

DESIGN PROCESS

Portfolio at Glance

Our Approach

The Design Process

What to Expect

Contact us

















OUR APPROACH

DISCOVERY CALL

All new projects begin with a 30-minute phone call between designer and potential client. The call should focus on:

- 1. Design challenges and overview of the Scope
- 2. Project timeline and budget
- 3. Mood and style
- 4. The expectations of working with an Interior Designer

After the preliminary phone call, if both decide that this is a good fit, the next step is to schedule a Design Consultation at the project site.

DESIGN CONSULTATION - SITE VISIT(\$250)

1 to 2-hour meeting at the project site. We'll walk through the space, take detailed notes, photos, dive deeper into the style preferences such as color, space layout, and existing elements that should be incorporated into the new design. A design consultation is a major step for every project but is also a very valuable time where the designer can better understand or even define the SOW and work on ideas, samples, and recommendations for the creative process.

INITIAL PROPOSAL

If moving forward, True Design email a detailed proposal that outlines the scope we've discussed and the design estimated fees for the project based on our hourly rate. Hourly rates include custom Design Project Plans, 3D Models, Realistic Renders, Budget Control Spreadsheet, Sourcing and Ordering Products, Vendor Management, Tracking Deliveries, Project Oversight, and everything else that is in scope. If, after reviewing the proposal, the client wishs to move forward, our office sends the official contract and the first invoice of 50% of our estimated Design Fees. Once the deposit is received and the contract signed, the project will be underway.

DESIGN PROCESS

PHASE ONE

- Technical Review
- Establish your Budget
- Define the Scope of Work
- Collaborate with Construction Team



PHASE THREE

- Official Project Plan Presentation

Manage Purchasing, Vendor Relations, and Deliveries

- Project Coordination and Site Overseen



PHASE TWO

- Create The Design Concept
- Select Finishes, Fixtures and Furniture
 - Initial Project Plan Presentation



PHASE FOUR

- Complete Installation
- Styling and Professional Photos
 - Final Walkthrough







WHAT TO EXPECT

PHASE ONE

First, to ensure a smooth process we will review all information about your property, take before photos, and technical measurements. From there, we'll define the scope across the entire project and establish a budget before collaborating with the client's Architect and Contractor. This phase normally can take up to 3 business days depending on the project size.

PHASE TWO

Here, we begin the schematic phase. This moment is crucial for the project identity and varies between 3-5 business days for us to create samples, mood boards, colors, and fresh ideas for your project.

Once we get approval for the style, the project is officially kicked off to source and we start creating your presentation. This includes Furniture Selection, Floor Plans, Lighting plans, 3D Drawings, and everything we might have scoped.

This work goes for 15-30 business days and is definitely the most exciting part when clients get to see their project plan next to the selected samples of finishes, fixtures, and elements to feel the tones and mood we've combined.





PHASE THREE

The first moment of this phase is to review and make necessary changes to the project presentation. Normally, the client has a couple of days based on the project timelines to think about the project plan and if requested, we go back and make modifications to achieve complete satisfaction.

Once the presentation is approved, the action officially begins and the client receives a 2nd invoice of the total purchase value. So on, True Designs starts ordering, scheduling deliveries, managing vendors, and everything related to materials and labor. This process can take up to 10 business days. When purchases are finished you get an updated budget control.

At the end of this phase, we also schedule a strategic number of visits to the property to supervise the project process and to keep the client updated on project timelines.

PHASE FOUR

It's time to make the magic happen. Our team brings all purchased items and we stage your home thinking about every single detail, from furniture to silverware. Yes, we combine everything we planned for the project with our delicate eyes to add elements and accessories that perfectly match the project style. Every item that wasn't in the scope will be in a priced spreadsheet and you will have the opportunity to purchase them.

With everything ready, the professional shooting takes place and is finally time to walk through the new home and celebrate.

CONTACT US

office@truedesigns.co

+1 305.322.9876

Coral Gables, FL







