



# Chicago Renovation: A Case Study

If you own a rental property, the word “renovation” sounds an awful lot like the word “headache.”

The owner of this Chicago property needed his space to be fresh and up-to-date. He needed something modern and stylish, that was also neutral enough for any tenant to be able to make it their own. However, his renovations also needed to stay within a reasonable budget. If he bought cheap materials, a renter might want a lower rent. If the materials were too pricey, the owner would have to raise his rent, and risk pricing himself out of the neighborhood. He needed to walk that fine line between creating a beautiful, quality rental, and actually making a profit.

For any property owner who wants to keep their asking price under control, the solution is simple: don't shop cheaper, shop *smarter*.

Viewrail was able to work directly with this rental owner to keep his costs down while also keeping the quality of his property high. He went through many options, but he decided on cable railing: an affordable infill for areas that need to feel open.

He chose cable railing because it is sleek, sturdy, and the gaps between each cable showcase the details of the kitchen and sitting room. Nothing is covered or blocked. This is particularly important for rental properties, especially those in urban areas where space must be maximized. The railing he chose blends perfectly with the contemporary design and neutral color palette, keeping the space open and airy.



The property owner wanted to tie the design together in a way that would work with any style. So, he worked with the Viewrail design team to choose a black powder coat color for his posts. He chose this finish because black is one of the most universal color options and powder coating increases a post's durability. He can rely on his system to last for his many tenants for years to come, and he can know it will look great with any interior design style.

With the help of the talented designers at Viewrail, this property owner was able to create a fresh, stylish railing system for his future tenants—without breaking his budget. This rental home in the heart of Chicago is a prime example of reno done right.