial objectives.



# Interior Design & Styling Solutions

## INTERIOR DESIGN

Our Interior Design service transcends the ordinary, crafting immersive environments that stir emotions and ignite the imagination.

From initial design concept and floor plan analysis, to furniture and accessory specification, our Interior Designers curate inspiring spaces that connect with your target demographic and clientele.

We proudly offer an end-to-end design solution, managing your entire project to final installation and on-site styling.

## DESIGN SERVICES:

- Design Concept Direction
- Customer Journey Mapping
- Documented Furnished Floor Plans
- Furniture and Accessory Specification
- Procurement & Project Management
- White Glove Delivery Service



## PROPERTY STYLING

With a deep knowledge of the current market and industry trends, we understand what potential buyers want to see. Our ultimate goal is to connect with your purchasers ensuring the best possible outcome for your project.

With over 10,000 properties styled, and a decade of experience, we are committed to helping you achieve a successful return on your investment.

## STYLING SERVICES:

- Short-term rental – 1 month to 12 months
- Long-term rental – 12 months – 36 months
- Curated, bespoke furniture and accessories scheme
- Full and partial styling available
- Full on-site styling service
- Seasonal refreshes for long term furniture hire





## Commercial Residential Design Solutions

### EXPERIENCE

With over a decade of experience in Interior Design and Styling, our portfolio tells a story of versatility and mastery. We have successfully handled diverse projects, showcasing our ability to

transform different types of properties into breathtaking spaces. Our experience speaks volumes, and it gives us a unique edge in this ever-evolving industry.

### VIRTUAL STYLING FOR MARKETING RENDERS

To help promote your projects.

### SALES SUITE STYLING

Crafting compelling narratives to maximise property appeal.

### DEVELOPER DISPLAY APARTMENTS & HOME BUILDER DISPLAY HOMES

Sales launch styling, residual stock-sell through styling, and display relocation..

### COMMON AREA FIT OUT

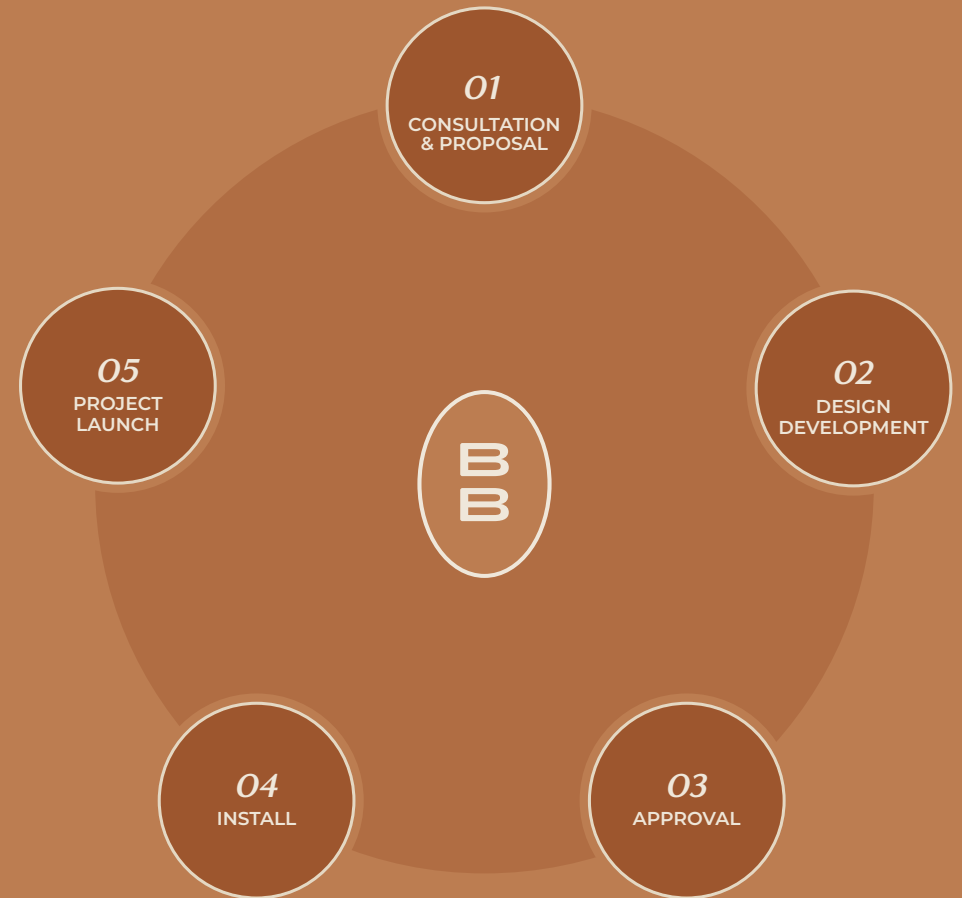
Includes access to commercial-grade products and custom furniture design.

### CUSTOMER JOURNEY MAPPING

Strategic roadmaps in tandem with sales suite styling and methodical sales journeys, guiding clients from initial engagement to lasting satisfaction.

### BUILD-TO-RENT

Includes common area fit out, furnished apartments (full turn-key services), and furniture packages.



## Our Process



## Beyond Design The BOWERBIRD Effect



### 01 MARKETING

With a robust online presence, we excel in marketing through the creation of highly compelling content. Our expertise lies in captivating audiences and making a lasting impact, empowering clients to tap into and effectively connect with the potential of their target audience.

### 04 SUPPLY CHAIN

Behind the scenes, BOWERBIRD's supply chain is the foundation of creativity and reliability. Collaborating with diverse partners, we enrich each project with varied perspectives, a testament to our belief that excellence thrives through collaboration.

### 02 TECHNOLOGY

Technology is at the heart of our operations. Rooted in core principles of innovation, we leverage technology to offer our clients unparalleled clarity, efficiency and effectiveness. By employing cutting-edge strategies, we streamline complex processes, ensuring our clients not only meet but exceed their goals.

### 05 OPERATIONS

Our purpose-built 4,000sqm distribution center, equipped with cutting-edge technology, allows us to efficiently manage multiple projects while upholding the highest quality standards. It reflects our unwavering commitment to excellence and delivering exceptional results.

### 03 END-TO-END SOLUTION

From the outset of our partnership, we deliver a complete solution covering every step, from initial consultation to logistics and styling. Our end-to-end strategy ensures meticulous attention, resulting in a flawless and memorable BOWERBIRD experience.



## We Have The Scale And Capability To Deliver

BOWERBIRD offers a full-service and scaled logistics solution. Supported by a pedigree in staging over 1,000 homes for sale each year, and with over 10

years operating in the Residential and Commercial Property markets behind us – we are curators of spaces.

### TEAM

50+ staff comprising Management, Sales, Marketing, Project Management, Design, Styling, Finance and HR.

### OPERATIONS

Brand new Distribution Centre ~ 4,000sqm of storage. 1,000+ properties furnished per annum.

### LOGISTICS

Professionalised freight and logistics with a team of 20+ installers and our own fleet of 10+ commercial vehicles.

### SUPPLY CHAIN

Varied and diverse supplier network sourcing from quality suppliers to ensure best-in-class outcomes and value.

**WHEN YOU CHOOSE TO WORK WITH BOWERBIRD, YOU ARE NOT JUST CHOOSING AN INTERIOR DESIGN AND STYLING TEAM, YOU'RE CHOOSING A MARKETING TEAM AND TRUE PARTNER WHO WILL TRANSFORM YOUR VISION INTO REALITY.**

**OUR INNOVATIVE APPROACH, EXTENSIVE EXPERIENCE, AND COMMITMENT TO EXCELLENCE SETS US APART.**





