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PURE GRACE DESIGN
CO.

Virtual interior design



Interior Design is a
necessity, not just a luxury



PROJECT OFFERINGS



Home styling

Discover a new level of home ambiance with our exclusive home styling service. Whether it's handpicking the perfect accessories, revamping your decor, or reimagining your space, we specialize in creating well-designed and personalized environments. From artfully arranged bookshelves to curated china cabinets and stunning gallery walls, we bring a touch of sophistication to every corner. Elevate your surroundings with our thoughtful and artistic home styling. Your dream space awaits - let's design it together!



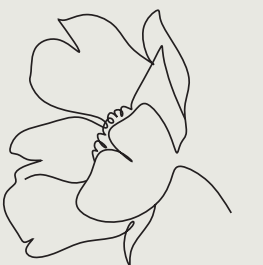
Room design

Revitalize your space with our tailored room design packages! Whether you're settling into a new home or simply craving a new furniture rearrangement, our packages are crafted just for you. Let us take the lead in furniture placement or assist you in choosing new pieces to elevate your space. Your vision, our expertise - the perfect collaboration for a fresh and stylish look. Can't find a package that suits your needs? Reach out to us, and we'll design a custom package exclusively for you! Transform your room into a haven of comfort and aesthetics.



Building selections

Embarking on the journey of building your dream home or renovating your beloved house? Let us be your guiding hand throughout the process! From selecting tiles, countertops, flooring, and beyond, building and renovations involve a multitude of decisions. We're here to simplify the journey and provide expert support at every step. Your dream space is within reach, and we're here to make the process seamless and enjoyable!



HOME STYLING PACKAGES

PERSONAL STYLING

Starting at \$100

Our most budget-friendly option; personal styling with the items you already own. Simply provide us with photos of the spaces, and accessories then we'll suggest accessory placement. Pricing begins at \$100 per area, which includes a bookcase, china cabinet, or console table.

ACCESORIES & STYLING

Starting at \$150

Do you have an area that needs a facelift? We can help with our accessory and styling package, which includes a handpicked selection of accessories tailored to your budget and the area you want to elevate. Prices for accessories, and package vary but we'll work with you to establish a realistic budget.



HOME STAGING PACKAGES

Selling a House? Just finished your model and want to make an impact? We Can Help!

Whether you're looking to sell your own home or a client's, we are here to assist! Our services include virtual consultations for clients located outside North Carolina, while those in the area can take advantage of our in-person consultations and staging.

Pricing is based on your location and specific needs. Please note that for locations more than 20 miles from Raleigh, a travel fee of \$1 per mile will apply in addition to the overall fee.

We do not provide furnishings with this package but we can make recommendations with furnishings already in the home or suggest furnishings from rental companies.



ROOM DESIGN PACKAGE

SPACE PLANNING

Starting at \$150

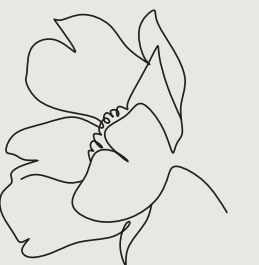
Are you struggling to arrange your furniture and want to optimize your space? Our package offers a 2D layout of your room with suggested furniture dimensions to create the perfect functional space for you. This package does not include new furniture selection - this is a great option if you love your pieces but just need help with placement. Plus, if you purchase space planning for two rooms, you'll receive a 50% discount on a third space planning or styling package!

FULL ROOM DESIGN

Starting at \$300

Our comprehensive room design package offers unbeatable value for your money. With 2D floor plans, you'll get an accurate depiction of precisely where every item will be placed in your space. Plus, we'll provide you with concept drawings, mood boards, and a selection package that outlines where to purchase each item and an overview of the budget.

**3D Renderings can be added to any package for an additional \$150 per room.
Each 3D rendering package will include 3 views of your space.*



BUILDING SELECTIONS PACKAGE

Tailored Building Selection Packages to Meet Your Needs.

Our building selection packages vary based on your project's scope and requirements. To kick off the process, we'll start with a discovery call to discuss all aspects of your project. After that, we'll design a personalized package that's tailored to your specific needs. To give you an idea of pricing, here are some estimates of our rates.

GUEST BATHROOM (less than 50sqft) : \$300

LARGE BATHROOM (over 50soft) : \$400

KITCHEN : \$500

ENTIRE HOME (less than 2,000sqft) : \$1,000

ENTIRE HOME (5,000sqft) : \$3,000

**prices range based on project scope of work. If any project management is needed there will be an additional charge for those services. A custom pricing package will be presented to you following our discovery call.*



ESTIMATED BUDGET REQUIREMENTS

Curious about setting an appropriate budget for your project? Explore the estimated numbers below to get a sense of the budget range. Keep in mind that these figures can vary based on individual client needs, product choices, and other factors. Let's tailor the budget to fit your unique project requirements!

Kitchen: \$2,500-\$10,000

Family Room: \$5,000 - \$40,000

Foyer: \$2,000 - \$5,000

Bedroom: \$3,000 - \$10,000

Dining Room: \$5,000 - \$10,000

Study: \$2,000 - \$7,500

Outdoor Area: \$5,000 - \$20,000

OUR PROCESS

Selection

Take a look at our offerings and select the right package to meet your needs

Fill out our contact card, including photos of your current space and inspiration.

Discovery

Once the contact card is received you will receive a questionnaire.

Should you need a custom package we will have a discovery call to learn more.

Contract

Sign design agreement, and timeline, and provide payment

Designs begin once payment is received

From the time we receive your inquiry to the time of a signed contract typically takes 1-2 weeks

Design

Designs are sent to the client for review 2 rounds of revisions are allowed per package. If more revisions are needed an additional fee of \$50 is applied.

This steps takes 2-6 weeks pending number of reselections

Implementation

Final designs and purchase package are created and sent and the client can begin implementation. We don't disappear, feel free to reach out any step of the way for questions.

Most projects take 3-6 weeks for completion.

**Project is considered complete when designs have been finalized and implementation has been turned over to the client.*



WHAT TO EXPECT

Home styling

- Design boards and presentation
- Accessory options
- Artwork
- Dishes / Serving plates
- Linens (tablecloths, bedding, etc)
- Candles
- Plants
- Books
- Purchasing packet

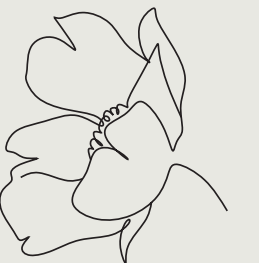
Room design

- Design boards and presentation
- Accessory options
- Furnishing
- Linens (drapery, blankets, etc.)
- Pillows
- Rugs
- Wallcoverings
- Lighting (lamps, pendants, etc.)
- Purchasing packet

Building selections

- Design boards and presentation
- Tile
- Flooring
- Countertops
- Wallcoverings
- Paint schedule
- Lighting
- Fireplace surrounds
- Plumbing fixtures
- Cabinetry
- Purchasing packet

**All deliverables are subject to change per project scope and details*



REVISION PROCESS



Design Presentation

Within 1-2 weeks of receiving your signed contract and payment, anticipate the arrival of your comprehensive design presentation. Your input is crucial in this collaborative process, so please share any feedback openly. Design is a joint endeavor, and transparency is key. The presentation contains quite a bit of information, so we encourage you to take the necessary time for thorough consideration. The more information you can share with us at this point the more you will LOVE your finished product!



Revision #1

Once we receive your list of revisions it takes about 1 week to make the necessary changes. You will be allowed 1 more set of revisions at this point. It is important to be clear with your changes. For example saying "I don't like the sofa" does not provide us with much information. Saying something like "I don't like the arm shape of the sofa, I prefer something with a straighter arm style." is much more helpful for us to make the proper changes.



Final Designs

After your second set of revisions your project is considered completed. Should you need more revisions there will be an additional charge of \$50 per revision set. A revision set can include multiple items; for example you could ask for another sofa and drapery option and that would count as one revision.



WHAT DO WE NEED FROM YOU?

Home styling

- Images of your space
- Dimensions of area
- Images and dimensions of any “must include” items
- Completed questionnaire

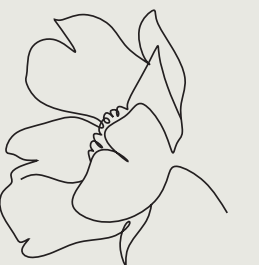
Room design

- Images of your space
- Dimensions of area
- Images and dimensions of any “must include” items
- Inspiration photos
- Photos of other areas in the home
- Completed questionnaire

Building selections

- Images of your space
- Dimensions of area
- Images and dimensions of any “must include” items
- Inspiration photos
- House plans
- Builder product allowances
- Builder preferred vendors
- Completed questionnaire

**All project needs are subject to change per project scope and details*



WE LOVE OUR DESIGNS - NOW WHAT?

We've completed the product selections - what's next? The implementation phase now falls into the hands of the client. You'll receive a comprehensive purchasing package alongside the finalized designs. This package equips you with all necessary details to seamlessly place orders for the selected items.

Our preferred partners offer our clients exclusive discounts on their purchases. Look out for these marked discounts on each item within the purchasing package. We're here to ensure a smooth process as you bring your envisioned space to life, please reach out with any questions throughout this process.

Be sure to share photos with us! We'd love to see your spaces completed. Use #puregracedesignco on social media so we can share!



Thank you!

Rachael Hodge, Owner and Principle Designer

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