Lush Living
DESIGNS

SPEAKER KIT

Nichole DiPippo

Co-owner, Lush Living Designs NC
Founder, Salto Strategic Advisors



Design is a line item on the P&L, and it should pay for itself.

ABOUT NICHOLE

Nichole founded Cozy Quarters Management during COVID, built it to run with AI agents, and grew it to more than 50 short-term rentals across North Carolina. She sold it in October 2026 to focus on design and on Salto Strategic Advisors, the firm she founded to help businesses run more efficiently with AI.

At Lush Living, she shows owners and managers what to buy, what to skip, and when design pays back.

TOPICS

1. Design as a revenue decision, not a decorating decision
2. Payback timelines: what a design investment should return and when
3. Reading comp data to decide what to buy and what to skip
4. Design for the everyday 2 to 3 bedroom property on a real budget

FEATURED | VRMA INTERNATIONAL 2026, NASHVILLE

Design That Pays: How to Use Data-Led Design to Increase Revenue and Nightly Rate

Panel with Jessica Duce, Heather Martini and moderator Jeff Iloulian. Nichole shared a same-street case study over eight months.

+68
more nights booked

+79%
more revenue vs. the undesigned home

STAGES

VRMA International 2026
Nashville | Oct 2026

VRNation 2026
Denver | Apr 2026 | Owner Success Like SaaS

Host Connect 2026
Triangle, NC | Mar 2026 | Revenue Through Design and Upsells

RISE Summit 2026
Chapel Hill, NC | Mar 2026

TREIA Cary and TREIA Raleigh
Oct 2026 and Sep 2025

Triangle Real Estate Meetup
Durham, NC | Aug 2026 and Aug 2025

Rookie Investor Meeting, Caul Group Lunch & Learn
Raleigh and Triangle, NC | 2026

PODCAST AND RADIO

Simple Short-Term Rental Strategy
Podcast | Apr 2026 | ROI Design: Why Pretty Doesn't Pay the Bills

Aging Well Together
WCOM 103.5 FM | Oct 2026 | Interior Design Considerations

INTRO TO READ ALOUD

Nichole DiPippo co-owns Lush Living Designs and founded Salto Strategic Advisors. She built Cozy Quarters Management to more than 50 short-term rentals, run with AI agents, before selling it in 2026. Her rule is simple: design is a line item on the P&L, and it should pay for itself.



Book Nichole

Conference sessions, panels, podcasts and lunch and learns. Send your event name, date, audience and session length.

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