INVESTMENT GUIDE

February, 2024

GINGER GRACE

BUSINESS DEVELOPMENT | INTERIOR DESIGN + ARCHITECTURE

Ginger Grace
Owner / Designer

Thank you for considering me for your upcoming project.

My commitment is to successfully execute your project, honor your time and investment.

I will guide you to define your style and create the most functional and beautiful space for you and your loved ones.

My industry partners and I bring experience and professionalism. We understand the design-build process and our communications are clear and consistent from the beginning to the completion of the project.

Design is inherently a high-end service and that is my reason to pursue excellence.

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WHAT IS THE PROCESS?

1.DISCOVERY CALL
15 minute phone call to get acquainted. I will overview the areas of interest of your project, budget and lead-time.

2. IN-DEPTH CONSULTATION
It is a virtual or in person meeting (2 hours duration). This information will allow me to create a Design Proposal.

3.DESIGN PROPOSAL
I will provide you with an Agreement for the Initial Scope of Work of your project.

4.CONCEPT DEVELOPMENT
In this phase we get to know your lifestyle and design preferences.
We create a Design Concept, FF&E Sourcing, Renders, Drawings and Presentation.

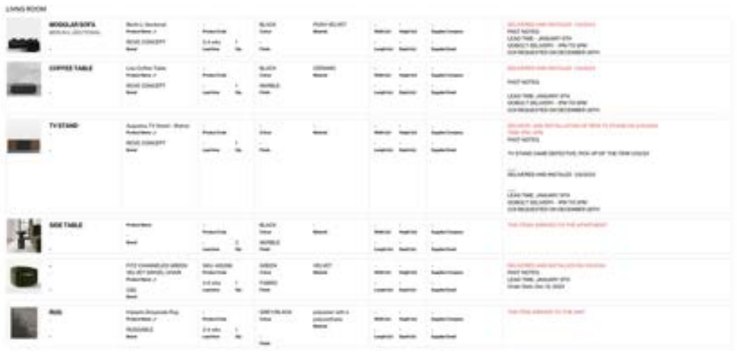
You will have access to a software platform to review your Interior Design Schedule and Design Concept with relevant information and updates from the professionals and merchandisers involved in the project.

5. PROJECT MANAGEMENT
This phase involves planning and organizing procurement, engaging tradespeople and merchandisers, tracking delivery and revising additional construction documents.

6. DELIVERY AND INSTALLATION
Once that your home is ready, my team and I will start the staging, styling and photography phase.

7. PROJECT TOUR
This is the project closure, we will take a tour in the property and leave you relevant care information.

EXAMPLE - INTERIOR DESIGN SCHEDULE - HYPERLINK



EXAMPLE - DESIGN CONCEPT PRESENTATION - INTERACTIVE HYPERLINK

RESIDENTIAL RENOVATION

This is a Full-Service Design, which includes structural changes in the property.

It is a Turnkey Project, that requires the participation of different industry partners such as an Architect, General Contractor, FF&E merchandisers and Project Manager to guarantee completion of the project.

I create a design that is aligned with your daily activities and elevates your style.
I have high-quality standards and I protect my client from the beginning to the completion of the project, reviewing in detail the schedules, documentation, permits, finishes and drawings. Communication must be transparent with all the parties involved.

LUXURY INTERIOR DECORATION

Rental Properties

My goal is to expedite the rental process of your property.

I create timeless spaces that are functional and attractive for potential tenants to facilitate the work of your Agent.

The design must be harmonious and the home accessories are essential to elevate spaces. I will work directly with your Agent to get the best photography results and Open House experience.

TARGETED DESIGN

Single Room or Multiple Areas

If your plan is to remodel one specific area, we can focus in a single room or multiple areas to achieve your goals.

I have experience designing and remodeling bathrooms, closets, kitchens, home offices, bedrooms, family room and outdoor. You tell us what you need.

It is exciting to create spaces with new and fresh energy that reflects your lifestyle and goals.

HOME STAGING

I work directly with your Agent to understand the profile of the potential buyer and create a luxury space. I assist them with the photography and Open House.

In Home Staging the space must be completed in detail: furniture, lighting, home accessories, art, electronics, wallpaper, windows treatment, all elements play an important role to capture the attention of the potential buyer.

I have a proven track record to expedite the sell/rent process in neighborhoods including Bay Point, Venetian Islands, La Gorce, Pinecrest among others throughout Florida.

FREQUENTLY ASKED QUESTIONS

HOW DO I KNOW MY BUDGET, IF I DO NOT KNOW THE COST OF ANYTHING?

Your budget is what you are planing to invest in the project, with the **in-depth consultation** I will understand what do you want to achieve and if your vision match your budget.

The quality of the product and custom items will increase the cost and we will discuss the pro's and con's of lowering your standards, if that is the case. My interest is to protect you from bad experiences and use your time and investment properly to achieve your goals.

WHAT IS THE DIFFERENCE BETWEEN INTERIOR DESIGN AND INTERIOR DECORATION SERVICES?

If you are looking to place new furniture, home accessories, lighting, wall & window treatments that is a Decoration Service while the Interior Design Service involves structural changes, construction and decoration.

WHAT IS THE BENEFIT OF WORKING WITH YOU?

I have stablished trustful relationships with different merchandisers and I worked for premier brand companies in Florida as a Designer and as a New Business Developer which allows me to get great deals for my clients.

My fees are paid from the deals I made for my clients, instead of paying full price and not knowing how to execute your project, I can take care of the entire process.

HOW LONG WILL THIS TAKE?

The length of the project depends on your scope of work.

- Interior Decorations: from the in-depth meeting to complete the work, it can take up to 3 months, delivery and installation takes time.
- Residential Renovation: from the in-depth meeting to complete the work, it can take 6 months or more.
- In-stock items: depending on the merchandiser after purchasing the product, the delivery + installation can take 1 week to 1 month.
- Custom items: depending on the merchandiser after purchasing the product, it can take from 3 months to 9 months.
- Design Proposal: the initial proposal can take 1-2 weeks.
- Concept Development: it can take 1 month to 3 months.

What influences the length of the process and is out of my control are: Holidays deadlines, tradespeople or merchandiser responses, return or replacement of defective items, the client changed his/her mind in terms of finishes or products, the client's time availability, payment submissions, weather conditions, city permits, architects and contractors delays.

I will be persistent with the people involved in the project to get the results on time.

CAN I EXPEDITE THE PROCESS?

The majority of the time you can expedite the process and the majority of the time that will increase the cost of your project.

CAN I DELAY THE PROJECT?

Yes, you can! The majority of the time it will have an extra cost in storage or a new price in services.

CAN I USE MY OLD FURNITURE?

I understand the emotional value of certain items, sometimes we can re-finish a damaged item and give a fresh look to it, sometimes we can find a new exciting solution. If the item is in good condition and matches your design goals, we can absolutely use it.

CAN I SHOP BY MY OWN?

Yes, you can. I prefer you always consult me, because of the dimensions of the item, the style, the price and the quality.

CAN YOU WORK WITH MY CONTRACTOR, ARCHITECT, TRADESPEOPLE?

Yes, if you have trust their services, I am happy to work with the people you trust.

CAN YOU RECOMMEND A CONTRACTOR?

We can review, evaluate and meet a group of contractors.

The contractors I trust are not low-cost. They are reasonable-cost and others are more expensive, I deeply consider their work ethic and past work results as I am protective of my clients.

ESTIMATED FEES

February, 2024

IN-DEPTH CONSULTATION

2 hours meeting $500.
Each additional hour at $200/hour.

Each Project will have a different cost, the Scope of Work and Lead-time will define my fees.
Below you can have an idea of how much my fees are.

DESIGN FEE

My Design Fee starts at $10,000.
What can increase the cost?

- The client decides to start over the design. (after presented).
- The size of the project. If it is a **Targeted Design or a Residential Renovation** (Page 4 - 5).
- Additional design changes after the **Concept Development** (Page 4) is presented.
- Multiple changes in the Renders will add extra hours of work.
- New Renders or more renders.

PROJECT MANAGEMENT

The Project Management fee is 20% on top of the project cost.
It can be priced hourly.
Each case requires to define the liabilities and that is how the cost is determined.

LUXURY INTERIOR DECORATION

My fee starts at $7,000
What can increase the cost?

- The size of the property.
- To expedite the project.
- When the property has hidden structural damages.

HOME STAGING

My fee starts at $10,000
What can increase the cost?

- The size of the property.
- To expedite the project.

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