

INTERIOR DESIGN
STANDARD

The Project Structure for Joy and Efficiency



“Every project is different, how could I possibly systematize interior design...”

- Sandra, 2005

“Systematize the work, then work the system.”

- Sandra, present day



Welcome to My Sandbox



Stand In Your Space



When you have your systems in place, getting to the after photo is so much easier..

Before



After



Potential Client Process Snapshot



Potential Client Process Snapshot

Step 1

Potential client reaches out. We schedule a call to learn about their project



We determine if we're a fit via our potential client talking points



Potential Client Process Snapshot

Step 2

If they fit our initial criteria,
I go to their home for the
(free) initial meeting, share
our process, and measure
the sq. footage of the space



I come back to office and
calculate the flat design
fee and furnishings
investment estimate via
my flat-fee calculator



Potential Client Process Snapshot

Step 3

I meet the potential client at my office and present my design service agreement with the fee and furnishings investment estimate



The client signs the agreement, approves or edits the furnishings investment estimate, and pays the first half of the flat design fee



Project Timeline

Projects are broken into 3 phases for efficiency and productivity



Conceptual Design Phase (2 months)

Create concepts, furnishings
investment estimate,
potential layout

Conceptual Design
Meeting at office

We present revised
selections within two
weeks



Detailed Design Phase (2 months)

Finalize quotes and
selections

Detailed Design
Meeting at office

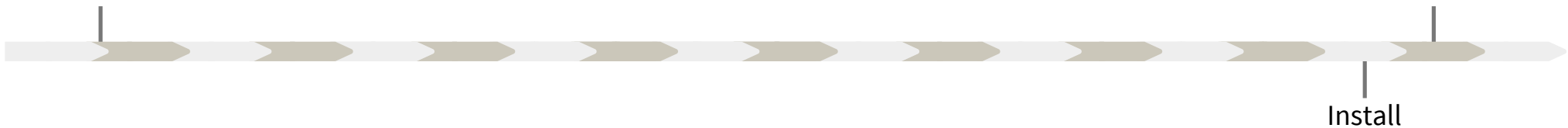
We present revised
selections within two
weeks



Purchasing and Execution (4-6 months)

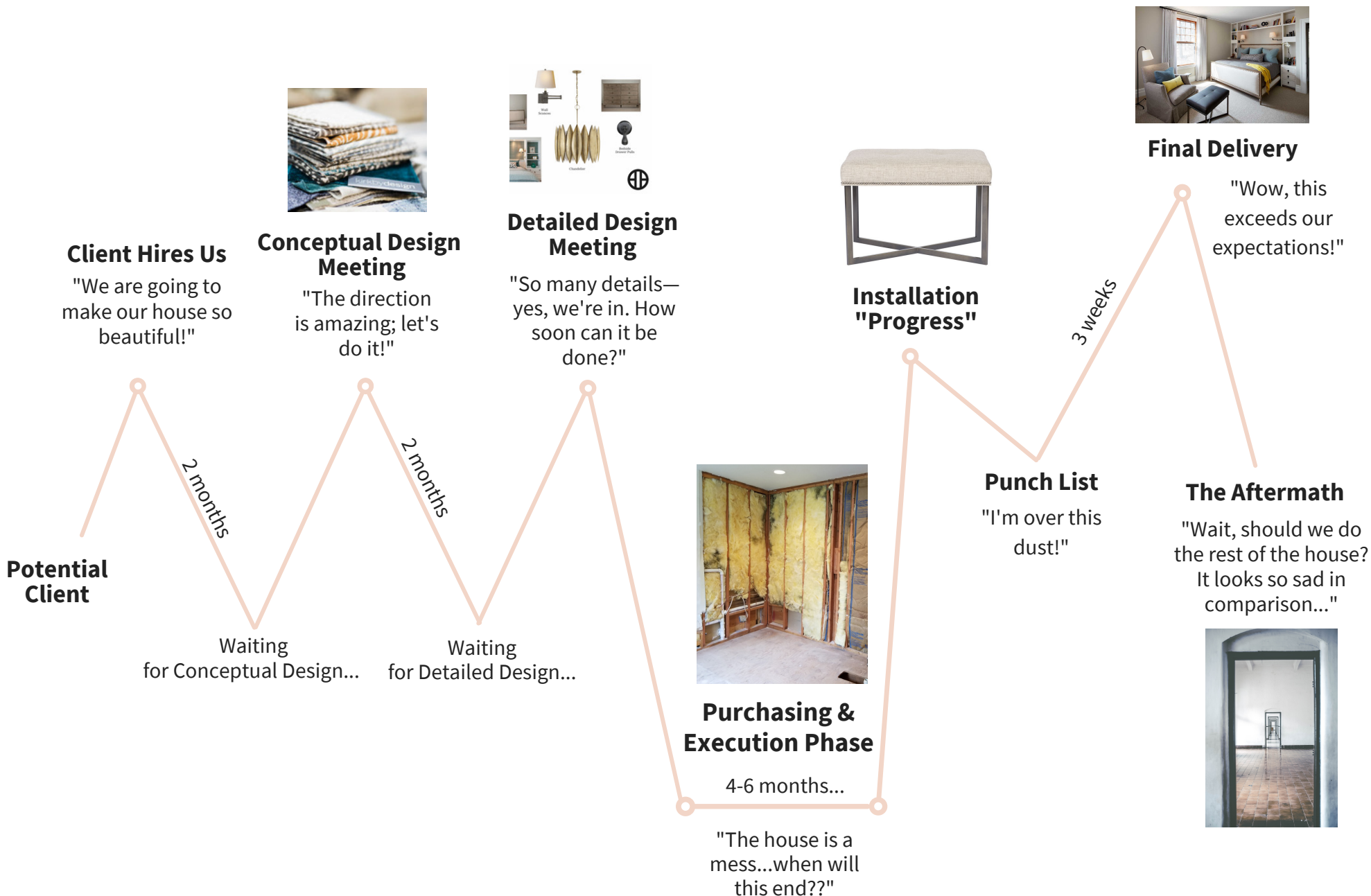
Purchasing and
expediting, oversee
installations and trades

Punchlist



*Renovations go through the same process, with additional meetings as needed

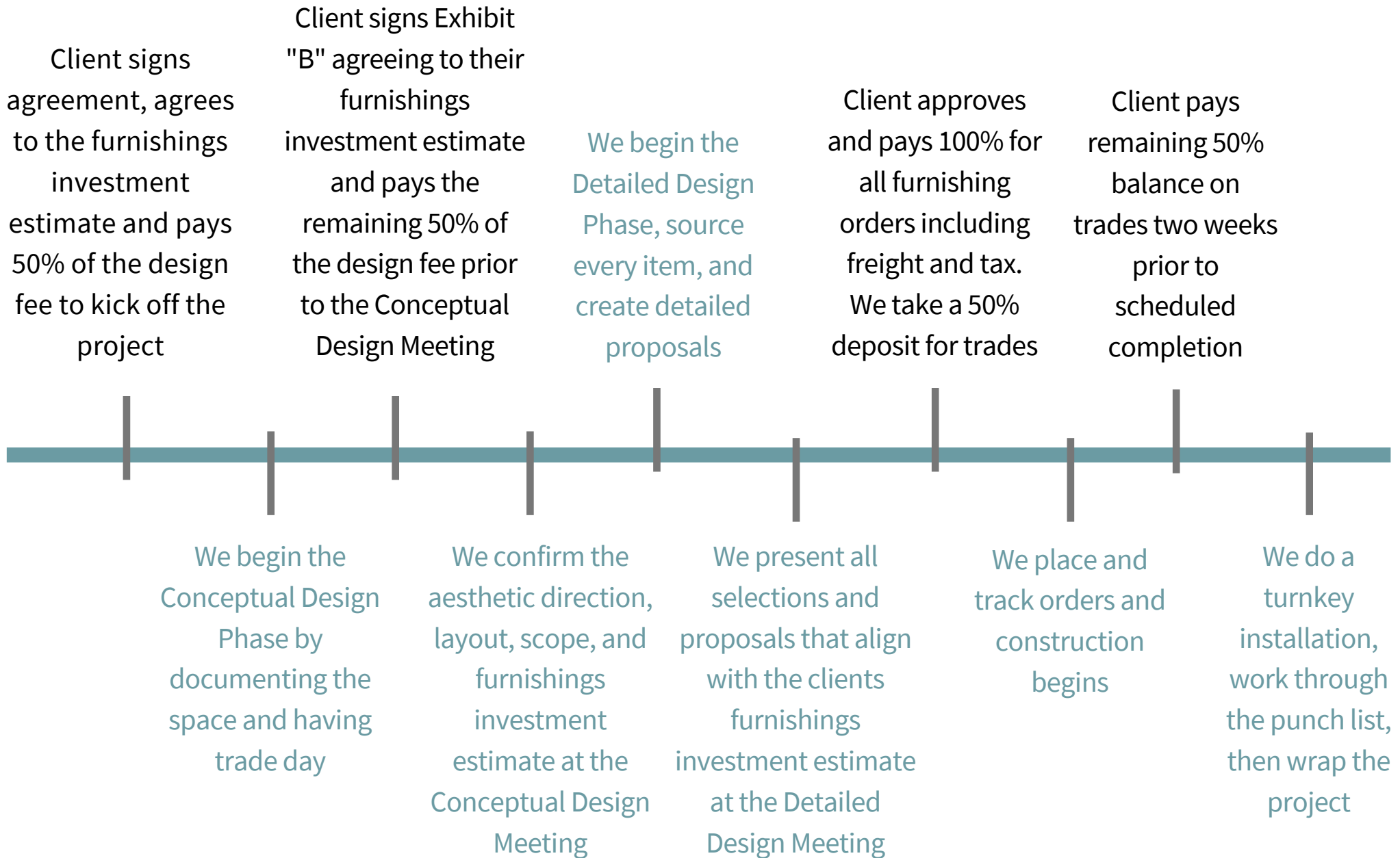
The Emotional Timeline of a Design Project



Our business model is based
on both a flat design fee and
all purchasing and
execution going through us.

It's a classic business model.
Why should it be set up any
different?

Payment Structure



Payment in full protects
your intellectual capital and
your bottom line.

When every project is different in size & scope, how do you determine a flat design fee and furnishings investment estimate that works for all?

Conceptual Design Phase

Approximately 2 Months



We document the space by taking measurements and photos



We capture the clients' input and desires via a design questionnaire

Conceptual Design Phase

Approximately 2 Months

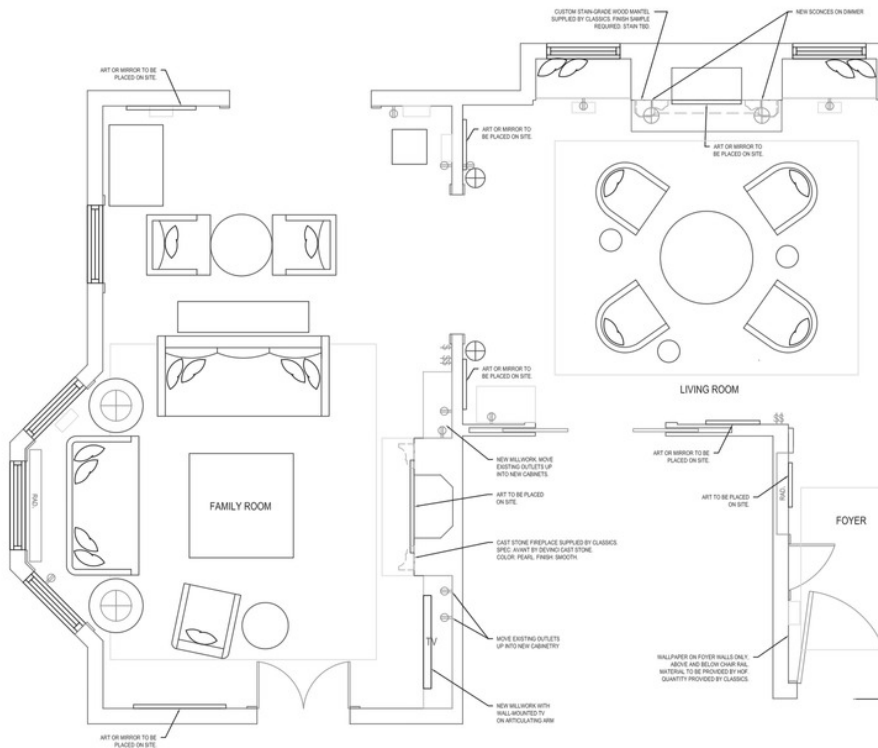


We gather inspiration images and envision the clients' home from all angles



We conduct trade day at clients' home

Conceptual Design Deliverables



Floor plan



Inspiration boards

Conceptual Design Deliverables



Furnishings investment
estimate



Initial selections

We provide one round of revisions. The client shares all of their input at one time so that we can make edits as efficiently as possible. Revisions can add time onto the phase depending on the scale of revision.

The Conceptual Design Phase

exists to confirm the scope, layout, furnishings investment estimate and aesthetic direction



Detailed Design Phase

Approximately 2 Months

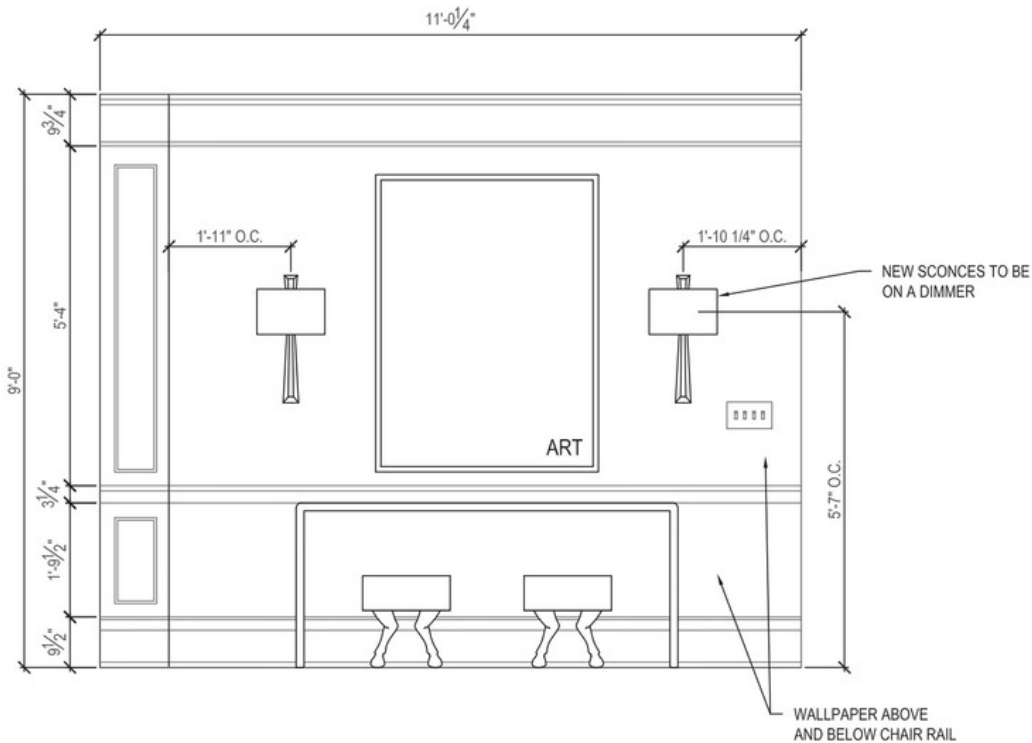


We procure written quotes from our trades and vendors



We source furnishings

Detailed Design Deliverables



Detailed floor plans
and elevations



All selections on
scaled inspiration
boards

Detailed Design Deliverables



Presentation of each fabric, finish, and detail

Detailed Design Deliverables

Proposal

Proposal #: 100026

Living Room

Quantity	Unit	Description	Unit Price	Total Price
Living Room				
2.00	Each	LR - Chairs at Table Dimensions: 26" W x 30.5" D x 40.5" H Wood Finish: Weathered Sand Fabric: Blue and Gray Woven	786.60	1,573.20
2.00	Each	LR - Center Ceiling Lights Dimensions: 38.75" Dia. x 24" H Finish: Hand Rubbed Antique Brass with White Shades Bulbs: 8 - 40 Watt Candelabra Bulbs (LED Equivalent Included)	1,340.24	2,680.48

Sub Total:	45,575.91
Freight:	5,979.88
Sales Tax:	3,415.58
Total:	54,971.37
Deposit Requested:	54,971.37
Payment Applied:	54,971.37
Deposit Balance:	.00

Detailed proposals of all items for client approval

The Detailed Design Phase

exists to turn ideas into orders



Purchasing and Execution

The Purchasing and Execution Phase is time dependent on the scope of the project and the contractor's schedule



We communicate specific details to our vendors and trades that make the design "sing"



We place orders, track deliveries, and resolve any deficiencies along the way



When renovations are involved, construction begins, and we meet weekly on site



We oversee and coordinate deliveries and installations to ensure a complete transformation

Project-Wrap Process

Easy Home Maintenance Tips for Every Season

Beautiful interior design is only part of making a space shine. Maintaining your home is what will continue to make your home feel cared for, long after installation.

Twelve years in business means I've accumulated some handy tips from my most trusted vendors. They are not all inclusive, but a great start to caring for your updated space. Below, my checklist of easy home maintenance tips for every season.

Prior to installation, we send the client a care guide to maintain their new furnishings and finishes

After installation, we see the punch list through to completion

We send a thank you note and ask for a Google review



We photograph the job
and send the clients a
bound book of their
photos as a closing gift

Scope Creep



More business with clients we love

Assess a new flat design fee and furnishings investment estimate

Begin the project from the start so nothing falls through the cracks

That's the tip of the iceberg...

Dig into our entire process on a much deeper level in the Standard.

In addition, we include:

My Design Agreement

Flat Fee Calculator

Request For Quote Templates

Client Email Templates

The entire Design Project Process so nothing slips through the cracks ever again

I'll see you in Module 1!