



LIGHT & BRIGHT

PERFORMANCE DESIGN & STYLING
FOR SHORT-TERM RENTALS

“DESIGN THAT INCREASES
NIGHTLY RATES, OCCUPANCY,
AND BOOKING CONVERSION.”

brightinteriorsmakeover.com

0427791890

MEET DELPHI

Founder of Light & Bright

Delphi is a Melbourne-based short-term rental (STR) performance design specialist and investor.

As an Airbnb **superhost** herself, she helps Airbnb hosts and property investors create strategically positioned listings that attract attention, command **higher nightly rates**, and drive **consistent occupancy**.



WHO WE ARE

Performance-Driven STR Design Specialists

Light & Bright Interiors is a specialised STR design consultancy focused on one outcome: **performance**.

Founded in Melbourne, we work with Airbnb hosts, property investors and short-term rental management companies across Victoria and interstate markets.

Our approach combines:

- Market analysis
- Guest behaviour insight
- Conversion-focused styling
- Operational practicality
- Long-term asset durability



WE DESIGN FOR PERFORMANCE

Conversion-First Design

Guest Psychology

Search Visibility
& Photography Impact

ROI & Durability



DESIGN METHODOLOGY

Higher click-through rate

Stronger ADR positioning

Increased booking confidence



Properties with professionally designed interiors typically achieve:

- 20–40% higher nightly rates
- 2–3x higher listing click-through rates
 - Faster booking conversion
- Stronger guest review scores

Insights

In short-term rentals, guests book with their eyes first.

Design influences:

- Search ranking
- Click-through rate
- Booking confidence
- Guest satisfaction

OUR FOUR PERFORMANCE STAGES

Stage 1 Design Strategy

Strategic layout planning and a curated furniture shopping list tailored for short-term rental performance.

Stage 2 Install & Furnishing

Full furniture procurement and installation, bringing the design vision to life seamlessly.

Stage 3 Style & Layering

Layered decor and soft furnishings to create warmth, personality, and guest appeal.

Stage 4 Launch & Photography

Professional photography and final presentation, ready for listing.

Package Selection

Design

Install

Style

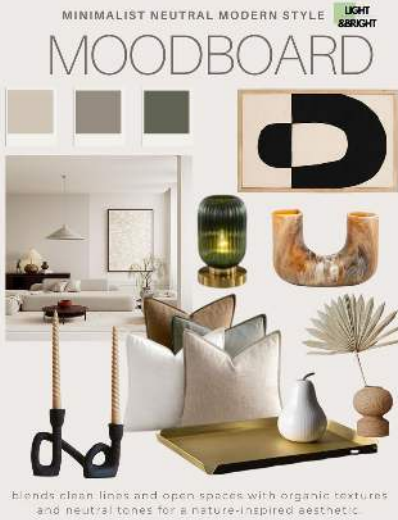
Photograph



Design

Design – Install – Style – Photograph

Strategic layout planning and a curated furniture shopping list tailored for short-term rental performance.



Install

Design – Install – Style – Launch

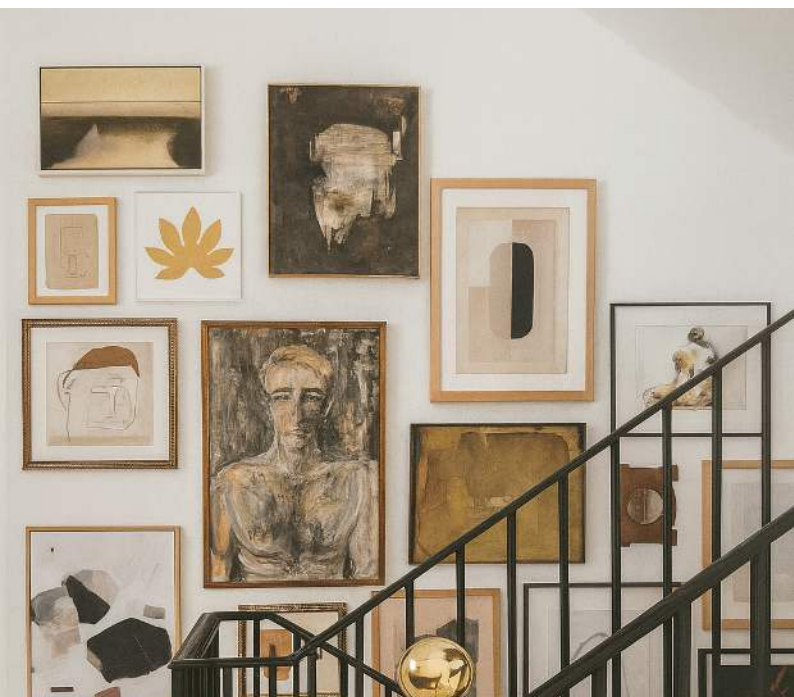
Full furniture procurement and installation, bringing the design vision to life seamlessly.



Style

Design – Install – Style – Photograph

Layered decor and soft furnishings to create warmth, personality and guest appeal.



Photograph

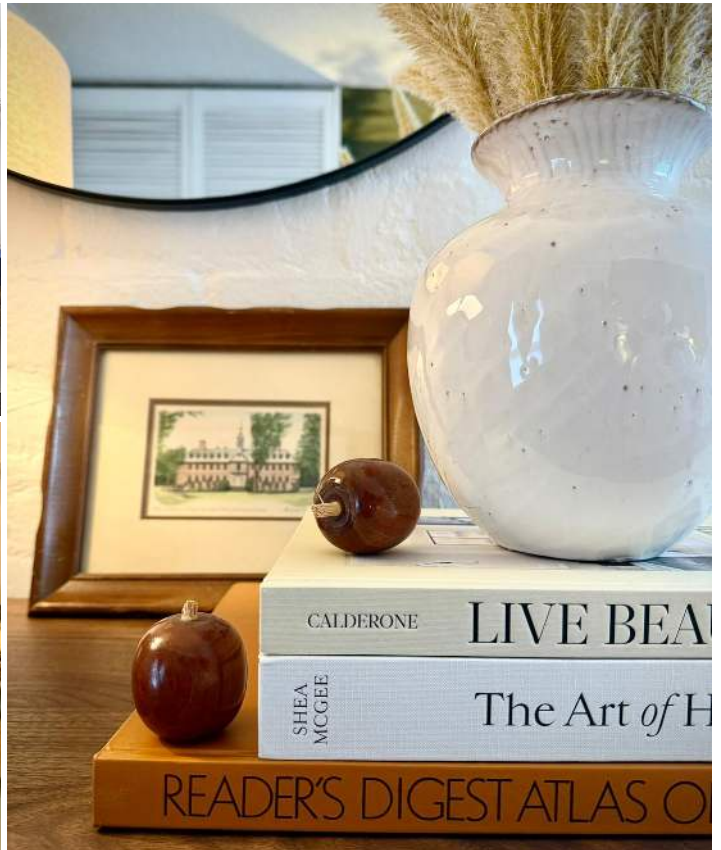
Design – Install – Style – Photograph

Professional photography and final presentation, ready to go live and start generating bookings.



Portfolio

St Kilda - 1 bedroom apartment



\$230/night

86% occupancy

\$72,197 per year

Makeover Investment Payback Period = approx. 3 months

Portfolio

Richmond - 1 bedroom apartment



\$185/night

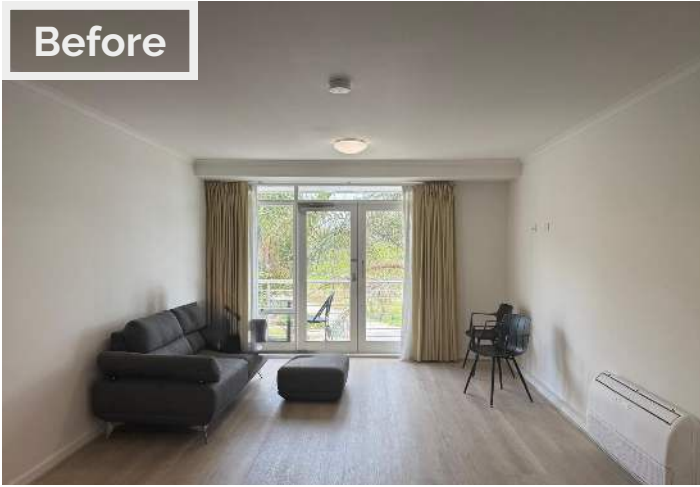
82% occupancy = \$55,300 per year

Styling Investment Payback Period = approx. 2.5 months

Portfolio

Richmond - 1 bedroom apartment

Before



\$250/night

75% occupancy = \$68,500 per year

Styling Investment Payback Period = approx. 3.5 months

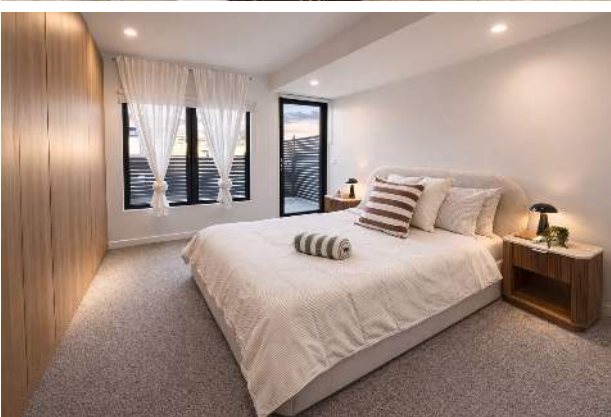
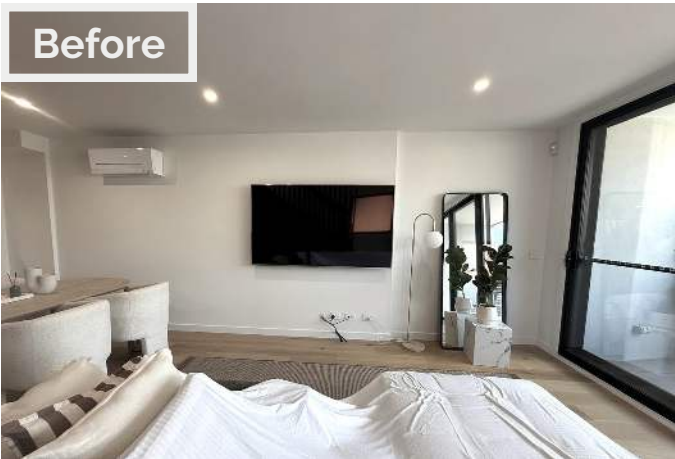
Portfolio

Richmond - 1 bedroom apartment



Portfolio

Richmond - 3 bedrooms



 **airbnb**  **Booking.com**

 **Vrbo**



Portfolio

Pascoe Vale - 4 bedroom apartment



Flatmate Finders





Portfolio

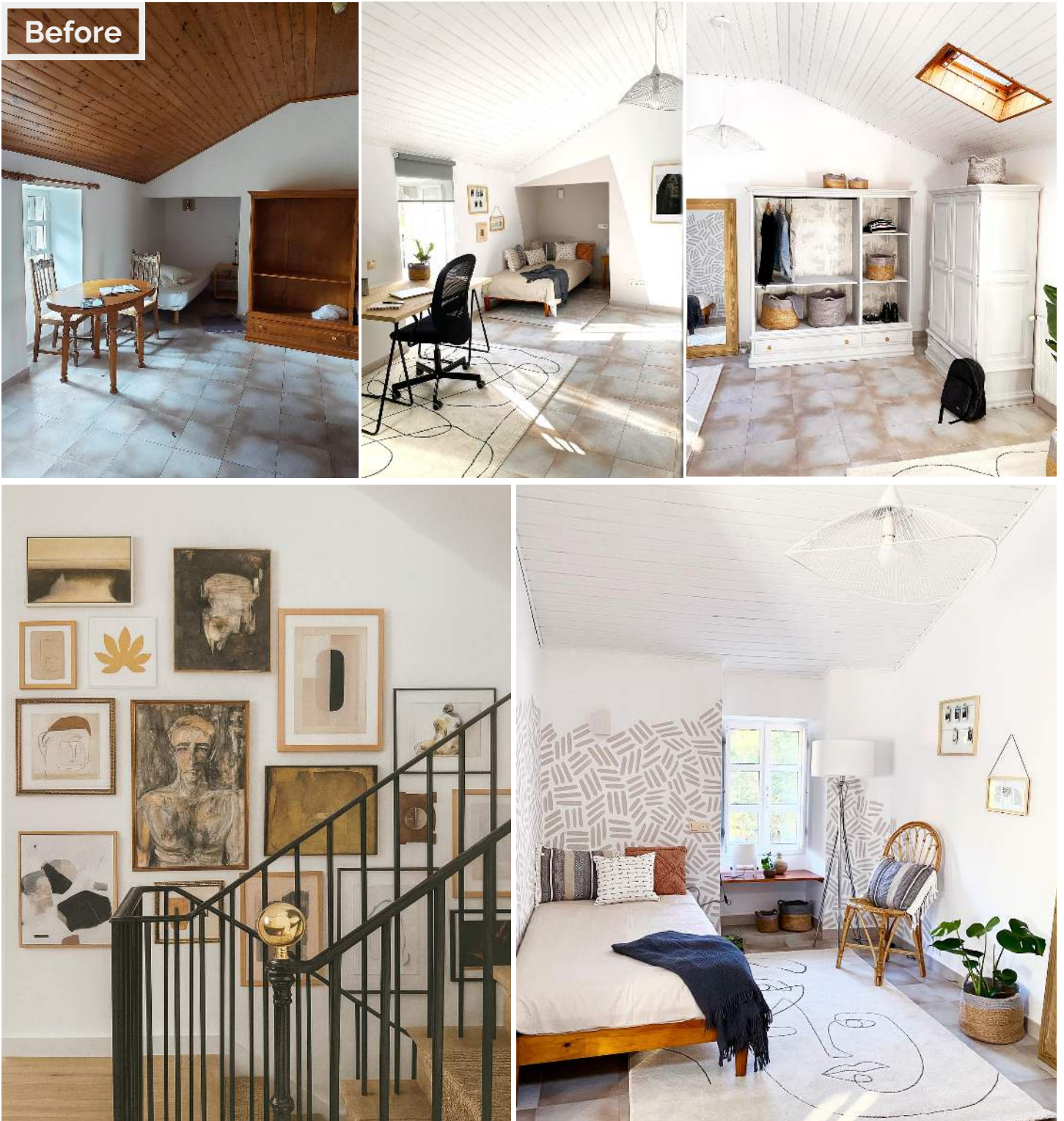
Darwin - 2 bedrooms

Before



Portfolio

Abbotsford - Roof Studio



Portfolio

Coburg - 2 bedrooms



Service Investment Guide

(Victoria Projects – Excl GST)

Our services are structured across four performance stages:

Bedrooms	Design Strategy	Install & Furnishing	Style & Layering	Launch & Photography	Total
Studio	\$1,200	\$2,000	\$800	\$350	\$4,350
1 Bed	\$1,500	\$2,500	\$1,000	\$500	\$5,500
2 Bed	\$2,000	\$3,000	\$1,200	\$650	\$6,850
3 Bed	\$2,500	\$3,500	\$1,800	\$800	\$8,600
4 Bed	\$3,500	\$4,000	\$2,500	\$950	\$10,950
5 Bed	\$4,800	\$5,000	\$3,500	\$1,100	\$14,400

Bundle Advantage:

Clients engaging three or more stages receive preferred bundled pricing.

Notes:

Projects outside Melbourne Metro may incur additional travel and coordination fees.

Furniture, decor and trade purchases are billed separately

Install stage includes procurement management and on-site coordination

Service Investment Guide

(Remote Projects Excl GST)

Designed for interstate investors and self-managed hosts seeking strategic guidance.

Bedrooms	Design Strategy + Procurement	Style Direction + Procurement
Studio	\$1,200	\$600
1 Bed	\$1,500	\$800
2 Bed	\$1,800	\$1,200
3 Bed	\$2,500	\$1,800
4 Bed	\$3,500	\$2,200
5 Bed	\$4,800	\$2,600

Bundle Advantage:

Clients engaging both stages receive preferred bundled pricing.

Notes:

Design services are delivered via online video meeting
Furniture, decor and trade purchases are billed separately

Short-term rental **design** is a capital investment decision.

Our pricing reflects strategic planning, sourcing expertise, and performance-focused execution designed to maximise long-term return.

Whether you are launching your first short-term rental or repositioning an existing property, Light & Bright provides a structured approach designed to maximise listing performance.

Our work focuses on three outcomes:

- Higher nightly rates
- Stronger occupancy
- Long-term asset value

**Initial Consultation Available
Melbourne & Interstate Projects**

Studio Contact

Book a strategy call



0427 791 890



enquiry@lightandbrightinteriors.com



brightinteriorsmakeover.com



Coburg, Melbourne VIC 3058

