

DEBORAH
NICHOLSON

decor + design

*your design
experience*



THANK YOU FOR BEING HERE



Thank you so much for your interest in working together. This guide provides details about our Design Experience and what you can expect during our process. We can't wait to learn more about your project!

What's Inside:

- Who is Our Design Experience For?
- The Design Process
- Investment
- Budget Range
- Communication
- Frequently Asked Questions
- Next Steps

WHO IS OUR DESIGN EXPERIENCE FOR?

We keep our design services flexible to meet all our clients' various working preferences. Some folks have smaller projects in mind, or plan to tackle one area of their home at a time. Others may need a quick turn-around in preparation for a special event or for listing their home. Many home owners prefer to be hands-on. And then some are eager to have us design every space and select every fixture, finish, and furnishing. We'll meet you where you need to be.

We provide a high-quality Design Plan home owners can feel confident implementing. We don't project manage, but we can recommend some terrific people who do. And, we can be available to clarify and problem-solve along side you and your contractor.

It would be our pleasure to partner with you to create a beautiful home that comforts you, inspires you and brings a smile to your face.

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DESIGN PROCESS

01 | Getting to Know You

Before we officially start your project, we'll ask you to share important details so we can better understand your design style and lifestyle.

This phase includes:

- A detailed Design Questionnaire we will thoroughly review prior to your Design Work Session
- A review of your inspiration images to better understand your vision and goals
- A simple measuring and photography guide so we can create floor plans and visualize your space

DESIGN PROCESS

02 | Your Design Work Session

This phase includes:

- 3 hours of uninterrupted in-home or virtual design time
- Hands-on professional design expertise
- Assistance with prioritizing your goals
- Tackling as many design challenges as we can in our time together

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DESIGN PROCESS

03 | Your Design Plan (for *Design+Deliver Only*)

This phase includes:

- Behind-the-scenes design time creating the deliverables we discussed at your Design Work Session to support your project
- Comprehensive digital Design Plan featuring such deliverables as: looks, layouts, finishes, fittings, and furnishings, as required
- Action Plan with specific designer suggestions and tips for designing your space
- Virtual Design Presentation

DESIGN PROCESS

04 | Designer Support

This phase includes:

- Follow-up Video Design Work Sessions (as per your design package) to answer any questions about your design project
- Deborah Nicholson Resource Guides, as relevant, to support you during your implementation
- Receive continued designer guidance with Designer On Call package

VISIT OUR [DESIGN SOLUTIONS PAGE](#) ON OUR WEBSITE FOR FULL PACKAGE DETAILS

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DESIGN INVESTMENT

Design Dash \$750

Design+Deliver \$3250

Designer on Call \$125 per hour

Just Colour Please \$475

Travel charge \$0.60 per km over 30 kms from our studio

If you would like to have us be more heavily involved in your home project, as general guideline, plan for your investment in design services to be about 3% - 8% of your total project budget. We'll discuss your design needs and best options for you, as we work together.



CLIENT LOVE

"Deborah impressed me with her responsiveness, insights, creativity and thoughtfulness. Her expertise and guidance on every detail, both inside and out, helped me create the home of my dreams!"

-KAREN P

INVESTMENT RANGES FOR GOODS

Below is a range of typical prices for design items we may be discussing for your project, to help give you some numbers as you plan your project investment. These amounts are for goods only and do not include labour or delivery services. We love to mix vintage, custom, retail, and hand-crafted in our designs and we base our selections on your budget, style, and shopping preferences.

SOFA	\$2,500-8,000	KING BED	\$2,000-5,500
SECTIONAL	\$4,800-10,000	QUEEN BED	\$1,500-4,200
LOUNGE CHAIR	\$1,200-6,000	TWIN BED	\$1,300-3,000
OTTOMAN	\$900-3,000	NIGHTSTANDS	\$900-3,000
COFFEE TABLE	\$1,000-3,000	MIRROR	\$500-2,000
TABLE LAMP	\$350-1,100	TOSS CUSHIONS	\$100-450
FLOOR LAMP	\$500-2,000	ARTWORK	\$600-10,000+
CONSOLE TABLE	\$1,000-6,000	WINDOW TREATMENTS*	\$300-5,500+
AREA RUG 9X12	\$2,000-15,000	FLOORING**	\$4-\$60+
DINING TABLE	\$1,900-10,000	KITCHEN***	\$500-\$3000+
DINING CHAIRS	\$500-2,000	BATHROOM	\$6000-\$25000+
BUFFET	\$1,000-3,000	NEW HOME BUILD**	\$350-\$500+
CHANDELIER	\$900-5,000		
BAR STOOLS	\$400-1,500		
KITCHEN PENDANTS	\$400-1,500		

*per window

**per square foot

***per linear foot

COMMUNICATION

Communication is key to designing a space that is perfectly you!

We'll communicate by email in your private client portal and your design studio. You'll have access to all your documents 24/7 and you'll receive updates on the status of your project so you always know what to expect. Your scheduled follow-up video Design Work Session will ensure you feel confident implementing your design plan on your own. Designer on Call is the solution, if you would like continued design guidance and deliverables.

email mail@deborahnicholson.ca

hours Monday - Friday 9-5 AST

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FREQUENTLY ASKED QUESTIONS

WHAT IF IT'S NOT MY STYLE?

Ours is a quick turnaround design-intensive approach and the more details you share about your preferences in your design questionnaire, the more likely we will be able to pin down your design on the first try. We'll provide what we believe are the best options for you and your home.

One reselect of up to 2 items and one round of revisions of your layout plan is included. In the event you'd like to explore different ideas, we recommend using our suggestions as your reference for style, size, color, pattern, finish, etc. as these will be useful to you in your search.

WHERE DO YOU SOURCE GOODS?

We select a combination of retail, hand-crafted and vintage items based on what you share in your design questionnaire about your budget and the look you wish to achieve.

HOW DO I ORDER?

The design plan we create for you may have a combination of specific goods and inspiration items. For specific goods, you'll be able to click Shop It button on your digital visual shopping list to make your purchase directly with the vendor. Certain goods can only be purchased through our studio, so we'll make arrangements with you. For inspiration items, you'll be able to use the characteristics to shop on your own.

DO YOU RECOMMEND CONTRACTORS and TRADES PEOPLE?

Our focus is creative design and solutions, so we don't include any coordination of subcontractors or project management, but we can make suggestions for people for your project if we have a resource in your area. You would then be able to request quotes and contract with them directly.

WHAT IF I'D LIKE ADDITIONAL DESIGN SUPPORT?

We offer additional support with guidance and deliverables with Designer On Call. Also, you can start another home project with a new Design Dash or Design+Deliver package. Visit our website's Design Solutions page at DEBORAHNICHOLSON.CA for details.

NEXT STEPS

We are honored to be considered for your project and would love to learn more about your home and your goals. The next step from here is to schedule a brief video chat so we can talk more about your goals, budget, and timeline to make sure our Design Experience is a good fit for you and your project.

[Click here](#) to schedule your complimentary Discovery Call.

We look forward to chatting with you soon!

Kind regards,

Deborah

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