



# WELCOME PACKET

## FULL-SERVICE DESIGN

Thank you so much for choosing and trusting White Hollow to help you with your home project.

The information provided in this document will help prepare you and set your expectations for the project.

As always, please ask me any questions you have.

I can't wait to get started on your project!

*-Erica*

White Hollow  
YARD & HOME

[www.whitehollowyardandhome.com](http://www.whitehollowyardandhome.com)



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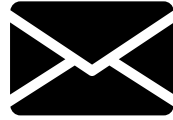
Frequently Asked Questions



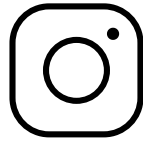
# Communication

**Phone:**

(413) 896-4433

**Email:**

whitehollowyardandhome@gmail.com

**Instagram DMs:**

@whitehollowhome

**Office hours:**

My office hours are 9am to 2pm Monday, Wednesday, and Thursday for consults and meetings. However, I am often available outside of office hours when needed.

**Meetings:**

Expect to meet at least three times during our project for the initial consult, to review any material selections, and for install.

**Communication:**

My preferred mode of communication is email. Feel free to email me at anytime and I will get back to you as soon as possible.

**Urgent or quick issues:**

The best way to reach me with urgent or quick issues or questions is via text message or a phone call. I will often text with quick updates (for example: to confirm a meeting or to update you that a contractor has wrapped up).

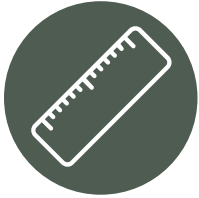
**Expect from me:**

- Regular updates and project progress emails
- Site visits as needed or requested by you or trades



# Project Phases

Below is a typical outline of the phases of a full-service design project.



## **Phase 01** Initial Consult & Site Measure

Our first meeting will take approximately 90 minutes. During this time, we will discuss the scope of your project, floor plans, and budget. I will take measurements of the space for planning.



## **Phase 02** Concept Development & Budget Approval

Approximately 2 weeks after our initial consult, I will provide you with a first draft of the design. I will also provide a budget range for your approval.



## **Phase 03** Design Development

Over the next few weeks, we will select the final finishes for your project. This may require additional in-person meetings to review samples together.



## **Phase 04** Design Finalization

I will provide a final design board including all of the products for your project. You are allowed to make three changes (for example, sourcing a different rug) without additional design cost.



## **Phase 05** Construction and/or Procurement

After the design has been finalized, orders will be placed and contractors will be scheduled (if applicable).



## **Phase 06** Install

For full-service design, installation typically takes place over 2 visits (plus deliveries).



## **Phase 07** Project Completion

On the final install day, project photos will be taken. We will have one final in-person or virtual meeting to review your project.

# Payment Schedule

Below is an outline of payment terms and when invoices will be due.  
We accept cash, check, and Venmo @whitehollow.

1

## Initial Consult

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The initial consult fee of \$300 (per room) secures your in-home consultation, site measurement, and concept development. Payment is due prior to our scheduled meeting.

2

## Retainer

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A retainer in the amount of 20% of the design budget\* will be collected to protect the designer from loss of income if the project is cancelled. The retainer will be applied to the final project invoice. In the event the project is cancelled, a portion of the retainer may be returned depending on time spent on the project. The retainer is due prior to the design development phase.

3

## Deposit

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75% of the design budget\* is due after design finalization, before orders are placed

4

## Final Invoice

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Upon project completion, a final invoice will be provided for any remaining balance.

\*Contractor fees and materials (if applicable) are to be paid directly to the contractor(s) and therefore will not be included in the design retainer and deposit.

# What to Expect

Redecorating can be stressful and I like to prepare my clients for what is to come.

Here are some things to prepare yourself for:

- **Hitting the mark:** The first set of design boards are a way to get better acquainted with your style and preferences. Please be honest, I will not be offended if you don't like it! The intent is to use your feedback to develop the right design for you and your space.
- **Turn around times:** The entire project starting from our initial consultation to project completion can take a few months and depends mostly on how long it takes us to finalize the design, lead times for products, and contractor availability (if applicable).
- **Lots of decision making:** Decisions can be hard, which is why we allow up to 3 revisions to be made to the final design at no extra cost. After that, additional revisions will be billed hourly at a rate of \$100/hour.
- **Contractors:** We work with contractors to convey and oversee the design goals. We will address any issues that arise during the work that impacts the design. However, we are not to be considered general contractors, therefore any issues relating to structures, electrical, or other utilities that arise will need to be handled with contractor(s) directly. Contractors(s) must also be paid directly.
- **Site access:** We will need access to your home for install and check in on contractors. You do not need to be present for these visits unless specified and coordinated beforehand. If you prefer to be home during these times, we are happy to coordinate visits with you during office hours, please realize this may extend the length of the project.
- **Install visits:** Depending on the scope, the project install may be completed in phases depending on delivery dates.
- **Product quality:** Depending on your budget, we may be sourcing mainly from retail suppliers. Minor cosmetic defects are common. I will address any noticeable defects with the supplier.

# What to Expect

Redecorating can be stressful and I like to prepare my clients for what is to come.

Here are some things to prepare yourself for:

- **Unavoidable delays can occur:** Unfortunately, we may run into delays due to items being on back order or contractor availability. I will do my best to help make sure your space is livable during that time.
- **Deliveries:** Furniture and other large items will be delivered directly to you. Please inspect the items for damage or defects withing 24 hours of delivery. We will hand deliver and set everything else up.
- **White glove deliveries:** Some items may come with “white glove” delivery, which is when the items are delivered and set-up in your room by a delivery company. White glove delivery will require you to be home to accept delivery, I will coordinate a date and time that is best for you. If any items arrive damaged or defective, simply request the delivery crew take the item back and I will work with them to secure a replacement.
- **Tailored to you:** One of the things that makes White Hollow unique is that I tailor my services to fit every client's preferences and budget. You can be as hands on as you want or if you prefer not to have to accept deliveries or would love to experience the HGTV style big reveal, we are happy to price that service for you.
- **Budget management:** Please rest assured that I am frequently reviewing where the budget is. As we develop the design, if anything we select results in a change to the budget, I will notify you so that you can make a decision before moving forward.
- **Change can be hard:** Don't be alarmed if your new space feels weird at first. You were likely used to the way it was for a long time. We find most often the hardest change to adjust to is paint color. Please give yourself a few days to adjust.
- **Love your new space:** After all the hard work is done, we hope that your new space brings you functionality and comfort. If there is anything you are not happy with in the space, please let us know.

# Frequently Asked Questions

## Do you upcharge products?

I charge the typical retail price for all items. The price you pay for items will be the same as if you had bought them yourself.

## Will you pass on your trade pricing or discounts?

I do not pass on my trade pricing or discounts, however I do price shop to make sure I am selling to you at the fairest price! The income I make from product sales is what covers my time for procurement, managing orders and deliveries, and dealing with any defects or damages.

## What happens if I need to cancel?

Life happens! If you ever need or want to cancel or reschedule, please notify me by email. Cancellations of consultations made less than 48 hours in advance will be refunded 50%. There is no charge to reschedule. If a retainer and deposit have already been taken, a refund will be given minus any purchases and hours that have been completed.

## What if I want to return something?

Items with significant defects or damage will be repaired or replaced by the supplier. In the case of buyers remorse, I defer to the supplier's return policy (any labor and shipping expenses will be your responsibility). Furniture and made to order items such as cut-to-length drapes are not able to be returned unless there is a defect.

## How will my final invoice look?

Your final invoice (if applicable) will be broken down by design fees, materials, shipping costs, and sales tax. I do not itemize products. I find that knowing the individual prices of items can affect your opinion of them and I want you to have the best experience possible!