



Bee Setups Launches MADU, a Direct-to-Consumer Furniture Line for Rentals

New line extends the firm's in-house design and sourcing into standardized, made-to-order packages for owners of single properties and small portfolios.

MIAMI, FL, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Bee Setups, the nationwide short-term rental furnishing and design firm, today announced the launch of MADU, a direct-to-consumer line of pre-designed furniture packages built for short-term and midterm rental properties. MADU packages are [available now in a limited first release](https://beesetups.com/madu) at beesetups.com/madu.

MADU represents the firm's first productized offering. Where Bee Setups' full-service engagements are designed property by property and delivered with on-site installation, MADU packages are pre-designed by the firm's in-house design team, sold as complete room and property sets, and shipped directly to the owner. The line is built for operators who want the sourcing and design judgment of a full-service furnishing firm applied to a property that does not require a bespoke engagement.

What the Packages Include

Each MADU package is assembled around a complete, coordinated room set rather than a list of individually selected pieces. Packages include furniture, mattresses, and bedding, and every item shown in a package's renderings is included in that package. Pricing is published at the package level, and each package page shows the full contents before purchase.

MADU packages are delivered curbside. Assembly is not included, and each package ships with printed and digital assembly guidance for the owner or their contractor. All furniture carries manufacturer warranty.

Why the Line Exists

"There is a large group of owners who want the outcome of a professionally furnished property without the scope of a bespoke project," said John Stevens, Director of Customer Success and Partnerships at Bee Setups. "MADU is the same design team and the same supplier relationships, delivered in a standardized format. It is a different product for a different buyer, not a lighter version of what we already do."

The line also reflects a structural view of where the short-term rental market is heading. As the market has matured, the gap in performance between a considered property and a furnished one has widened, while the population of owners operating one or two units has continued to grow. MADU is designed to serve that segment at a scale that project-based delivery cannot reach.

Availability

MADU is launching in a limited first release. The firm has capped initial availability to protect delivery quality while the fulfillment process is proven, and expects to expand the catalog and available volume following the first release window. The line operates on a made-to-order model, with packages produced against confirmed orders rather than held as carried inventory.

Bee Setups will continue to operate its full-service furnishing business alongside MADU, with no change to its existing service packages, contracts, or delivery model.

For more information about Bee Setups and its [full-service furnishing engagements](#), visit beesetups.com.

About MADU

MADU is a direct-to-consumer line of pre-designed furniture packages for short-term and midterm rental properties, created and operated by Bee Setups. Packages are designed in-house, sold as complete coordinated sets including furniture, mattresses, and bedding, and shipped curbside to the property owner. Learn more: beesetups.com/madu

About Bee Setups

Founded in 2020 and headquartered in Miami, Florida, Bee Setups is a nationwide furnishing and design firm serving short-term rentals, midterm rentals, and personal residences across all 50 U.S. states. The firm operates a vertically integrated model that brings in-house design, supplier relationships, procurement, logistics, and field installation under one team and a single flat-fee contract. Bee Setups builds its design methodology around the metrics that drive rental performance: listing click-through rate, average daily rate, and occupancy. Learn more at beesetups.com.

Bee Setups

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