



DESIGN CLIENT

WELCOME GUIDE

A thoughtful process for creating a home that feels collected, functional and completely yours.

DISCOVER

DESIGN

DELIVER

Inside: our process • what to expect • FAQs • client responsibilities • DIY room design roadmap

WELCOME

Welcome to Home Companies

Beautiful rooms rarely happen by accident. They are the result of hundreds of connected decisions made in the right order.

We are excited to work with you. Our role is to take the ideas, inspiration, needs and personality you bring to the table and turn them into a cohesive plan that can actually be executed. Design is equal parts creativity, planning, sourcing, problem-solving, budgeting and project management.

This guide explains how our process works, what we need from you, what happens behind the scenes, and why a professionally designed room involves much more than selecting pretty furniture. The goal is to make your experience organized, collaborative and enjoyable from our first conversation through installation day.

Our design philosophy

- Your home should look elevated without feeling untouchable.
- Function comes first - then we make it beautiful.
- A successful room is layered over time through scale, proportion, texture, lighting, color and contrast.
- We design the whole room, not individual pieces in isolation.
- We would rather make the right decision once than rush into a purchase that does not serve the finished space.

What we can help with

- Full-room and whole-home interior design
- Space planning, furniture layouts and 3D visualization
- Furniture, lighting, rugs, art, accessories and window treatments
- Paint, wall treatments, cabinetry, built-ins and finish selections
- Renovations and new-construction selections
- Procurement, receiving, delivery, styling and installation
- Staging and market-ready design for properties being sold

THE PROCESS

From First Conversation to Finished Room

01 | Discovery Call

We begin with a complimentary phone conversation to understand your project, priorities, approximate scope, timeline and the kind of support you need.

02 | On-Site Consultation

When appropriate, we meet in your home to walk the space, discuss how you live, identify opportunities and challenges, take measurements or room scans, and establish the direction for the project.

03 | Scope + Proposal

We define the rooms and services included, the design deliverables, anticipated phases and fees. Larger projects may be separated into design, procurement and construction phases.

04 | Client Homework

You send us inspiration images, photos of anything staying, wish-list items, functional needs and honest budget parameters. The better we understand your priorities, the more efficiently we can design.

05 | Concept + Space Planning

Before shopping, we establish the room: traffic flow, furniture placement, focal points, scale, architectural needs, palette and overall design language.

06 | Design Development

We source and compare furnishings, finishes, lighting, textiles and details. Behind the scenes, we verify dimensions, lead times, availability, construction requirements, quantities and how every selection relates to the whole.

07 | Presentation + Refinement

We present a cohesive design rather than a collection of unrelated options. You provide consolidated feedback, and we refine approved areas as needed.

08 | Approval + Ordering

Once selections are approved and required payments are received, procurement begins. Availability can change quickly, so timely approvals help protect the design and timeline.

09 | Tracking + Project Coordination

Orders are monitored, backorders addressed, trades coordinated when applicable, and installation details prepared. This is one of the least visible - and most important - parts of the process.

10 | Delivery + Installation

Whenever possible, we install the room as a complete experience: furniture placement, rugs, lighting, art, accessories and final styling. This is where all of the planning comes together.

BEHIND THE SCENES

What Goes Into Designing One Room?

A client may see a sofa, two chairs, a rug and a lamp. A designer sees a chain of decisions that all have to work together.

WHAT YOU SEE	WHAT WE ARE CHECKING
A sofa	Overall length, seat depth, arm height, fabric performance, doorway clearance, delivery path, rug relationship, coffee-table distance and visual weight.
A rug	Room size, furniture placement, traffic pattern, pile height, door clearance, color balance and whether the size anchors the room correctly.
A light fixture	Ceiling height, fixture diameter, hanging height, electrical location, bulb temperature, dimming, sight lines and nearby finishes.
Curtains	Mounting height, stack-back, panel fullness, finished length, fabric weight, lining, hardware, window clearance and how they change room proportions.
Art	Wall dimensions, furniture width below it, viewing height, frame finish, negative space and how it balances the rest of the room.
Paint	Natural and artificial light, undertone, sheen, adjacent materials, flooring, cabinetry, textiles and how the color changes throughout the day.

Why we design before we order

The fastest way to make a room feel expensive is not necessarily to spend more - it is to make fewer mistakes. A beautiful chair that is the wrong scale, a rug that is too small, lighting hung at the wrong height or a sofa ordered before the floor plan is resolved can force the entire room to compromise.

WORKING TOGETHER

How to Help Your Project Run Smoothly

- Be candid about budget. We can design at many investment levels, but the plan has to be built around real numbers.
- Identify decision-makers early. If multiple people must approve selections, include them in presentations whenever possible.
- Send inspiration, but do not worry about making it perfectly consistent. We look for the common threads.
- Tell us what you dislike as clearly as what you love.
- Give consolidated feedback rather than reacting to pieces one at a time.
- Approve selections promptly when timing matters. Inventory and lead times can change without notice.
- Avoid purchasing outside items mid-design without checking scale, finish and compatibility with the approved plan.
- Expect some substitutions. Discontinued products, freight changes and backorders are a normal part of furnishings and construction.
- Keep access clear for measuring, deliveries and installation.

A note about budgets

A room budget is more than the cost of the largest furniture pieces. A complete plan may include freight, receiving, delivery, installation, window treatments, lighting, rugs, art, accessories, hardware, labor, tax and construction-related items. We prefer to discuss the complete investment early so the room can be designed intentionally instead of running out of budget before the finishing layers are added.

A note about timelines

Design time and product lead time are different. The design phase is the work required to create and approve the plan. Procurement begins after approvals and payment, and product timelines vary by vendor. Custom, made-to-order and construction items naturally require more time. We will communicate known lead times, but manufacturer and freight delays can occur outside our control.

FAQ

Frequently Asked Questions

Do I need to know my style before we start?

No. In fact, many clients hire us because they like several styles and cannot figure out how to combine them. Inspiration images and conversations about how you want the room to feel are usually more useful than a style label.

Can you work with furniture I already own?

Absolutely. Tell us what must stay, what you would like to keep if it works, and what you are open to replacing. We will design around meaningful or practical pieces when they support the overall plan.

Why can't we just start shopping?

Because shopping before space planning often creates expensive mistakes. We first establish scale, layout, palette, function and priorities so every purchase has a purpose.

Can I buy items myself?

That depends on the scope of your project. Some design plans may include client-purchased items, while full-service projects are most successful when procurement stays coordinated. We will clarify this in your proposal.

Why do selections sometimes change?

Furniture and finish inventory changes constantly. Items can sell out, be discontinued or move to extended lead times. When that happens, we reselect with the original design intent in mind.

Will everything match?

No - and that is intentional. Great rooms coordinate; they do not look like a furniture showroom set. We mix materials, shapes, finishes and textures so the space feels layered and collected.

How many options will I receive?

Our job is to edit the thousands of possibilities into the strongest solution. We generally present a curated direction rather than asking you to choose from endless options.

What if I do not like something?

Tell us. Clear feedback is part of the process. The most helpful feedback explains why something does not feel right so we can solve the underlying issue.

Can you help with construction too?

Yes. Home Companies can coordinate design with renovation and construction services when included in the project scope, allowing the aesthetic plan and field execution to stay connected.

When is a room finished?

Usually when the final layers are in place. Rugs, window treatments, lighting, art, pillows, objects and styling may seem secondary, but they are often what transforms a furnished room into a designed room.

DESIGN IT YOURSELF

The DIY Room Design Roadmap

Want to understand the work behind a finished room? Use this roadmap before you buy anything. Even if you ultimately hire a designer, completing these steps will help you make better decisions and communicate what you need.

1. Define the room's job

Write down who uses the room, what happens there, what is not working now, and the three things the finished room must accomplish.

2. Inventory what stays

Photograph and measure every item that must remain. Separate sentimental keepers from pieces you are keeping only because replacing them feels inconvenient.

3. Measure everything

Measure walls, ceiling height, windows, doors, openings, fireplace widths, TV locations and circulation paths. Measure doorways and stairs for delivery too.

4. Draw the floor plan

Place the largest pieces first. Allow comfortable walkways and conversation distances. Do not assume furniture belongs against every wall.

5. Set the investment

Create categories for furniture, rug, lighting, window treatments, art, accessories, delivery and labor. Keep a contingency for the things you forgot.

6. Choose three design words

Examples: tailored / warm / collected; modern / organic / quiet; traditional / colorful / relaxed. Use them as a filter for every selection.

7. Build a palette

Start with fixed finishes you cannot change, then choose your dominant neutral, supporting colors, wood tones, metal finishes and contrast.

8. Select the anchor pieces

Usually the sofa, bed, dining table, rug or major casegood. Confirm dimensions before chasing smaller decorative pieces.

9. Layer lighting

Plan ambient, task and accent lighting. A ceiling fixture alone rarely creates a finished room.

10. Solve the walls + windows

Decide paint, wallpaper, millwork, window treatments, art scale and mounting heights before installation day.

11. Check the whole room

Put every selection on one board. If one item looks beautiful alone but fights the overall story, it is the wrong item.

12. Order in sequence

Long-lead and custom items first. Confirm access, quantities and return policies. Track every order and inspect items as they arrive.

13. Install before accessorizing

Place the foundational furniture first. Then layer art, pillows, throws, objects, books and greenery based on what the room still needs.

14. Edit

Remove something. Then look again. Good styling needs negative space as much as it needs beautiful objects.

DIY WORKSHEET

Before You Buy a Single Thing

Room / space:

Who uses this room and how?

Top 3 problems to solve:

Top 3 priorities:

Items that MUST stay:

Items that MAY stay:

Approximate total room investment:

Three words for how the room should feel:

Fixed finishes / colors we must work with:

Primary furniture dimensions needed:

Lighting needed: ambient / task / accent:

Window treatment needs:

Art / wall treatment plan:

Storage needs:

Deadline or event driving the timeline:

READY WHEN YOU ARE

The Difference Is in the Details

Design is not simply choosing beautiful things. It is knowing which beautiful things belong together, in what size, in what place, in what order - and how to get them there.

Whether you are furnishing one room, renovating a home or starting from the ground up, our goal is to create a clear plan and carry the details all the way through. We want the finished space to feel like you - only more thoughtful, more functional and more complete than you imagined.

BUY

SELL

DESIGN

BUILD

HOME COMPANIES

Everything home. One connected team.