

CONCEPTUAL STUDY:

The Conceptual Study is a simple and effective way to visualize the potential for your project and to get an idea of the design process for a nominal fee.

This phase takes approximately two weeks.

In order to create a Conceptual Study, the Designer gathers the "hard" and "soft" data that will influence the project, which typically entails:

- **Site Visit** (if applicable)
- **Developing the Program with the Client:** For example, verifying room dimensions, balancing functional and aesthetic qualities, desires about the look and feel of the house, spatial qualities of rooms and their relation to one another, etc.
- **Code Overview:** Research of any applicable codes for the project location (typically when structural, plumbing, or electrical changes are involved).
- **Schematic Room Design:** Design of the preliminary concept, which includes furniture layouts, preliminary budget, and inspirational images or sketches to illustrate ideas for spaces and materials.

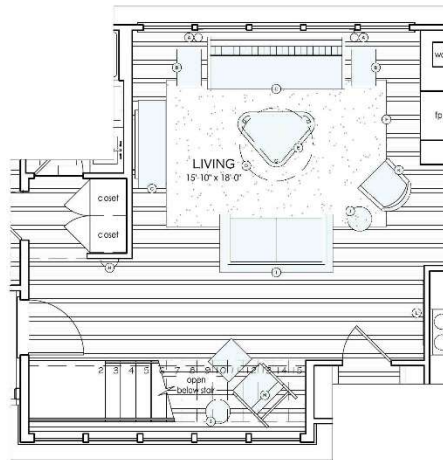
Example of Conceptual Study:

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APPLICABLE CODES:
-N/A

NOTES:
Door and Window Sash Color:
SW 7675 Sealskin
Wall and Trim Color:
SW 7014 Elder White

CONCEPTUAL STUDY



Main Living Concept



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CONCEPTUAL STUDY

2017-08-07
J. Smith
SMITH LIVING ROOM
1401 Smith Road
Anywhere, UT 12245

SCALE:
SCALE
P. 1

PRICING OPTIONS

Based on the project scope and design feedback from the Conceptual Study, the Designer will provide the following pricing options to the Client:

1. DIY Interior Design

The Designer incorporates the notes and changes from the Conceptual Study and provides the Client with an updated Floor Plan, Shopping List and Design Recommendations. This allows the Client to execute the project on their own, at their leisure.

Shopping List includes:

- Purchasing information for furniture, fixtures, equipment, art and accessories (FFE)—anything not permanently installed
- Specification of any paint colors

Design Recommendations Include:

- General qualities of floor finishes, trim details, and appropriate cabinet styles, window coverings, and overall mood schemes
- Budget estimate

Not Included with DIY Interior Design:

- Construction drawings or specific finish selections (beyond paint)
- Any detailed specifications in regards to permanently fixed or installed items such as: built-in cabinets, millwork details, countertops, refinished flooring, tile design and grout coordination, window covering measurements, or fireplace detail drawings
- Additional meetings or assistance in implementation of design

If any additional consultation is required, the Client may request to work with the Designer at an hourly rate.

2. Full Service Interior Design

Taking the feedback from the Conceptual Study, the Designer provides turn-key service to the Client, resulting in a completely finished space.

Please see the following pages for a complete description of Full Service Interior Design.

The fee for any Interior Design service is based on the scope and complexity of the project. Fees are typically based on a cost-per-square-foot that is translated into a fixed fee. All furniture, fixtures, equipment, art, and accessories, known as FFE, are billed separately at a cost plus rate of 15%.

FULL SERVICE INTERIOR DESIGN

Full Service Interior Design covers every stage of the design process in order to fulfill the Client's vision.

CONCEPTUAL STUDY: 10%

(As described on 1st page.)

DESIGN DEVELOPMENT: 25%

This phase involves several meetings between the Client and Designer as the information gathered during the Conceptual Design is refined. Design Development includes:

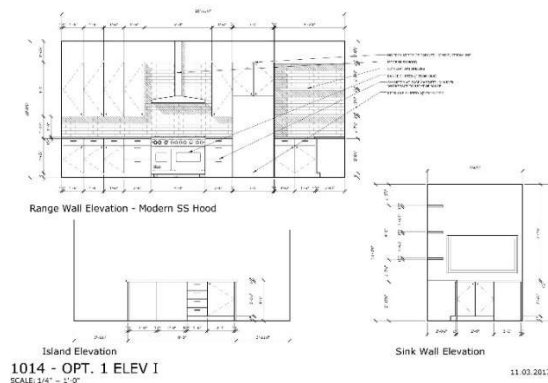
- Dimensioned Plans, Sections, and Interior Elevations
- Furniture Layout and Space Planning
- Initial Specifications of Materials and Finishes
- Initial FFE Package
- 3D Model or Artistic Renderings
- Contractor Recommendations and Pricing Set for bidding

Design Development involves several meetings between the Client and Designer as the information gathered during the Conceptual Study is refined. The selection process can involve visits to the stone yard, appliance vendor, furniture store, or art gallery with the Designer to see and discuss options in person. The project develops in character as components are defined, such as furniture, finishes, flooring, and cabinetry. The Designer reviews these drawings carefully with the Client to ensure that all objectives are met.

This phase takes approximately one to two months.

Once the Client is satisfied with the design, a Pricing Set is provided so that a Contractor may provide budgetary estimates. By involving the Contractor at this early phase, it fosters a collaborative effort and ensures that the project scope and budget are realistic.

KITCHEN DESIGNS



CONSTRUCTION DOCUMENTS: 25%

- Detailed Construction Drawings
- Finalized Specification Book and FFE Package
- Required documentation for governmental agencies/permitting (if needed)

During this Phase, the Specification Book, FFE Package, and detailed set of Construction Documents receive Final Client Approval, and are sealed and dated. The Contractor uses this package to determine pricing, submit for a building permit, and build the project.

This phase takes approximately two to four weeks.

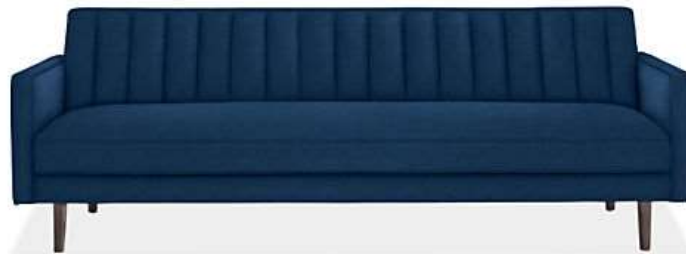
BIDDING AND NEGOTIATION: 5%

- Client and Designer meet with potential Contractors for Bidding
- Client and Designer review cost estimates
- Contract details discussion

Up to three contractors are selected for consideration, and each provides an accurate bid for the materials and labor. The Designer is instrumental during this process, arranging meetings with the Client, reviewing documents, and providing clarification or additional information required for bidding. The Designer may assist the Client in selecting a Contractor and can help review the contractual agreement between Contractor and Client.

PURCHASING AND PROCUREMENT: 20%

- After Final Approval of the FFE Package and Budget, the Client will provide an 80% down payment to the Designer to begin purchasing all items.
- The Designer coordinates with vendors on lead times, and works with the Client to arrange for warehousing items and the scheduling and accepting of deliveries.



The Designer charges at 15% mark up on all FFE items. A Designer Discount (aka Trade Pricing) of 10%-40% is applied to most items. Wholesalers, antique dealers, and big box stores, such as Amazon, Walmart, Target, TJMaxx, typically do not offer any Designer Discounts.

Warehousing may occur on projects where it is not possible to accept delivery at a project site. In this case, Designer will provide Client with quotes for storage fees, delivery acceptance fees, and secondary moving fees.

CONSTRUCTION ADMINISTRATION: 10%

- Regular Site Visits with Client and Contractor to review progress
- Additional sketches or specifications upon request of the Contractor
- Review Submittals and material orders

Construction is a collaborative process between the Designer, Contractor, and Client. Maintaining regular communication between the Designer and Contractor ensures the design concept is made into reality. It is customary for the Designer to visit the project site at significant points during construction for review. As unexpected issues can arise during construction, the Designer will collaborate with the Contractor and Client to determine a solution that best reflects the original intention of the design.

During Construction the Designer reviews Contractor submittals, such as cabinet shop drawings or plumbing fixture orders.

When construction is 99% complete, the Client and Designer will walk through the project to create a final punch list for the Contractor.

FFE INSTALLATION: 5%

Once the Contractor has completed the punch list, and the project area has been cleaned, FFE Installation can begin.

The Designer arranges for delivery and inspects all items received. The Designer then stages the entire room from rugs to accessorizing in preparation for final reveal to the Client. This clarifies the end of the project for everyone, and the contract can be deemed complete.

PROJECT COMPLETION AND FOLLOW UP

With the Client having settled into their new space, the Designer will request a follow up visit to review the end result and address any remaining questions or concerns.

