



WELCOME PACKAGE

Home Co.

Welcome Home

HOME-COMPANIES.COM

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INTRODUCTION

Our Style

Formed by a love of history, we love keeping as much of the bones of a structure as we can. Marrying in your personality is what really brings a home together!

Our Approach

Communication is key. We're here for whatever you need. We'll help you solidify your vision and keep in constant contact until your dream is realized!

Our Network

With a collective 30 years experience our network is vast! From architects and builders to artists and brokers, we've got every step of the process covered!



OUR MISSION & VALUES

At HomeCo., we're passionate about creating beautiful and inspiring spaces. We design high-quality kitchens, bespoke bathrooms, functional living rooms and cozy patios. But we do more than that. We work with you – taking a holistic approach to deliver innovative spaces and experiences that reflect your personality and lifestyle. Every design is one of a kind. With us, what you get is fresh, beautiful and truly unique. We're a boutique design firm who does things differently. We help you turn your house in to a home.



JENNIFER BLAKE



ABOUT THE DESIGNER

Jennifer, or preferably just "Jenn", began her love of homes and real estate journey when she "flipped" her first house before she was 20. While attending college at USF, she decided to make it official and became a Realtor in 2004. Technology and streamlining all came with the certainty there would be a need for one-stop buy-sell-renovate-repair shop. HOMEco. was created to present a way for her clients to get comfort in knowing things are all in the same hands, one point of contact, and easy communication. She currently owns several renovated properties, and holds licenses to buy & sell in Tennessee, as well as Florida. Her passion is best described as family and function.



LAURA PURTEE

ABOUT THE DESIGNER

Laura's experience in design started in photography & illustration from a very young age. That translated into a degree in graphic design & advertising. Spending 9 years in the corporate design space, she branched off in 2020 into Real Estate and Interior Design. She currently lives in a fully flipped 1970s house in Murfreesboro and loves helping clients turn their houses into dream homes. Functionality meets good design is where her heart lies.

BENEFITS OF WORKING WITH US

QUALITY

We understand that quality design is invaluable. Making spaces functional and beautiful and uniquely you is where we thrive.

CREATIVITY

We are able to combine our knowledge of trends, years of experience and innate ability to create design that speaks on a deep level.

VALUE

We value your home like it is our own and are mindful when designing & selecting pieces that work with your style.

WHAT TO EXPECT

FROM OUR DESIGN STUDIO

OUR PROMISE TO YOU

Our design boards will "wow" you. Your stress will melt away. Your budgets will be ours, and the results will be stunning. We promise to deliver honest estimates with an intent not to add-on later, but to include everything you're looking for in your space.

We work hard to make sure we have included the design elements you want BEFORE we price your job. Your pricing will include the designs you have approved and selected during our design process.

BENEFITS

Depending on your builder and price package chosen, our menu of services may include these phases:

1. Moods
2. Designs
3. Selections
4. Ordering
5. Deliveries
6. Storage
7. Walk-through for rough in placements
8. Check-ins throughout your project until completion

HOME CO SERVICES

NEW CONSTRUCTION (WHOLE HOUSE):

01

Congrats on building your dream home! We want to make sure you have it all pulled together just the way you imagined it. We want it to be a reflection of your style & how you live. You need someone who can work alongside your contractor to bring your vision to life, thats us!

YOUR BUILDER PACKAGE OPTIONS:

Design Collaboration/Consultation:

- Review of home plan drafted by builder
- Review Exterior Finishes, Doors & Windows
- Review of Electrical Plan
- Review of Plumbing Plan
- Review of Ceiling Elevation and design
- Review Inspirational photos and designs with client
- Editing of drafts with builder, as necessary

Finishes & Fixtures Selections:

- Design boards and digital rendering for Kitchen, Bath & Laundry
- Flooring Materials
- Trimwork & Doors
- Cabinets & Counters
- Door & Cabinet Hardware
- Plumbing
- Wall Tile
- Decorative Lighting
- Paint Colors for every room
- Master design book of all selections and product specifications for trade and builder use

Site Visits & Meetings: HomeCo. will be reasonably available for periodic site visits via in-person as well as utilizing FaceTime. All communications (email/text/calls) will be immediately taken or responded to within 48 hours during the work week.

02

FULL SERVICE DESIGN + DECORATING: \$2500+

For the person who wants the turn-key experience and designer touch. We design with you, help make the selections, order , and deliver turn-key ready to move in furnishings and finishes.

Any materials HomeCo. is able to source at trade professional discount will be passed along fully to client/contractor. Selections specified by HomeCo. must be approved by and purchase facilitated by client/contractor. Purchasing through HomeCo. is subject to a 35% overhead fee. Any materials HomeCo. is able to source at trade professional discount will be passed along fully to client/contractor.

• Hourly Fee: \$100/hour - designing and overseeing custom fixtures fabrication. Client will be notified for approval of any work subject to the hourly fee prior to the work commencing.

FAQ

HOW DOES THE PAYMENT PLAN WORK?

We offer a breakdown of payments:

1. Start by only paying your package price
2. Next, you'll pay a first installment to begin your product ordering
3. A second installment is due upon the start of your project
4. Finally, you'll pay when the job is done

*Unless your builder has included a designer package.

WHAT IF THERE ARE DELAYS?

We are experiencing many delays due to availability and supply chain. We do our very best to know every obstacle before ordering and have the ability to change any orders that do not fit the timeline for the project. We will notify you immediately if any delay is noticed and present you with options.

We are rarely experiencing any changes to final timelines or visual outcomes. There may be a unique piece that you are willing to wait for, and we do not add any fees to come back at a later time to complete the job. We do ask that final payments are made at the time of the final cleaning, which may occur before the final delivery date.

WHAT IF I WANT EXTRA REVISIONS?

An industry standard fee of \$250 is charged for each revision or change once a job begins. We do not charge for changes due to availability or supply chain as long as a presented option is chosen. An hourly fee of \$100 per designer hour will be charged for additional consulting, selections, and ordering after initial selections and ordering are confirmed by client and ordering has begun.

WHAT IF I NEED A RUSHED PROJECT?

We may charge a fee to rush a completion date. You will be given any fees at the time of request.

NEXT STEPS

01

STEP ONE - CHOOSE A PACKAGE

Select a package that affords you the services you'll need to get your project done.

02

STEP TWO - SEND US YOUR INSPIRATIONS

Who doesn't love a good PIN? Well, we know you have a snap of something that has the color, products, or feel you are striving for, so send it on over!

03

STEP THREE - MAKE ANY CHANGES OR SUGGESTIONS

Our designs are not set in stone. We will meet with you via Zoom or in-person to go over your moods and edit your design boards to make you 100% happy!

04

STEP FOUR - MAKE YOUR FINAL SELECTIONS

Get the products you want to fit your budget and timeline.

05

STEP FIVE - START TO FINISH MANAGEMENT

Use our services or use our design boards and product selections worksheets to manage your project from start to WOW!

THE DETAILS

of your project

WRITE YOUR QUESTIONS FOR US HERE!

Questions, budgets, styles, colors, moods, measurements...