

THE DESIGN PROCESS

ELLA'S
INTERIORS

Thank you for considering Ella's Interiors for your upcoming project.

We strive to create environments that will support you, your family,
and your guests in the most nurturing and lasting way possible.

PHASE ONE: *Determine the Scope*

Phase one is all about you and your dream. In this phase we visit you at the site and listen to all that you envision for your home or space.

How will the space be utilized? Who will be using it? What are your likes and dislikes? How many rooms are needing help with? What is the budget? etc...

This phase will help us capture the essence of your vision and pull it together into a cohesive design plan.

You will then be invited in for our first design meeting. We will utilize samples, mood boards and floor plans to present you with our initial design concept.

PHASE TWO: *Agreement to Hire*

After being presented with our ideas, if you feel we are a fit for your project, we ask for a design deposit. You will be sent an invoice for the deposit, once it's paid, we move forward!

PHASE THREE: *Design*

This phase is where the real fun begins!

We dial in your floor plan, draw the elevations for any areas with cabinetry and begin to source and design the furniture, textiles and light fixtures. We pull together all of the pieces that will create the space with the design aesthetic and budget in mind.

PHASE FOUR: *The Grand Reveal*

In this phase we are ready to reveal to you the finished design.

You will be walked through your project using both 2D and 3D visuals. We will present a tangible board with samples and you will be supplied with drawings, renderings and elevations to help us to convey our final concept.

Included in this phase, second choices will be available for anything that is not to your taste, and we will notate all feedback to take back to the drawing board.

PHASE FIVE: *Final Review*

This is where we come back with revisions for your approval, and hopefully a final sign-off on the project to take it to implementation stage.

PHASE SIX: *Hire the Contractor*

Now that we have the design plan completed, we are ready to get contractor bids. We can recommend contractors or you can bring your own. The contractor is supplied with drawings and finish schedules to give them a complete picture of the project so they can give us an accurate bid.

Once the contractor is agreed upon and a timeline is established, the contractor will need a deposit and a signed contract of their own.

PHASE SEVEN: *Timing of Product*

We begin the ordering. Orders are timed with the project calendar so that everyone has what they need, when they need it and we stay on schedule.

We will source, order, work out logistics, store and then deliver to the job site every element of the design project. If needed, we also take care of any damage, claims and/or returns.

BILLING

PHASE ONE \$500 (*+travel outside of Grand Traverse County*)

PHASE TWO \$1500 (*applied toward future charges*)

After the initial Design Deposit, we bill every two weeks for design hours.

LEAD DESIGNER \$125/HR

ASSISTANT \$75/HR

DRAFTING & RENDERING \$100/HR*

* Drafting and Rendering can be as little or as much as you would like. We have the capability to give you life like renderings if you need them for visualization.

PURCHASING PRODUCT

We time the purchasing of the product with the timing of the project to save from having to pay for long term storage. Some short term storage costs may incur.

Product will need to be paid in full at the time of ordering. This will be billed separately.

SHIPPING & RECEIVING

We will handle all logistics for your project. When your product is ready to ship, we will negotiate the best price.

All shipping and receiving charges will be billed at time of service.

A FEW THINGS TO NOTE

DISCOUNTS

As Designers, we are able to extend discounts to our clients ranging from 10% - 30% on almost all purchases we make for the project. You will notice the discount listed per item on your invoice.

REMODEL WRITE OFFS

It's important to us to find homes for as many of the demo items as possible in order to keep them out of the landfill. We are able to work with a few nonprofits here in Traverse City that will not only provide some the demo services but also give you a tax credit for the donation. Anything over \$5000.00 will need an appraisal, which can also be provided.

PROJECT TIMELINE

The design process takes time and shouldn't be rushed. The time it takes for us to execute the design for your home varies on the size of the project and the detail required.

Each space is different, therefore each phase of our process depends greatly on the scope of work needed. After our initial meeting, we can provide you a timeline estimate.

We also depend on our clients availability during the design phase to keep projects on track. Your project timeline may be delayed if design meetings and decision making are prolonged.

THANK YOU FOR YOUR CONSIDERATION!

Ella's Interiors | 209 East Front St. Traverse City, MI