



# ENCHANTED JOURNEY DESIGN



# INVESTMENT GUIDE

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# THANK YOU

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## WE'RE HONORED YOU'RE CONSIDERING ENCHANTED JOURNEY DESIGN

Navigating the world of interior decorating services can feel like a daunting task at times, and we understand how overwhelming it can be. That's why we're here to support you every step of the way, ensuring your journey is seamless and enjoyable. We genuinely want to explore your unique vision together, creating a family-friendly home that you and your loved ones can cherish for years to come.

This document is designed to be your helpful guide, outlining some of the essential financial investments needed for a successful project ahead. We'll take the time to review this information and more during our upcoming Discovery Call, so please feel free to bring any questions you may have. We're here for you!



# OUR MISSION

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We deliver a personalized service that expertly addresses the unique needs and lifestyles of our clients. We believe that a room must not only be stunning and welcoming but also exceptionally comfortable. Our commitment lies in creating interiors that exude understated elegance, perfect for cozy family and friend gatherings.

To achieve success, we prioritize a high level of customer service tailored to our clients' needs. Therefore, we intentionally limit the number of projects we undertake each year, ensuring every client receives the exceptional and individualized service they rightfully deserve.

# FOUNDATIONAL BELIEFS

## INTEGRITY

Functionality and usability in your space are at the heart of our design, as we deeply understand how vital they are to your experience. We approach our decisions regarding your financial resources with care and confidence, partnering with vendors and furnishings companies that not only demonstrate durability but also genuinely honor their commitments and are always ready to address any concerns you may have.

## EXCELLENCE

Excellence lies at the heart of all that we do, and we genuinely understand how important it is for you to feel truly special in the space we create together. Our aim is to not only meet but exceed your expectations, providing you with a space that resonates with love and comfort. We are dedicated to impressing you with our decorating design while ensuring that every piece of furniture and finish is of the highest quality, because you deserve nothing less.

## COMMUNICATION

We truly understand that the design process can be challenging, and we take the time to address any aspects that may be impacting it. Our goal is to ensure clear communication during the design implementation to help prevent mistakes and errors. We value working with clients who communicate openly and provide honest feedback, as this helps us grow together. We are always eager to listen to your thoughts on improving the design process and actively seek ways to enhance your experience with us overall.

## DEDICATION

We are committed to working with only a select number of clients, allowing us to dedicate our full attention to your needs. This means that when we focus on your project, your vision becomes our top priority. With this at the heart of our approach, we strive to make decisions and take actions that resonate with your project goals, paying close attention to even the smallest details that matter to you.

# OUR SERVICES

In the following pages, we invite you to explore the services offered by Enchanted Journey Design, tailored to uplift the functionality, beauty, and value of your spaces in a way that truly reflects your unique needs. Your vision matters to us, and we are here to help bring it to life.

At Enchanted Journey Design we offer THREE distinct service offerings:

01.

FULL SERVICE FURNISHINGS

02.

CUSTOM BUILT SOLUTIONS

03.

FULL SERVICE FURNISHINGS AND  
CUSTOM BUILT SOLUTIONS

# START

## SCHEDULE IN HOME CONSULTATION

Should you choose to move forward with us, we will schedule a 2 hour in home consultation. There is a \$500 fee that must be paid in advance. We will provide a \$250 discount for services if you decide to engage with us on your project.

01.

## IN HOME CONSULTATION

On-site meeting to begin your design journey! In this phase we'll review any ideas you've submitted and ensure we're on the same page with aesthetic. We'll review:

- Conceptual Requirements
- Investment Planning
- Next Steps

02.

## AGREEMENT

Within 5 days of the in home consultation we will present the proposal and services agreement. Should you decide to proceed, then we get to the exciting part ... Planning your design!

03.

## DESIGN DEVELOPMENT

We will begin by taking room measurements and photos of your space. Then curate your design, source furnishings and accessories, and compile investment information. An on-site appointment to present your design, details, furnishings, and investment overview. We will also provide access to our Client portal to view your design.

04.

## DESIGN REVISION

Time allotted for any revisions discussed at the design presentation. You always have the ultimate veto power. To make this process as smooth as possible, you will utilize the portal to approve / reject selections online!

05.

## PRODUCT PROCUREMENT

All furnishings and accessories will be ordered and prepared for installation. Note that depending on selections, lead times will vary.

06.

## INSTALLATION / FINAL ADJUSTMENTS

The big day! We will arrive to implement your design. Any deficiencies noted at walk-through will be rectified. Photographs / Videos will be taken to document the project.

# OUR PROCESS

# ALL ABOUT FULL SERVICE FURNISHINGS

We believe that every home is a canvas, rich with stories waiting to be unveiled. Our mission is to help our clients breathe life into their visions, creating stunning and awe-inspiring spaces that resonate with their hearts.

We want every client to feel a rush of excitement as they step through their door, marveling at the artistry and thoughtfulness that fills their home with warmth and charm. This space isn't just designed; it's a reflection of their very essence.





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# PHASE I: DESIGN FEE

INCLUDES: One complete room design, Conceptual design and layout, Preliminary investment planning session, Site planning and measurement, On-site design presentation, Sample review, 2 rounds of design edits, Product sourcing & procurement, Full installation services, Full in-home styling, Plus installation day celebratory gift!

DESIGN INVESTMENT OF:  
\$5,500 PER ROOM

# PHASE II: PRODUCT FEE

Each space in your home has its own unique needs, influenced by factors such as the age of the property, the extent of updates required, the overall size, and the amount of furniture needed. Your personal design style and the level of quality you desire also play a vital role in this process. We understand that customization can be intricate, and we're here to support you every step of the way.

To help you plan financially with your dream vision in mind, we've established minimum investment thresholds. We do this knowing that it's essential for you to achieve a full, rich, and layered look. Going below these price points can unfortunately mean compromising on quality, the scope of work, or the overall design, which we want to avoid for you.

We'll work together to create a detailed investment plan tailored to your needs. This plan will provide you with clarity and control over your spending while ensuring you have a thorough understanding of the associated costs. We're committed to guiding you through this, as your financial well-being truly matters to us!

# PRODUCT FEE RANGES

This chart will detail the typical ranges we see for standard spaces. These range from good, better, and best and accessories.

ROOM	RANGE
LIVING ROOM	\$20K - \$50K
DINING ROOM	\$15K - \$30K
BREAKFAST NOOK	\$15K - \$30K
MASTER BEDROOM	\$20K - \$40K
GUEST BEDROOM	\$15K - \$35K
KID'S BEDROOM	\$15K - \$40K
OFFICE	\$15K - \$40K

In addition to the cost of goods provided, you'll also have:

- Sales Tax
- Freight & Delivery

As a reminder, we'll work with you to create a financial plan of specific numbers.

# PHASE III: INSTALL FEE

The last and final stage of your project includes Installation.

All of our decorator fees for installation have been included in your room fee.

However, there may be some additional fees depending on your project. These fees would be:

- Artwork Installation
- Window Treatment Installation
- Wallpaper Installation
- Painting
- White Glove Furnishings Delivery

Any fees your project may have are communicated at the design presentation. You have full veto power during the design phase.

We keep you informed every step of the way.

# ALL ABOUT CUSTOM HOME SOLUTIONS

We are genuinely fueled by our passion for creating tailor-made designs that resonate deeply with our clients' desires. What distinguishes us is our steadfast dedication not only to design and build but to deliver results that are nothing short of Instagram and Pinterest perfection. By embracing a holistic approach to spatial design, we transform dreams into stunning realities that leave a lasting impression.

We understand that efficiency and thoroughness are crucial to you throughout the process, from the initial idea to the final implementation. Our approach is rooted in careful planning, where we take the time to consider every element that matters to you. We ensure that no detail is overlooked, as we thoughtfully plan and execute each phase of your project with your needs at heart.





# CUSTOM HOME SOLUTIONS: DESIGN FEE

MAY INCLUDE: Design concept, Preliminary floor plans, Finish selections, Material & Product procurement, Professional styling, Installation

We specialize in custom built closets, pantries, accent walls and built ins.

CUSTOM SOLUTIONS BEGIN WITH A MINIMUM  
TOTAL INVESTMENT OF \$10K

CUSTOMIZED INVESTMENT  
BASED ON PROJECT SCOPE

# ALL ABOUT FURNISHINGS AND CUSTOM HOME SOLUTIONS

To take a wholistic approach to the design of a room, we offer combining both full service furnishings and our custom built solutions.

Want to take your room to the next level along with the decor?

Here are some examples:

Fireplace Refresh

Accent Wall

Gallery Wall

Custom Built in Shelving

Barn Doors



# FULL SERVICE FURNISHINGS & CUSTOM HOME SOLUTIONS: DESIGN FEE

WILL INCLUDE: Full Service Furnishings and  
selected custom home solution chosen.

BEGIN WITH A MINIMUM INVESTMENT OF \$20K  
CUSTOMIZED INVESTMENT  
BASED ON NEEDS



# ABOUT ENCHANTED JOURNEY DESIGN

# PAYMENTS & FEES

## **PAYMENTS - FULL SERVICE FURNISHINGS**

Design Fee	100% after signing the contract
Product Fee	100% after you accept your design & approve selections
Install Fee	Any balances due before installation

## **PAYMENTS - CUSTOM BUILT SOLUTION**

Design Fee	100% after signing the contract
Materials & Install Fee	50% after design is approved
Materials & Install Fee	50% when installation is complete

## **PAYMENTS - FURNISHINGS & CUSTOM BUILT SOLUTION**

Combination of the above payment schedules

Note: We accept payments by bank transfer, credit card / debit card, cash and check.



# COMMUNICATION

## Response Time:

Within 24 hours Monday-Friday

We truly value open communication and want to ensure everything goes smoothly for you. We make a commitment to get back to you within 24 hours. Here are the ways you can reach us:

- Email
- Direct Message us in the client portal
- Text Message
- Schedule a phone call with our convenient calendar tool

We are here to answer any question you have!

## Client Portal:

Your client portal serves as your central hub for all your important documentation. It's designed to make your experience smoother, allowing you to easily add your design ideas, view your design presentation, check invoices, approve selections, and message us—all in one place. We're here to support you every step of the way.

## Updates:

We'll be in touch every step of the way during the design process, ensuring you feel informed and supported throughout. You can expect a bi-weekly report every 2nd and 4th Friday of the month, summarizing the progress we've made and what we're focusing on next. Additionally, we'll send you emails at each phase of the project to help you understand what to expect, so you're never in the dark about the journey we're on together.

# FREQUENTLY ASKED QUESTIONS

## WILL I BE ABLE TO SEE AND SIT ON EVERY PRODUCT?

We understand that comfort is a personal experience, and it's often more technical than it seems. That's why we partner with trade vendors who provide high-quality products with a range of comfort levels. We are here to make personalized recommendations tailored to your lifestyle needs, the insights you've shared in our questionnaires, and other valuable information. While there are many details to consider, we're committed to working closely with you to find the perfect fit that feels just right.

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## DO YOU PASS ALONG DESIGNER DISCOUNTS?

At Enchanted Journey Design, we truly understand the importance of finding unique and quality furnishings for your space. That's why we thoughtfully partner with a range of vendors that share our commitment to excellence. We also keep our pricing within the parameters set by each vendor, always aiming to offer you prices at or below retail, so you can create a beautiful home without unnecessary stress.

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## CAN YOU INTEGRATE MY EXISTING ITEMS INTO THE DESIGN?

We truly cherish the opportunity to weave in those heirloom pieces or items that hold special significance for you. Our goal is to create a cohesive, high-quality design that feels like a harmonious blend rather than a collection of disparate items. Your treasured belongings matter to us as much as they do to you, and we're committed to celebrating their importance in our overall room design.

# FREQUENTLY ASKED QUESTIONS

## HOW LONG DO PROJECTS NORMALLY TAKE?

Furnishing projects begin at 3+ months.

Custom Built Solutions vary based on the scope of work, at a minimum it will be 2+ months from start to finish.

We'll work with you to establish schedules and timelines.

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## WHAT WILL THE TOTAL COST BE?

Your financial well-being is incredibly important to us. That's why we've developed a Furniture Investment Guide designed to help you understand the costs associated with finishes and furnishings. Together, we will collaborate closely to customize these choices based on your financial situation. While we always begin with our Plan A, we understand that life can be unpredictable, so we also take pride in having a backup plan. This ensures that we can adapt your design to fit your investment comfortably, allowing you to realize your vision with peace of mind.

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## HOW WILL WE HANDLE ANY UNEXPECTED ISSUES?

Things can sometimes arise unexpectedly, and we completely understand that. Rest assured, we are always prepared to discuss any developments with you openly and honestly. We want you to feel informed about everything we discover and what it could mean for your project. Before moving forward, we will present all available options to you, ensuring you feel empowered in the decision-making process. Throughout your project, you will receive our biweekly updates to keep you fully informed and at ease.

# FREQUENTLY ASKED QUESTIONS

## HOW WILL YOU ENSURE THAT MY VISION AND PREFERENCES ARE INCORPORATED INTO THE DESIGN?

We genuinely strive to connect with you on a fundamental level through our thoughtfully crafted and personalized questionnaire. We understand the importance of each response, taking the time to read your answers carefully and engaging with follow-up questions to ensure we truly grasp who you are, what you're seeking, and your specific needs, all while considering your unique design preferences and the style of your home. Every aspect of your project is thoughtfully contemplated, and we value your input immensely, providing two revisions that empowers you with ultimate veto power to guide you thru the design journey.

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## WHAT IF I NEED MORE REVISIONS BEYOND TWO?

We are dedicated to meeting our clients' expectations in the design process while accommodating all your choices, selections, and requests. We understand that adjustments may be necessary, and we welcome your input. If, after two revisions, you would like to make further modifications to the design, please know that an hourly design fee will be applied at a rate of \$250 per hour. Your satisfaction is our priority, and we're here to support you every step of the way.

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# PORTFOLIO: CUSTOM BUILT SOLUTION





# PORTFOLIO: FURNISHINGS





# PORTFOLIO: FURNISHINGS





# PORTFOLIO: FURNISHINGS





# PORTFOLIO: FURNISHINGS AND CUSTOM BUILT SOLUTION



# NEXT STEPS

1

## INITIAL CONSULTATION CALL

We truly understand that selecting an interior decorator is a significant decision, and we want to ensure you feel at ease during this process. Our upcoming call will be a wonderful opportunity for us to connect on a personal level while exploring your project needs in greater detail. We look forward to speaking with you soon!

If we're a good fit, we invite you to schedule an in-home consultation.

2

## IN HOME CONSULTATION

This two-hour in-home consultation is designed to help us gather the final pieces of information we need to create a thoughtful proposal for your project. We're excited to discuss your design ideas alongside our own, prepare a scope of work, review our Welcome Guide, and outline the next steps together. Your vision and comfort are our top priorities, and we look forward to collaborating with you on this journey.

3

## PROPOSAL

Once we've collected all the information necessary, we'll craft a personalized proposal that details your scope of work, start date, timelines, investment, and much more. We want to ensure that you feel confident and informed, so we'll carefully review this information with you, addressing any questions you might have and making any adjustments needed to align with your vision. Your satisfaction and clarity are our top priorities.

4

## ONBOARDING

From that point on, the onboarding process is seamless and straightforward! Our automated system will guide you through the onboarding process. Once the services agreement is signed we will welcome you to Enchanted Journey Design and embark on the exciting process of reimagining your space!



ENCHANTED JOURNEY DESIGN

## HOW TO CONTACT US!

If you have any questions, please let us know.

We look forward to working with you!



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



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