



## Lemon and Lime Interiors

Getting ready for the next stage of growth



<b>Sector</b>	<i>Property staging business</i>
<b>District</b>	<i>South Derbyshire</i>
<b>Number of Employees</b>	<i>8</i>
<b>Support received</b>	<i>Workshops, one-to-one coaching</i>

### The Client

Lemon and Lime Interiors is a home staging business which provides professional property presentation services to clients looking to sell their homes.

Research has found that properties which have been professionally presented sell, on average, for eight per cent more than comparable properties. Lemon and Lime works with clients to help them achieve the best possible purchase price.

Its service covers everything from decluttering a lived-in home to fully furnishing empty properties, to create a better first impression for potential buyers.



### The barriers to high growth

Lemon and Lime Interiors was set up in 2015 and rapidly established itself in its local marketplace, and then across the Midlands.

At that point, with no real competitors or blueprint for this type of business in the UK, founder Elaine Penhaul set about growing the company organically and recruiting staff to support this growth.

However, with big plans to expand the offering across the UK and internationally, it was looking for help in planning the right strategy to take its growth to the next level.

### The UpScaler solution

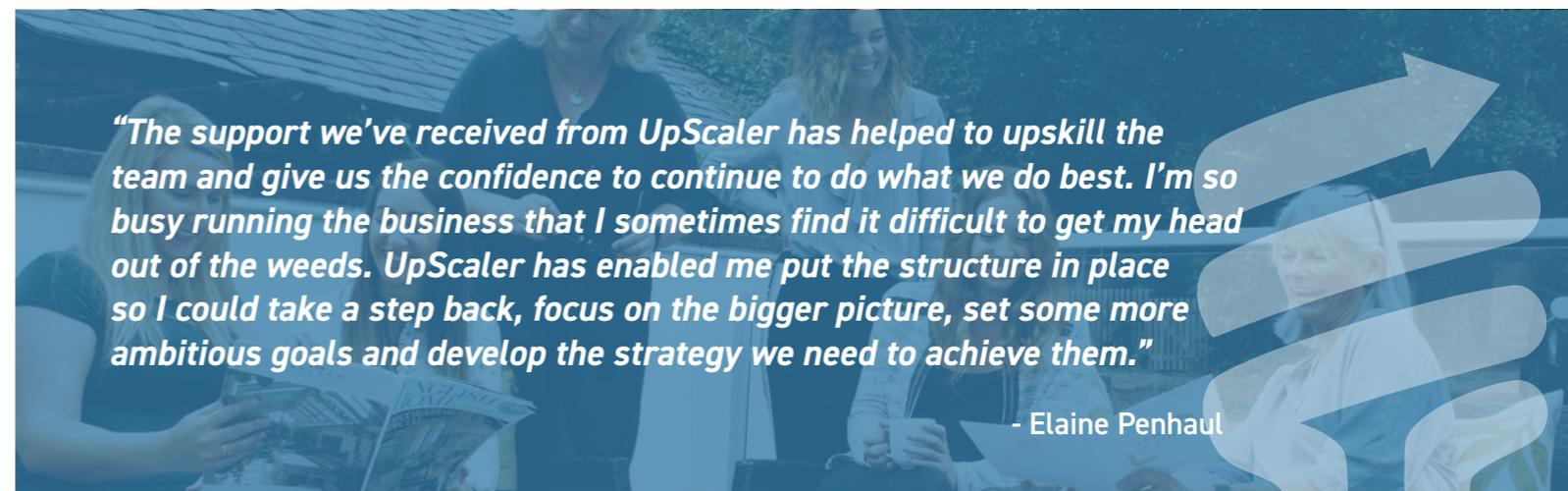
Elaine worked closely with an UpScaler business coach to focus on developing a future growth strategy, and access graduate talent funding via Nottingham Trent University, to help bring more expertise into the business.

Elaine and her team attended several UpScaler workshops, covering a wide range of topics, to build the skillsets within the business, as well as develop project manager Kirsty Fisher and enable her to take a more central role in managing day to day operations.

### The impact

UpScaler helped the company double the size of its workforce, from four to eight employees, as well as create a strategy to launch into global markets including Hong Kong.

On the back of this, Elaine has just published her second book. The company has also introduced a smartphone app which provides estate agents, property developers and home sellers with data collection and reporting tools to evidence the benefits of home staging a property before the sale.



*"The support we've received from UpScaler has helped to upskill the team and give us the confidence to continue to do what we do best. I'm so busy running the business that I sometimes find it difficult to get my head out of the weeds. UpScaler has enabled me put the structure in place so I could take a step back, focus on the bigger picture, set some more ambitious goals and develop the strategy we need to achieve them."*

- Elaine Penhaul