



Furniture Investment Guide



Introduction

"How much do we need to invest in furnishing our home?"

Let's face it, money talks can be a little awkward.. This guide is designed to take the confusion out of furnishing your home and understand the work of a designer.

As a homeowner, you need a realistic understanding of the investment necessary to furnish each room in your home that meets your needs and style. You may not have been furniture shopping in the last few years. This guide is designed to provide up-to-date information in today's prices on anticipated furniture pieces you'll need in each room.

We've included three primary rooms to give you a sample: your living room (also known as your family room or great room), your dining room, and your primary bedroom (formally considered the "master bedroom").





Disclaimers

1. These are guidelines only. Actual prices will vary based on your specific desires and design dreams.
2. The average investment for furniture items listed are deliberately set at the higher end of each tier's spectrum. Many clients exceed their planned investment when furnishing a space. We wanted this guide to provide the essential contingency factor of 15-20%
3. This detailed guide reflects price points that we know will provide you with attractive, durable furniture. There will be items in which we can invest less money and others where we may strategically invest a bit more.
4. This is strictly a Furnishing Investment Guide. **Prices do not reflect design fees, freight and delivery, accessories, installation and styling, contractors, or renovation.**

Living Room

The Living Room is often the largest room in the house and requires the greatest furniture investment. Your investment will vary based on the size of the room and its needs.

We recommend that you invest in the rug and upholstery first, as foundation pieces, and to set the scale and style of the room.

PREMIUM \$40K - \$60K

ELITE \$60K - \$80K

Dining Room

The Dining Room's largest investments are your table and chairs. A statement lighting fixture or rug will add to the impact.

The investment will depend on the size of the room, and how many people you want to seat. The details provided in this guide are based on a table set for eight.

PREMIUM \$35K - \$50K

ELITE \$50K - \$70K

Bedroom

The Bedroom's largest investments are the bed frame, headboard, and mattress. You'll need nightstands, a dresser or other case pieces below a mirror, artwork, or flat screen TV, and drapery for privacy and light control.

A bench at the foot of the bed is convenient, and a chair with an ottoman for reading with good light and a table is another welcome option.

PREMIUM \$35K - \$50K

ELITE \$50K - \$70K

Design is a short-term investment with a very long-term return on it You'll be enjoying the interior transformation we create for 10-20 years. And if you move, your furnishings, rugs, artwork, accessories, and pillows are all moveable money and flexible dollars.

We love to work with our clients in their next home, using the pieces we already selected and placed and adding any updates. Statement lighting pieces can also be moved, and we've even tailored drapery, when possible, for a fit in a client's next home.

Design is truly the investment that gives back each day in comfort and style. We encourage you to invest in the best the first time, so replacements aren't required and you're getting what you truly love the most.

When it comes to design fees, every project is custom quoted based on the scope of work and complexity of design. We use value based flat fees to remove the surprise factor of hourly, and help you manage your interior investment with ease.



Living Room

Part One

Item Description	Quantity (Add yours)	Premium	Elite
Sectional		\$10,000	\$14,000
Chair (x2)		\$5000	\$6500
Coffee Table		\$3500	\$5500
End Table (x2)		\$3000	\$5500
Table Lamp (x2)		\$2500	\$3000
Floor Lamp		\$2500	\$3000

Living Room

Item Description	Quantity (Add yours)	Premium	Elite
Pillows & Throw (5 pieces)		\$2500	\$3000
Area Rug		\$3500	\$5000
Credenza / Media Console		\$4500	\$5500
Mirror / Art (5 pieces)		\$5000	\$7000
Accessories (x5)		\$3000	\$4000
TOTAL		\$45,000	\$61,500

Dining Room

Item Description	Quantity (Add yours)	Premium	Elite
Dining Table (for 6)		\$8000	\$12,000
Dining Chair (x6)		\$6000	\$9000
Sideboard / Buffet		\$5000	\$6500
Chandelier		\$3500	\$5000
Drapery & Hardware (1 pair)		\$6000	\$8000
Artwork / Mirror		\$3000	\$5000
Wallpaper / Decorative Finish		\$5000	\$7000
Accessories & Accents (x5)		\$3000	\$4000
TOTAL		\$39,500	\$56,500

Primary Bedroom

Part One

Item Description	Quantity (Add yours)	Premium	Elite
Bed		\$4500	\$6000
Bedding (1 set)		\$2500	\$5500
Area Rug		\$4000	\$6000
Dresser		\$4500	\$5500
Nightstand (x2)		\$2500	\$5000
Floor Mirror		\$2500	\$3500
Artwork		\$2500	\$

Primary Bedroom

Part Two

Item Description	Quantity (Add yours)	Better	Best
Table Lamp (x2)		\$2000	\$2500
Chandelier		\$3500	\$5000
Bench		\$2500	\$3500
Chair		\$3000	\$4500
Drink Table		\$1500	\$1750
Floor Lamp		\$1800	\$2500
TOTAL		\$37,300	\$54,75



Our Design Process:

1. Getting to Know You - this is when we will have our Discovery Call, meet at your home for a Home Review and create your Design Agreement
2. Conceptual Design Phase - during this phase, we will confirm the design direction, layouts, make initial key selections and determine the investment estimate.
3. Detailed Design Phase - this is when our team digs into the details. Elevations, sketches for custom pieces, and lots of sourcing dominate this time. We complete selections in accordance with the approved inspiration boards and finalize floor plans. During our Detailed Design Presentation, you will see each fabric, finish and detail for your final approval of scope and investment estimate.
4. Procurement Management - during this phase, once proposals are approved and we receive payment, we begin placing all orders, tracking orders and working with our receiving warehouse to manage all items as they arrive.
5. Construction & Execution - if your project includes construction, we work with the builder & their team to ensure the project goes as planned, stays true to the design direction and is completed at the best quality.
6. Installation - once construction is complete, our team will be on site for the installations to ensure that the transformation is complete and that we've created the home of your dreams.
7. Your Big Reveal - we walk through everything with you and celebrate the completion of your project!