

BIGSTYLE STAGING

vacation rental design & setup services

Where Style Meets Guest Experience

DESIGN
THAT DRIVES
5-STAR
REVIEWS



www.bigstylestaging.com

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Vacation Rental Design

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We create fully guest-ready vacation homes designed to stand out online, **boost bookings**, and **deliver 5-star guest experiences**, from empty spaces to styled and stocked.

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Vacation rental design blends aesthetics with functionality. We create spaces that perform for guests and photograph for profit.

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Led by Gina Gailing, Big Style Staging brings staging excellence, industry credentials, and hospitality insight to every vacation rental project.

For Details, Go To:

<https://bigstylestaging.com/vacation-home-designs/>

Short Term Vacation Rental Property Design in South Florida

Big Style Staging Specializes in designing and setting up short-term rental properties like Airbnbs and Short Term Rentals (STRs) to **MAXIMIZE GUEST APPEAL AND GET 5-STAR REVIEWS**. From sourcing sturdy, Renter-friendly furnishings to styling every space for professional photos, **we handle it all - from concept to install.**

1 Why Work With Big Style Staging?

Vacation rentals are big investments - and your property deserves to shine. We specialize in designing and setting up short-term rental homes (Airbnb, VRBO, STRs, vacation listings) that **maximize renter appeal, increase bookings, and earn glowing 5-star reviews**.

2 We Go Beyond Furniture: our goal is to create a fully guest-ready experience, from **stylish, durable furnishings** to thoughtful details and professional photography that sells your listing.

3 Do You Have A New Vacation Rental Property That You're Getting Ready To Launch?

If your vacation home listing is totally empty and you don't know where to begin decorating or where and how to shop for furnishings, we can help! **Our team can create a dream vacation rental property** that will provide you with a steady stream of income and renters.

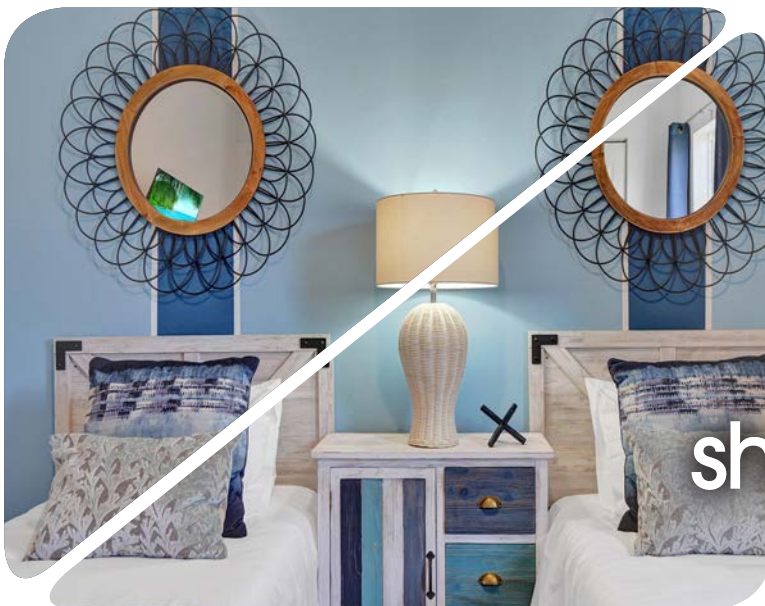
4 Already Have An Existing Vacation Rental That Just Needs A Refresh?

We can help with that too. Working off your current decor style, we can purchase additional items to create a **fresh, cohesive look**.

5 With Our Turn-Key Design Solutions, you can **hire us to do it all, or just provide a little help**. First, we set a budget and create a design plan. Then, we take over! From design and purchasing to assembly and styling, **we handle as much or as little as you need**.

6 You Can Be Involved In Every Selection Or Simply Trust Us To Handle It All.

Instead of one big installation day, we work on your property in phases, styling and setting things up as purchases arrive. This allows us to stay efficient and flexible while ensuring **every detail is perfectly in place before the final photography**.



short term rental
design services

Where Style Meets Strategy, Durability & Guest Experience

1 Why Vacation Rental Design Is Different From Traditional Interior Design Or Staging.

Designing a vacation rental isn't the same as decorating a personal home or staging a property for sale. It's its own specialized design discipline that must **balance hospitality, durability, aesthetics, and real-world performance**. At Big Style Staging, we understand this balance better than anyone.

2 Unlike Traditional Interior Design, Where Personal Taste And Permanence Take Priority, or home staging, which focuses solely on selling a lifestyle.

Vacation rental design must do it all:

- Photograph beautifully to attract online bookings.
- Withstand heavy guest use and constant turnover.
- Be easy to clean, maintain, and replace when needed.
- **Create a comfortable, functional space that EARNS 5-STAR REVIEWS.**

3 Gina Gailing, Owner And Creative Director Of Big Style Staging, Brings A Unique Blend Of Expertise To Every Project.

As the Owner of one of South Florida's most **award winning home staging companies**, Gina has spent years helping properties stand out in competitive markets. Her background in visual merchandising, creative direction, and staging has given her a sharp eye for layouts that convert. But what **truly sets her apart** is her **real world perspective as a traveler**,

having personally rented and stayed in over 40 vacation homes. She knows exactly what details matter to guests - from towel quality to smart storage to lighting that makes a space feel instantly welcoming.

4 We Prioritize Durability And Efficiency Just As Much As Aesthetics.

Our furniture and material selections are designed to endure high occupancy without compromising on style. **Every item we source is guest-proof, easy to clean**, and either in-stock or easily replaceable, ensuring that you're not stuck waiting weeks for parts or scrambling to match something that's been damaged.

5 Our Design Process Also Considers The Business Side Of Rental Ownership.

A well-designed vacation property doesn't just look good - it performs better. **Our clients consistently experience faster bookings, higher nightly rates**, fewer maintenance issues, and better guest feedback. In short, **smart design pays for itself**. Whether you're working with us locally or through our E-Design service, **we build every space to be both beautiful and strategic**.

6 At Big Style Staging, We Don't Just Decorate. We Design Hospitality Experiences that attract guests, support glowing reviews, and help your property become a thriving, income generating asset.



smart design,
lasting impact

Full Service Design & Setup: We Handle Everything So You Don't Have To

1 **Whether Your Vacation Rental Is Completely Empty Or Just Needs A Refresh**, Big Style Staging offers a **full-service, turnkey solution to transform your property** into a high-performing, income generating listing.

2 **We Take Care Of Every Detail, Including Sourcing, Purchasing, Assembling, Unboxing, Installing, And Styling All Furnishings And Décor.**

Our team outfits the entire home, including living spaces, bedrooms, kitchens, and bathrooms, with thoughtfully selected furniture, rugs, artwork, linens, and accessories that are both **durable and design-forward**.

3 **We Also Fully Stock Kitchens And Baths** with cookware, utensils, dishware, towels, and toiletries. Need extras? We can **include thoughtful touches** like board games, portable baby cribs, beach supplies, and other guest-friendly amenities to **elevate your property's appeal and boost your reviews**.

4 **Once Installed**, we remove all packaging and debris and prepare the space to be **100% photo-ready**. **Every detail is carefully styled** to ensure your listing stands out the moment it's posted online.

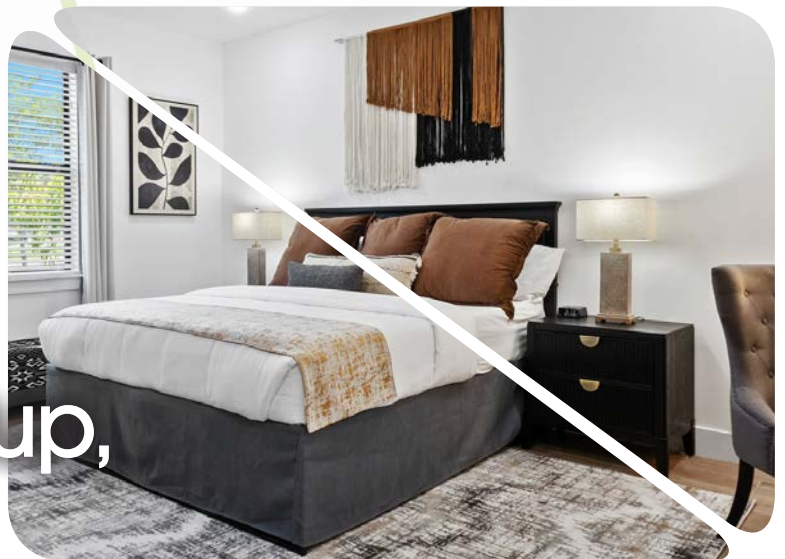
5 **What's Included In Our Turnkey Setup:** We handle every detail to ensure your rental is **100% guest-ready and photo-perfect**. Our **full service setup includes:**

- Comprehensive furniture selection and purchasing.
- Purchasing of décor, artwork, rugs, and linens curated for style and durability.
- Full kitchen and bathroom stocking with guest-ready essentials.
- Secure receipt and storage of all deliveries prior to install.
- Coordinated delivery, assembly, and complete setup.
- Final styling for a polished, photo-ready presentation.
- Removal of all packaging and debris.

6 **Additional Setup Support:** To complete your property's transformation, we also offer **light handyman services** to ensure everything is safe, functional, and tech-equipped. **These may include:**

- Wall-mounted TV installation (for added safety).
- Blackout curtain rod installation.
- Smart lock setup for keyless entry.
- Programmable thermostat installation for guest comfort and energy efficiency.

(Note: camera installation is not included)



complete setup,
start to finish

Professional Photography That Sells Your Vacation Rental



1 In Today's Competitive Short-Term Rental Market, You Have Less Than 30 Seconds To Make A Strong First Impression Online.

If your photos don't immediately grab attention, potential guests will keep scrolling. That's why **Big Style Staging** offers professional photography coordination as an optional add-on to our vacation rental design services, so **your property looks just as amazing in photos** as it does in person.

2 **We Collaborate With Experienced Vacation Rental Photographers** who understand how to capture properties specifically for Airbnb, VRBO, and other booking platforms. Our team can handle the scheduling, coordination, and delivery, making **the process seamless and stress-free**. Photography is typically scheduled for the day after your design install is completed, ensuring every space is perfectly styled and camera-ready.

3 **Within 48 Hours, You'll Receive A Gallery Of Stunning**, high-resolution images that highlight the unique features and charm of your rental. **Photography packages can include:**

- Interior HDR stills that show off layout, functionality, and style.
- Drone shots that showcase the property's location and outdoor amenities

- Twilight photography that creates a warm, aspirational vibe.
- Walkthrough video for use on Airbnb, VRBO, and social media.

4 **For Added Impact, Gina Can Personally Art Direct The Shoot** for an additional fee, ensuring every photo is styled and framed to show your rental in its best light. This optional service is perfect for owners who want more **curated and strategic visual content**.

5 **At Big Style Staging, We Don't Just Design Beautiful Interiors, We Create Spaces That Perform Well In Photos.**

We choose furnishings, color palettes, and accessories that photograph cleanly and attractively, while still **delivering comfort, function, and durability for guests**. Our goal is to make sure your property not only looks great in person, but also **drives clicks, bookings, and five-star reviews online**.

6 **Whether You're Launching A Brand-New Vacation Rental Or Upgrading** the look of an existing one, **professional photography is one of the smartest investments** you can make. We'll help your rental shine on every platform and stand out in a crowded digital landscape.



stunning photos =
more booking

A Cohesive Design Can Boost Your Online Appeal

1 Do You Want To Get The Highest Number Of Future Renters And Increase Your Rental Earnings With Your Vacation Rental Property?

Owning a short-term rental can be a big investment, and with so much competition in South Florida, **your rental home or condo must stand out to get the most bookings**. The reality is: all guests search for their next vacation rental online, and **first impressions are made through photos**. That's where professional styling makes all the difference.

2 Big Style Staging In South Florida Offers Interior Styling And Design Services that go far beyond simple decorating. We can transform your rental property into a beautifully curated, high-performing income generator, without spending a fortune. Our team creates a fully customized look designed to capture attention, showcase your space, and maximize your profits.

3 A Cohesive Design Can Boost Your Online Presence. We thoughtfully curate each space to feel welcoming, well-planned, and consistent in style from room to room. This not only creates a strong guest experience, it dramatically improves your online presentation. The result? More clicks, more bookings, and better reviews.

4 A Cohesive Design Creates A Polished, Professional Look that builds trust with potential Renters the moment they see your listing. When each room flows seamlessly into the next with a unified color palette, decor style, and level of finish, **your photos instantly feel more elevated** and intentional. This makes your property stand out in a sea of competing listings and signals that your space is well managed and cared for.

5 In A Market Where Most Guests Make Booking Decisions Based On Images Alone, cohesive design directly translates into higher conversion rates and longer time spent viewing your listing. It encourages potential guests to picture themselves in the space and feel confident in booking.

6 And The Benefits Go Beyond The Initial Click. A well-designed rental supports better guest satisfaction, which leads to glowing reviews, repeat bookings, and higher rankings on platforms like Airbnb and VRBO. Ultimately, **cohesive design is one of the smartest and most cost-effective ways to ensure your vacation.**



cohesive design
drives more bookings

Our Signature Process & Furniture Selection

1 Our Turn-Key Process:

- **Consult & Quote:** We assess your property needs and present a design plan with either a flat-rate or hourly estimate.
- **Design & Planning:** We create a customized design tailored to your property's style, renter profile, and budget.
- **Shopping & Assembly:** We source, order, accept and store deliveries at our warehouse, and deliver, and assemble all furnishings and essentials.
- **Install & Style:** We stage every space to perfection, including kitchens, bathrooms, and extras like games, baby gear and patio.
- **Photography:** We can coordinate professional photography so your listing looks stunning online.

2 Every Project Is Tailored, But Always Includes Efficiency, Quality, And A Sharp Design Eye.

We treat each rental like a model home. After photos and measurements, we develop an individual plan, ensuring every piece is cohesive, durable, and reflective of your property's character.

3 We Source From Quality, Affordable Retailers

like City Furniture, Rooms To Go, Home Sense, and our network of trusted Vendors. While we aim to stay budget-conscious, we prioritize durability and guest comfort, especially in high-turnover vacation rentals. We avoid lower end lines from stores like Wayfair and IKEA, as they often don't hold up well under repeated guest use. Our selections strike a balance between style, comfort, and long term performance.



smart design,
thoughtful selections

Transparent, Client-Friendly Pricing Tailored to Your Comfort Level

1 Transparent, Client-Friendly Pricing Tailored to Your Comfort Level.

We offer two flexible pricing structures to suit your preferences and comfort level. Every client is different, some want a simple flat fee with no guesswork, while others prefer full transparency with a detailed view of how every dollar is spent. At Big Style Staging, we're happy to accommodate both.

2 Flat-Rate Package:

This all-inclusive option provides one clear, upfront price for the complete scope of design and setup services. It's a **great choice for clients who value simplicity, predictability, and a no surprises approach.**

- No breakdown of billable hours.
 - One pre-determined cost for all design and implementation work.
 - Easy budgeting and peace of mind from the start.
- This is our most popular option for out-of-town clients** or those who prefer a more hands-off experience and want everything handled without needing to review line items or hourly logs.

3 Hourly Billing With Full Transparency:

Ideal for clients who like to see exactly how time is spent and where money is going. With this model, we track every design and project management hour and provide a detailed invoice at the end of the project.

- You pay only for the hours worked.
- Full breakdown of time spent.
- **All receipts provided - no product markups. (you pay what we pay - this is for both options).**
- A detailed cost estimate is provided before we begin, so there are no surprises. Some clients **find this option helpful if they want to be more involved in the design process** or want flexibility to adjust the scope as the project evolves.

4 Design Service Fees:

Our current billing rates are as follows:

- **Design Services** - \$150/hr*
 - ***For STR projects requiring 25 or more hours, we offer a Discounted Design Service Rate** - \$135/hr
 - **Administrative Services** - \$50/hr
 - **Furniture Assembly & Design Assistants** - \$35/hr
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pricing, billing
& getting started



Transparent, Client-Friendly Pricing Tailored to Your Comfort Level ...continued

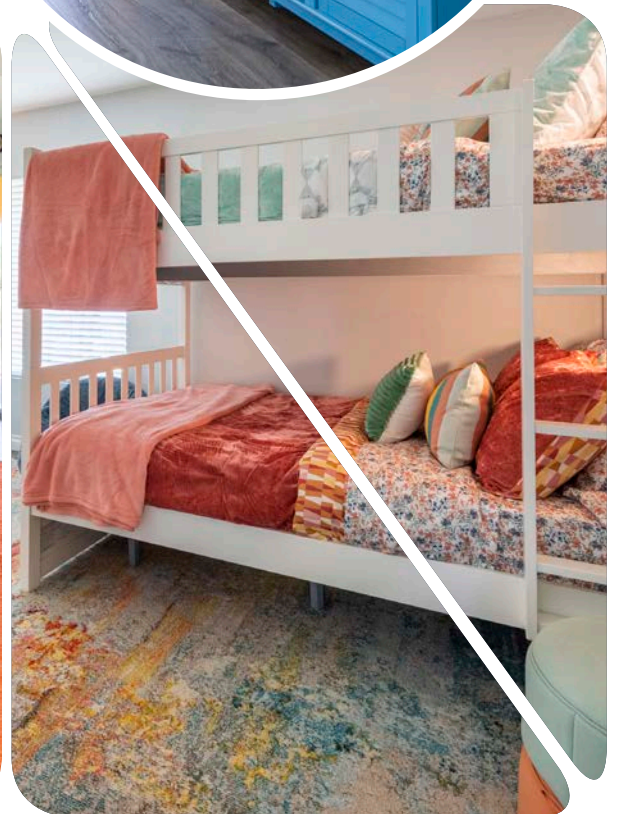
5 In our experience, **the final total for either option usually ends up about the same.** It's truly a matter of personal preference - whether you value simplicity or itemized transparency. Rest assured, whichever option you choose, **our pricing is fair, honest, and 100% markup-free (on purchases).**

6 **Getting Started:** To kick off your project, **we require two deposits:** one for approximately 50% of the estimated furnishing purchases, and one for 50% of our estimated design time. **Work begins once both deposits are received** and cleared. Additional hours and advances for purchases are billed weekly or as needed.

7 **Once The Initial Deposits Are Received,** we immediately begin developing your design plan, sourcing furnishings and preparing for a seamless installation. Our goal is to make the process easy, efficient, and fully aligned with your expectations from start to finish.

8 **Please Note: Some Additional Costs May Apply,** including third-party furniture store delivery fees, procurement and handling fees, storage of furnishings prior to installation, transportation to the property by Big Style Staging, and disposal fees for packaging materials and debris.

- Rates valid as of July 2025 and subject to change



Curated Design With Flexible Client Input

1 Your Level Of Involvement In Product Selections: You're welcome to be as involved or uninvolved as you'd like when it comes to selecting furnishings and décor. Some clients want to review every choice and have the final say on each detail, while others prefer a completely hands off approach. Either option works beautifully, and **we're happy to tailor the process to your comfort level.**

2 Most Clients Choose To Let Us Handle The Selections Independently To Streamline The Process and avoid unnecessary delays. However, if you'd like to approve major pieces like sofas, beds, or dining sets, we're happy to flag those for your review. Just keep in mind that **increased collaboration, multiple feedback rounds, or approval holds will require additional design time.** This will be reflected in your final Design Services fee.

3 Our Goal Is Always To Balance Creative Efficiency With Your Preferences, keeping the project on track while ensuring the final result feels like you. We're here to guide the process, handle the heavy lifting, and **bring your vision to life with as much or as little input as you'd like to give.**

4 Where Do We Shop?

We source furniture and décor from a curated list of trusted retailers and trade vendors known for **delivering great style, value, and durability.** Our go-to sources include exclusive trade only vendors (our first choice whenever possible), City Furniture, HomeSense, and occasionally Rooms To Go.

5 We Intentionally Avoid Fragile, Assembly Heavy, Or Low End Items such as IKEA and many Wayfair lines that don't hold up well to repeated guest use. **We prioritize quality, comfort, and functionality,** making sure everything we install looks great in photos and withstands the wear and tear of a busy rental. Our sourcing process also factors in availability and delivery timelines. **We focus on in-stock items to keep your project on schedule,** while still achieving a stylish, cohesive look that supports strong reviews and repeat bookings.



Why Vacation Rental Design Is Different Than Traditional Design Or Staging

1 Designing A Vacation Rental Home Isn't Just Decorating, It's Strategy.

Designing for short term rentals is an entirely different discipline than traditional interior design or home staging. While interior designers may focus on personal style and aesthetics, and stagers focus on appealing to homebuyers, **we design with performance, longevity, and guest satisfaction** in mind, so your property doesn't just look beautiful, it works hard for you.

2 Vacation Rentals Experience Constant Turnover, Multiple Guests, And Wear And Tear far beyond a typical home. That's why every design decision we make is both stylish and strategic. We don't just create a space that looks good, we create one that functions flawlessly and holds up over time.

3 Our Vacation Rental Designs Prioritize:

- Easy-to-clean surfaces and fabrics.
- Durability and stain resistance.
- Guest-proof furnishings and layout.
- Non breakable accessories and decor.
- Functionality without sacrificing style.
- Inventory that's easy to reorder, replace, or refresh.

4 We Design For:

- Frequent guest turnover.
- High occupancy rates.
- Quick and efficient cleanups.
- Strong guest experiences and **5-star reviews**.
- Standout online listings that drive bookings.

5 As Someone Who Has Personally Stayed In And Rented Over 40 Vacation Homes, Gina brings first-hand experience to every project. She knows exactly what makes a rental comfortable, memorable, and well stocked, from the placement of bedside outlets to the quality of the cookware and the thoughtful extras that make a stay feel seamless. That lived in experience allows her to design with the guest's perspective in mind, down to the smallest details that often get overlooked.

6 To Take It A Step Further, We Also Collaborate With A Highly Rated Airbnb Superhost who offers full service property management. Her insights help us align our designs with real world hosting standards, ensuring your space not only meets guest expectations but consistently exceeds them.

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Why Vacation Rental Design Is Different Than Traditional Design Or Staging ...continued

7 Partnering With Her (Or Your Own Property Manager) Can Save You Both Time And Money.

Because we're already familiar with her requirements, we're able to purchase exactly what's needed to meet her hosting criteria, nothing more, nothing less. **That means no unnecessary purchases and no wasted items** that would later be removed before listing. **We seamlessly incorporate everything she needs** into the setup, so once our final install day is complete, your home is fully furnished, guest ready, and can go live on Airbnb as soon as the next day.

8 Of Course, You're Not Required To Use Our Recommended Property Manager, we're happy to work with your existing Manager or coordinate directly with you based on your needs and preferences. The result? A professionally styled, durable, and functional vacation rental that earns top reviews, attracts more bookings, and generates greater income with less stress.



RESA® 2025
HOME STAGING INDUSTRY AWARDS®
TOP TEN BEST SHORT TERM RENTAL STAGING PROJECTS
UNITED STATES
BIG STYLE STAGING



function first,
style always

Why A Professionally Designed Vacation Rental Is More Than Just A Pretty Space

- 1 A Successful Short Term Rental Isn't Just About Location Or Price, It's About Guest Experience.**
In today's crowded vacation rental market, **what makes a guest choose your property**, leave a glowing review, and come back again often comes down to one thing: **design that delivers**.
- 2 At Big Style Staging, We Treat Your Rental Like A Hospitality Business.**
We design spaces that don't just look good, they perform. That means **choosing furnishings and layouts that photograph beautifully, hold up to guest use**, and make turnovers more efficient. The goal is not just to impress your guests, but to support your long term success as a host.
- 3 First Impressions Matter.**
Guests Scroll Through Dozens Of Listings In Seconds. If your photos don't stop the scroll, you're missing out on bookings. **Our designs are tailored to capture attention with clean, cohesive visuals** and thoughtfully curated moments that translate beautifully online.
- 4 Better Design, Better Results.**
Well-designed rentals consistently **earn more per night, book faster, and receive higher ratings**.
- 5 Why Do Well Designed Rentals Perform Better?**
Because guests associate polished design with quality, cleanliness, and value. **Our approach focuses on comfort, function, and durability**, while still delivering a high end, boutique style feel. **It's Not Just a Home, It's a Business Asset.**
- 6 Great Design Supports Better Reviews, Higher Nightly Rates, And Increased Occupancy.**
It reduces guest complaints, **minimizes wear and tear**, and improves operational flow. In short, **smart design doesn't cost, it pays**.
- 7 With Extensive Experience In Both Professional Staging And Short Term Rental Design** our team understands what today's travelers expect and what makes a rental stand out. **We know how to combine aesthetic appeal with real world function**, creating properties that are as efficient to run as they are beautiful to stay in. From design boards to delivery day, **we're your partners in creating a space that delivers consistent results**. You can trust us to think through every detail, so you don't have to.
- 8 Let's Design A Rental That Works Harder For You.**
Visit www.bigstylestaging.com to get started.



DIY Friendly "E-Design" Solutions You Can Execute Yourself... From Anywhere

1 Professional Vacation Rental Design from Anywhere.

Our Vacation Rental E-Design Service is ideal for Homeowners and Investors who want expert design guidance without the cost or commitment of full-service installation. **Whether you're out of state, managing your property remotely**, or simply prefer to be more hands-on, we make the process easy and empowering.

2 This Fully Virtual Service Allows You To Work With Gina From Anywhere In The Country.

We create a custom, shoppable design plan tailored to your property's layout, guest demographic, and budget. You'll be responsible for photographing your space, taking accurate measurements, and completing a brief design questionnaire, but **we'll guide you through every step.**

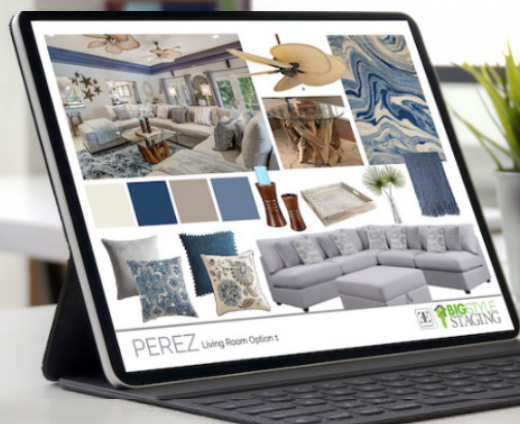
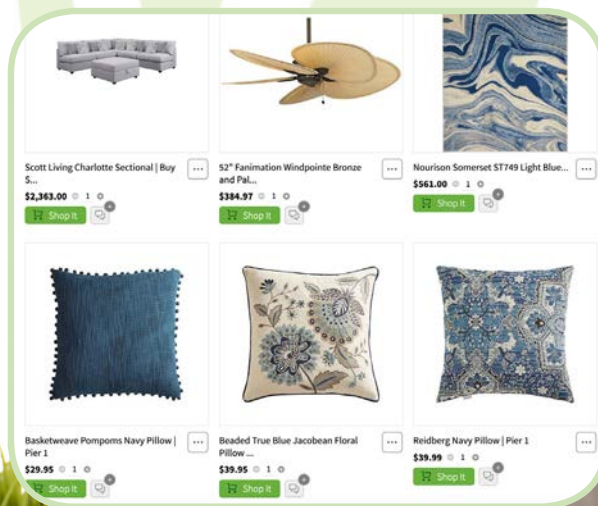


3 Access To Local Design, for those who have existing furniture and just need finishing touches, or for anyone looking to stretch their budget while **still achieving a professionally designed result.**

4 What's Included:

- A 60-minute virtual design consultation via Zoom.
- A custom design board with a cohesive, guest-friendly theme.
- A clickable shopping list with links tailored to your budget.
- Space planning and layout suggestions to optimize flow and function.
- Styling and setup instructions to help you execute like a pro.
- Email support and check-ins throughout your install.
- Optional add-ons such as room by room breakdowns or additional virtual consults.

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e-design: DIY friendly design solutions

DIY Friendly "E-Design" Solutions You Can Execute Yourself... Continued

5 How It Works / Your Homework:

After booking, you'll receive a digital questionnaire to help us understand your space, goals, and style.

6 You'll Also Send Us:

- Photos of the space.
- Room measurements.
- Images of any items you'd like us to incorporate.
- Inspirational images to help define your design preferences.

7 This "Fun Homework" Helps Us Create A Plan That's Uniquely Suited To Your Property.

We'll provide instructions for measuring and photographing your space so we can get it just right. Once we receive your materials, we'll begin developing **your personalized design plan**. You'll be able to purchase, install, and style everything at your own pace with complete confidence.

8 Who Is E-Design Ideal For?

- Out-of-state or international Property Owners.
- DIYers who want expert support.
- Clients with partial furnishings needing a refresh.
- Budget-conscious hosts who still want a polished result.

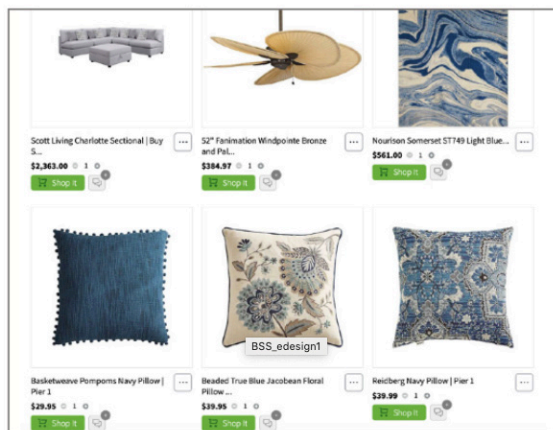
9 You Get The Vision. We Help You Bring It To Life.

Our Vacation Rental E-Design service **gives you the tools to create a space that looks amazing in photos**, feels thoughtfully designed, and **earns great guest reviews**.

10 Please Note:

All shopping links are provided digitally, which means everything must be purchased online. You won't have access to in-store-only deals, but **you'll save time, maintain consistency in sourcing**, and end up with a curated design that's easy to install. **Call For Pricing.**

We Send You These!



DIY friendly e-design solutions

Together, We Create This!



EXPERT E-DESIGNER



For Details, Go To:

<https://bigstylestaging.com/e-design/>

FAQS: Everything You Need To Know About Our Vacation Rental Design Services

1 Do You Offer Vacation Rental Design And Setup?

Yes! We specialize in designing and setting up short-term rental properties like Airbnbs and Short Term Rentals (STRs) to maximize Guest appeal and **get 5-star reviews**. From **sourcing sturdy, Rent-er-friendly furnishings** to styling every space for professional photos, **we handle it all, from concept to install**.

2 What's Included In Your Vacation Rental Setup Services?

We can handle everything: sourcing, purchasing, assembling, unboxing, installing, and styling all furnishings, decor, rugs, linens, and artwork. We fully stock kitchens and bathrooms, including cookware, utensils, towels, and toiletries, and **can also include well thought out extras** like games, portable baby cribs and guest essentials. We remove all packaging and **prep the home so it's 100% photo-ready**.

3 What Is Required To Begin A Vacation Rental Design Project?

We require two deposits before starting: one for approximately 50% of the estimated furnishing purchases, and one for 50% of our estimated design time. **We begin work once both deposits are received** and cleared. Additional hours and advances for purchases are billed weekly or as needed.

4 Can I Be Involved In Product Selections And Purchases?

Yes, you can choose your level of involvement. Most clients prefer us to handle selections independently to streamline the process. If you'd like to approve major items, we'll let you know in advance so you can be available. Just keep in mind that **the more collaboration and back-and-forth for approvals required, the more design time is involved, so Design Service fees will be higher** to reflect that added workload.

5 Do You Offer Handyman Services During Setup?

Yes, we offer light handyman services to support your setup. This includes hanging blackout drapes and curtain rods, installing smart front door locks, mounting all TVs on walls for added safety, and Client controlled programmable A/C thermostats. **We ensure your property is guest-ready** and tech-equipped. *(Camera installation excluded).*

6 Do You Offer Professional Photography For Vacation Rentals?

Yes. High quality photos are essential for standing out online. **We can coordinate professional photography** so your listing grabs attention and drives bookings.

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FAQS: Everything You Need To Know About Our Vacation Rental Design Services...continued

7 Do You Refer Property Managers For Airbnb Or Short-Term Rental Hosting?

Yes. We collaborate with a highly rated Airbnb Superhost who offers full service Property Management. We tailor our design to her proven hosting standards, ensuring nothing is wasted and your property meets Guest expectations. That said, **you're not required to use our recommended Manager**, we're happy to work with your chosen Property Manager or directly with You, based on your preference.

8 What Kind Of Furniture Do You Purchase?

We source from quality, affordable local retailers like City Furniture, Rooms To Go, Home Sense, and our network of trusted Vendors. While **we aim to stay budget-conscious, we prioritize durability and guest comfort**, especially in high-turnover vacation rentals. We avoid lower end lines from stores like Wayfair and IKEA, as they often don't hold up well under repeated guest use. **Our selections strike a balance between style, comfort, and long-term performance.**

9 Why Is Working With A Vacation Rental Designer Different From Traditional Interior Design Or Staging?

Vacation Rental Design isn't just about style - it's about **Guest experience, durability, and long-term performance.** Unlike traditional design, we focus on selecting furnishings and materials that resist stains, wear, and abuse from frequent turnover. We prioritize pieces that are easy to clean, maintain, and replace if needed. **Our goal is to create a space that photographs beautifully, functions well for Guests,**

and earns consistent 5-star reviews, without constant upkeep or costly replacements.

10 How Do You Price Your Services?

Our pricing is fully transparent. We do NOT mark up purchases made on your behalf. You receive all receipts and a breakdown of billable hours at the end of the project. **Our income comes solely from our design and project management fees, not hidden markups.**

11 We Offer Two Flexible Pricing Options To Suit Your Preferences.

- **Some clients prefer a Flat-Rate Package**, where all design and setup services are billed at a pre-determined cost. This option provides simplicity with no breakdown of billable hours, just one clear, upfront price with no surprises.
- **Others prefer our Hourly Billing Structure**, which offers full transparency. With this option, we track our design and project management time and provide all receipts and a detailed breakdown of hours at the end of the project. **Even with hourly billing, we provide an estimated total cost of our design services at the start so you know what to expect.**
- **Whichever option you choose**, in our experience, the final cost typically ends up about the same. And importantly, we never mark up purchases, you pay only what we pay, with all receipts shared for your records. **Our income comes solely from our design and project management fees, not hidden markups.**



frequently
asked questions



When The Client Comes First... The Client Will Last

This Is Why We Do What We Do!

For more testimonials about Big Style Staging, please visit our website at:

www.bigstylestaging.com

or check out **our amazing reviews from our clients** on Google and Houzz.



Gina Really Has A Knack For Design.

I never used a Stager/Designer and had a brand new beautiful house I just bought that was unfurnished. I had a mixed use in mind for personal as well as vacation rental and felt overwhelmed in trying to get it all done myself. **Couldn't have been happier with the result.**

- Sergio T.

We Have Contracted Big Style Staging To Professionally Design 6 Of Our Vacation Rentals

They did an amazing job! **High end furnishings, beautiful style**, and every thing was included from linens, coffee, furniture, cleaning product, you name it! They set us up with everything and **got the job done quickly** which is a huge bonus. I definitely recommend Gina and her team."

-Nicholette B.

She Has Done It Again!

This is my third time using Big Style Staging. Gina used most of my existing furniture on the first two apartments but this current one was a clean slate and it's awesome! **I will continue using Big Style Staging because of the attention to detail** that is provided (I have no style!)"

- Mike E.

I Am Sitting Here In This Condo And I Just Felt The Need To Text You... I am honestly and truly blown away by what you have done with this place. You have a gift that I simply don't have. Your ability to visualize is just incredible. **I am so happy with what you have done** with my place. I genuinely mean this, no hype, just honesty. **I am sincerely speechless at the transformation.** It looks amazing."

- Rick S.

what our
clients say...



RESA® 2025
HOME STAGING INDUSTRY AWARDS®
TOP TEN BEST SHORT TERM RENTAL STAGING PROJECTS
UNITED STATES
BIG STYLE STAGING

EXCELLENCE



About Us & Industry Recognition

- 1** Where Interior Design Meets Hospitality Strategy. **Big Style Staging isn't just another design and staging company**, we specialize in transforming empty or underperforming vacation rentals into **high performing, guest ready properties** that photograph beautifully, function seamlessly, and **earn 5-star reviews**.
- 2** **Gina Gailing, Owner And Creative Director Of Big Style Staging, Brings A Rare Combination Of Design Expertise** marketing insight, and **real world hospitality experience** that sets her work apart in the short term rental industry.
- 3** **Gina Is A Multi Award Winning Home Stager, A Certified Interior Decorator, And An Accredited Staging Professional** with extensive training through the Home Staging Resource (HSR) - one of the first accredited staging certification programs in the U.S. She is a proud member of both the Real Estate Staging Association® (RESA®) and the International Association Of Home Staging Professionals® (IAHSP®).
- 4** **Originally From New York City, Gina Began Her Career** in retail design advertising for room sets, where she quickly rose to the ranks of Creative Director and Art Director for national catalog campaigns. **Her background in orchestrating photo shoots for furniture and designing room environments** sharpened her talent for visual storytelling and spatial planning, skills that continue to define her work today.
- 5** **Recognized As One Of The Top 10 Short Term Rental Staging Projects Of The Year 2025 By RESA And A Top 5 Short Term Rental Design Award Winner 2024 By IAHSP** Gina Gailing is a leading voice in the vacation rental design industry. As Founder and Creative Director of Big Style Staging, she brings together **award winning design expertise and a strategic approach** to help clients create standout, high-performing rental properties.

To Learn More, Go To:

<https://bigstylestaging.com/about/>

PROFESSIONAL AFFILIATIONS



PROFESSIONAL RECOGNITIONS

