



SALT FLOWER

— STUDIO —

OUR PROCESS





STEP 1:
THE DISCOVERY CALL



Our free Discovery Call is the first step with all of our projects. It is a chance for us to learn more about you and your goals for your home. This scheduled call takes 15-20 minutes,

Once your call is over, we will email you our Welcome packet, our New Client Questionnaire and our Service Agreement for you to review. Don't hesitate to email us with any questions during this stage!



STEP 2:
THE INITIAL SITE VISIT

Once you have decided you would like to work with us, return any documents from the previous step and we will schedule the Initial Site Visit to look at your space. During this time, we take measurements and go over the questionnaire that we send you prior to this visit.

The Initial Site Visit fee is \$75, which pays for our time with you and gets the ball rolling with your project!





STEP 3:
THE PROPOSAL



Our next step is to go back to our studio and determine our proposed design fee based on the size, scope and complexity of your project.

We determine our fee based on a per square foot rate, which increases incrementally depending on multiple factors, which we clarify for you on the next page.

Once our proposal is complete, we meet with you again to present it and make any changes. At this stage we also sign off on the Service Agreement and collect 50% of the design fee as a retainer to being your design.

OUR 2021 DESIGN RATES

We are not furniture brokers, so we do not add a percentage to what you ultimately buy. Whatever trade discount we have, we pass along to you!

ENTRY LEVEL ROOM RANGE: \$5-\$9 PER SQUARE FOOT

- Design includes selection of furniture, rugs, window treatments, paint color, wall paper, art work, accessories, lighting and room layout design. Little to no remodeling work is necessary.
- Selections come from easily sourced vendors such as Pottery Barn, Crate and Barrel, Wayfair, Overstock, One King's Lane, Amazon, HomeGoods, Ballard Designs, Serena and Lily, Minted and other online sources.
- Customization is limited to what vendors carry.
- Time frame is typically 1-3 months to complete.

SEMI-CUSTOM ROOM RANGE: \$10-\$14 PER SQUARE FOOT

- Same design selections as above, but now possibly includes: light remodeling plans; selection of flooring such as wood, carpet, tile; selection of millwork; semi-custom window treatments; upholstered pieces in a wider range of options; brands that may be accessible to the trade only.
- Selections come from both easily sourced vendors and to the trade only showrooms and vendors.
- Customization is available depending on the vendor.
- Time frame is typically 3-6 months to complete.

LUXURY CUSTOM ROOM RANGE: \$15-\$20 PER SQUARE FOOT

- Extensive remodeling, involvement in a new-build project, or a luxury decorating project that may involve working with other design and construction professionals, ground-up finish selections or luxury customizing.
- Furniture, lighting, casegoods, accessories come primarily from to-the-trade sources, artisans, boutique show rooms, antique dealers, craftsmen, and galleries.
- Customization is a heavy component of all design work.
- Time frame is typically 6 months to 1 year or more.



STEP 4:
THE DESIGN



Now that we know more about you, your home, your budget and what luxury level you are after, we design the room!

We also schedule a "trade day" if needed, when we meet with anyone else who may have a part to play in the project, such as handymen, carpenters, electricians, kitchen and bath designers, or architects.

This step can take 1-6 weeks (longer for large remodels and new builds), depending on how complex the project is and the difficulty in sourcing the items.



STEP 5:
THE PRESENTATION



We assemble the specifications of our final design in up to two moodboards with specific products. We also include an overview of each design and the reasons behind our choices so that you can understand the "art" behind it all!

Once we are ready to share them with you, we collect the other 50% of the design fee. You review the designs and we schedule a time to go over it and listen to your feedback. Your design includes two revision rounds if needed to refine the final design. Extra revisions are charged at our hourly design rate of \$125 per hour.

The design with the shopping list, instructions for installation, room layout and all become yours!

BEYOND THE DESIGN

PROJECT MANAGEMENT

Once the design portion is complete, you may want someone to oversee the complete project. Project management can include the ordering, receiving, returns, storage and delivery of your items. It can also involve meeting with trades as your project is coming together to make sure that everyone is doing their part and doing it right.

Project management is great for those with little time to oversee it all, little knowledge of the process, or are unable to be there (such as distance).

The charge for Project Management is \$75 per hour and billed monthly.



STYLING DAY

Our Styling Day option is if you want the full "HGTV dream" of having your space completely set up and styled perfectly. We bring in additional accessories, artwork, plants and other items to make it a showcase. Once it is done, you have the option of purchasing our styling items within 3 days.

The charge for Styling Day is \$100 per hour to have our team come in for the styling and clean-up.



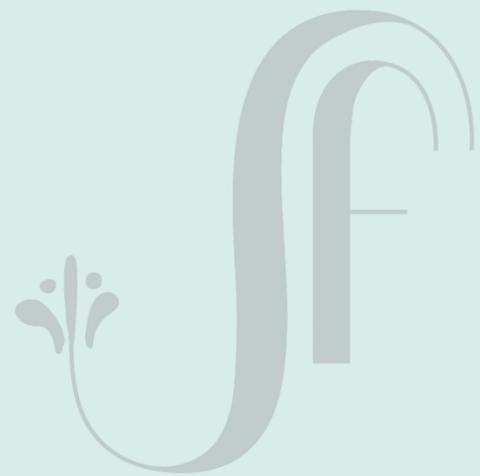
We hope that this guide to our processes and prices was useful in helping you decide if hiring an interior designer is the best thing to do for your project. Keep in mind that every interior design firm will have different processes, service tiers and ways of charging.

There are no consistent practices in this industry, so do your research, ask lots of questions, and ultimately go with the one that makes you feel the most comfortable, not just the cheapest or even the most expensive!

“UNDERNEATH ALL I
DESIGN LIES THE SOLID
BELIEF THAT BEAUTY IS
A POSITIVE FORCE.”

-Barbara Barry, Interior Designer





CONTACT US!

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