

STEFANO DESIGN STUDIO

REAL ESTATE PROPERTY VISION

Help buyers see what a property could become.

We create polished visual transformation concepts from existing property photographs—helping real estate professionals, investors, and sellers communicate possibility before renovation begins.

Designed for properties that need imagination—not construction documents.

WHAT WE CREATE

LISTING VISION CONCEPT	Show how a dated home, room, or exterior could feel renewed and market-ready.
CURB-APPEAL DIRECTION	Explore coordinated color, entry, landscaping, lighting, and façade ideas.
COMMERCIAL STOREFRONT VISION	Reimagine a vacant or dated storefront with branding, signage, windows, and exterior character.
INVESTMENT PROPERTY POTENTIAL	Help buyers and investors see possibilities for fixer-uppers, flips, and repositioning opportunities.

WHAT YOUR LISTING RECEIVES

- **Before-and-after presentation visuals** based on the agreed property photographs and project goals.
- **A clear visual direction** highlighting the most meaningful changes and the intended property experience.
- **Presentation-ready concept images** for listing meetings, buyer conversations, print pieces, and digital marketing.
- **A concise concept summary** with optional property-branded social or presentation graphics when included in scope.

WHY IT WORKS FOR REAL ESTATE

- **Make possibility easier to understand** when a property is dated, empty, unfinished, or difficult to imagine.
- **Strengthen the listing story** with a distinctive visual that supports seller presentations and buyer conversations.
- **Create reusable marketing content** that can support approved presentations, handouts, social posts, and campaigns.

A SIMPLE FOUR-STEP PROCESS

1 SEND Property photos + goals	2 ENVISION We develop the concept	3 REFINE Review the visual direction	4 DELIVER Receive final labeled visuals
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IDEAL FOR Dated listings • Fixer-uppers • Vacant spaces • Estate properties • Storefronts • Investment opportunities

Concept visuals are for inspiration and marketing only. They do not depict the property's current condition and are not architectural, engineering, permitting, or construction documents. Visuals should be identified as conceptual or virtually modified; the listing professional remains responsible for MLS and advertising compliance.

START WITH ONE PROPERTY. Send the photos and the listing challenge; we'll recommend the right visual scope.

STEFANO HERNANDEZ-LEDESMA | DESIGNER

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Transforming Ideas Into Meaningful Experiences