



# Full Exterior Design

MORE INFO



# I'm so glad you're interested in West | South

I know there are many options out there, which makes me so pleased to have you consider me for your project.

I also know your life is busy, so I want to make sure you get the answers to your questions quickly and easily as you're making decisions.

On the following pages, we're going to walk through the process, talk a bit about what you can expect, and how we can best work together to get you the results you're looking for.

So let's get started!

A handwritten signature in black ink that reads "mel". The signature is fluid and cursive, with a long, sweeping tail on the letter "l".

# Planning a renovation doesn't have to be so overwhelming!

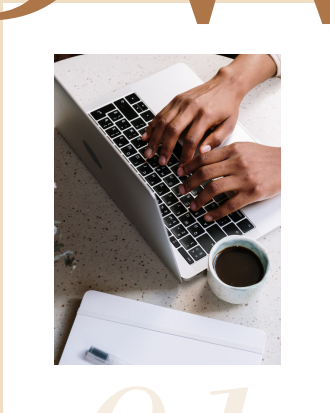
BECAUSE YOU CAN...

- ✓ Understand what makes the most sense for your style and your budget
- ✓ See how it could look before you spend the money
- ✓ Have answers to the questions your contractors are asking
- ✓ Make confident decisions instead of second-guessing it all

*Are you ready to  
feel confident?*



# HOW IT WORKS



## 01 Tell your story

Answer a questionnaire, take photos of your home and send links to your inspiration. And you can email whenever you have time - no meetings, no calls, no stress!



## 02 See What's Possible

Picture how your home could look with a video presentation of photo renderings or a mood board showing multiple options for whatever you need. And ask as many questions as you'd like!



## 03 Feel Confident

End your consultation knowing what you want, excited for your project to get finished, and feeling confident instead of overwhelmed.



FROM KAT

# "Mel has already saved us time, money, and conflict"

Mel is a gifted designer and communicator. She was able to articulate her reasoning that helped us to see exactly what and why she came up her plans while being kind and affirming. And Mel has already saved us time, money, and conflict. Her design plans are not only beautiful, but they are practical. When we have done other projects, it has been difficult and even unclear to us what we want and how to communicate it to our contractors.

Not this time!



# WHAT YOU RECEIVE



## VIDEO PRESENTATION

A recorded video for a no-pressure presentation that you can re-watch as necessary, and can access forever



## EASY COLLABORATION

Easy collaboration by email with answers to as many questions as you need, about any part of your design, all in writing to review as needed



## CUSTOMIZED DESIGNS

Designs that incorporate any parts of your house you'd like to keep as is, or any decisions that you've already made



## UNLIMITED REVISIONS

You'll see multiple design and color options with unlimited revisions for any element during your consultation



## CLICKABLE SOURCES

A private Pinterest board with sources (and more ideas) to keep you organized for your renovation and ordering



## COMPLIMENTARY SAMPLES

Samples of your paint and materials choices are delivered to you to make your final decisions

## WHAT ABOUT LANDSCAPING?

Formal landscape design is not included.

I will not tell you the exact hardscape materials or plants you should buy for your zone or help you engineer new structures like retaining walls, decks, or pergolas. However, we will talk through new finishes for existing structures. I can also complete your proposals with inspirations for your landscape, suggesting which plant textures or hardscape colors might complement your design, and present furnishings and ideas for your existing outdoor living spaces.

This is *perfect* for:

✓ CHOOSING COLORS & FINISHES FOR EXTERIOR SIDING, TRIM, RAILINGS, ROOFING, WINDOWS, DOORS, HARDWARE & LIGHTING

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✓ SELECTING HARDWARE OR LIGHTS FOR EXISTING LOCATIONS

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✓ RECEIVING INSPIRATION FOR BASIC PLANTINGS AND HARDSCAPE STYLES

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✓ SEEING LAYOUTS & OPTIONS FOR OUTDOOR FURNITURE AND ACCESSORIES

It's *not* for:

✓ MAKING BIG CHANGES TO THE STRUCTURE (ADDING DORMERS, DECKS, BALCONIES OR ADDITIONS)

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✓ GETTING TECHNICAL PRINTS FOR CONTRACTORS

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✓ KNOWING THE SPECIFIC PLANTS AND HARDSCAPE TO USE

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✓ RECEIVING ARCHITECTURAL DRAWINGS FOR LANDSCAPING, FENCES, DECKS OR PERGOLAS



**KATE**  
CALIFORNIA

"Working with Mel was a joy from start to finish. She was able to take my mish-mash of ideas and translate them into an actionable plan. The process was clearly explained at the start, and I felt she was more than helpful and incredibly responsive. This was a decision I had been putting off for so long and Mel made the process so easy and enjoyable! I would whole-heartedly recommend Mel's services if you're considering a home design project."



**CHRISTINE**  
WASHINGTON

"Working with Mel has been an absolute delight. I'm thrilled with the options Mel provided. I knew I wanted to paint the exterior of my home and at the same time modernize the overall look. I just didn't know where to start and felt overwhelmed by the process so put it off. Mel provided multiple paint combinations, design scenarios and solid advice on next steps to get started. I can't wait to see the paint swatches and begin my renovation!"



**JENNY**  
GEORGIA

"Working with Mel was a dream. I can't imagine going into such an extensive process as exterior renovations without her incredibly trained eye and expertise. If you're on the fence at all, trust me and work with her. It was an amazing experience, and I feel much more confident in moving forward with our renovations."



**LISA**  
COLORADO

"Working with Mel was fun and efficient. She has the process finely tuned, and her suggestions are transformative. The end result is a clear plan that I am excited about. So worth it!"



**CAROL**  
FLORIDA

"I feel like I'm much better equipped to make design decisions on the house moving forward, and my husband and I are more aligned now that our vision has been put on paper/PDF with actionable info. We learned a lot about our house, and appreciate its architecture even more than we did going into the consultation!"



**SARAH**  
NORTH CAROLINA

"Mel's expertise and vision and speed and thoroughness are the best part of this experience. Incredible how we got exactly what we wanted and needed but how far it was from what we thought we originally wanted. I've sang Mel's praises to everyone."





# Full Exterior Design

ONE PAYMENT

\$ 849

[GET STARTED NOW](#)

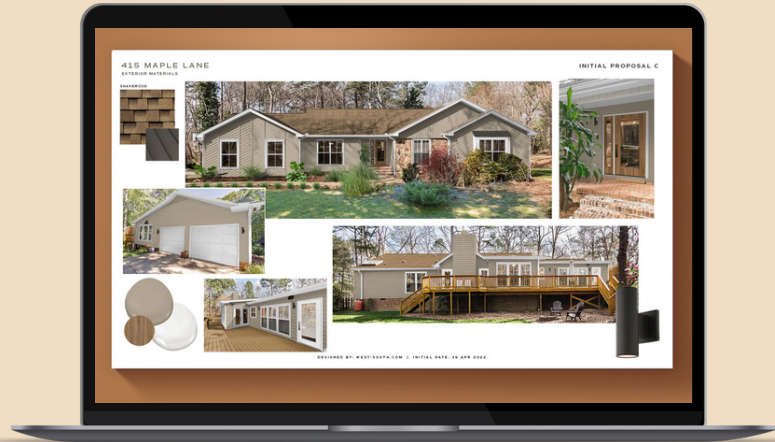
Pinning and researching for hours will only get you so far. And you don't have to be good at everything - asking for help is totally allowed!

So if you're ready to stop feeling overwhelmed, I'm ready to help you find peace of mind and get your design started off right.

I know how hard it can be to tackle these big, expensive projects, and that's exactly why I want to help make it as easy and fulfilling for you as it can be.

- ✓ CONSULTATION BY EMAIL FOR 7 DAYS
- ✓ MULTIPLE RENDERED DESIGN PROPOSALS OF ALL SIDES OF YOUR HOME
- ✓ UNLIMITED REVISIONS TO YOUR DESIGNS DURING YOUR CONSULTATION
- ✓ PRIVATE PINTEREST BOARD WITH LINKS TO SOURCES
- ✓ COMPLIMENTARY MATERIAL SAMPLES & PAINT SWATCHES

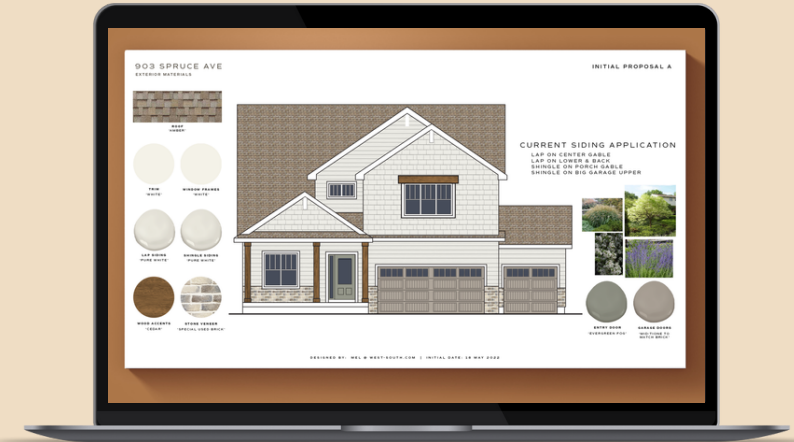
## HOW THE PACKAGES COMPARE



### Full Exterior Design

\$849

- MINIMUM OF 3 DESIGN PROPOSALS
- PHOTO REALISTIC RENDERINGS
- 4 DAYS FOR REVISIONS AND QUESTIONS
- ALL SIDES OF YOUR HOUSE SHOWN
- COMPLIMENTARY SWATCHES FOR PAINT & MATERIALS



### Q + A Session

\$449

- MINIMUM OF 2 DESIGN PROPOSALS
- FULL COLOR LINE DRAWINGS
- 3 DAYS FOR REVISIONS AND QUESTIONS
- FRONT VIEW OF YOUR HOUSE ONLY
- COMPLIMENTARY SWATCHES FOR PAINT

### Both Include:

- ONE-ON-ONE ACCESS TO YOUR DESIGNER
- UNLIMITED REVISIONS DURING YOUR CONSULTATION
- ORGANIZED PINTEREST BOARD WITH LINKS TO SOURCES
- DESIGNS CUSTOMIZED TO YOUR BUDGET AND CLIMATE



# This isn't like those other exterior design services.

## THIS IS **THOUGHTFUL** DESIGN

Design should be personal. With a connection between you and your designer.

It's all about discovering your vision, and then finding simple solutions to bring it to life. Because it's your house, not mine, and it should be exactly what you want – no matter your style!

## THIS IS WORKING TOGETHER TO FIGURE IT OUT, **WHATEVER IT IS**

I'm the listener.

The facilitator.

The idea generator.

The finder.

The figure-outer.

But what makes your design magical are the little tidbits of your life and story that you share with me.

## THIS ISN'T JUST ABOUT **GETTING IT DONE**

I'm not going to speed through your design to create run-of-the-mill plans, showing you only whatever pieces and parts make me the most commission.

That's just not how good design should work.

Instead, you'll get a design that fits with your budget, works with your skillset, and feels

*uniquely you*



# You want the best house for your budget, right?

Then take a small piece of your overall investment to make sure that what you're choosing for your project is what you really want, and that it's right for your home.

Make sure the decisions you're making now are not ones you'll regret in a year, and that your design will stand the test of time.

[GET STARTED NOW](#)





FROM SARAH

"Mel was so insightful, so thoughtful, and so informative. "

I knew our house needed updating but I didn't know how to achieve it or where to begin. Mel was able to quickly identify opportunities for making big improvements within our budget. She understood our special issues and helped us understand them too. Before the consultation, I felt so overwhelmed and hopeless. After the consultation, I now feel excited and hopeful that we can achieve a style that fits our desires and our budget. It was such a relief, and exciting, too!



# WHAT YOU PROVIDE



## 01

### Photos of your home

I will create the renderings you see over the photo(s) you give me. Ideally, this is a clear photo standing curbside or across the street, taken with a high-resolution camera (like a standard iPhone).



## 02

### Links to your inspiration

A link to a Pinterest or Houzz board or a file sharing folder with photos of the other homes, ideas, colors, and products you've already been researching for your home.



## 03

### Dimensions of your front door

I'll need the width, height, and thickness of the door itself, not including any trim or surrounding windows.



## 04

### Basic Info about your project

How much you want to spend overall, when you need to have the project done, and if you've already booked painters or other contractors.

# DAILY SCHEDULE

1 2 3  
DAYS 1 THROUGH 3

4  
DAY 4

5 6 7  
DAYS 5 THROUGH 7

## DESIGN DAYS

Over the first 3 days, I will create the initial design proposals for your home using the photos, links and questionnaire answers you've provided.

And you can sit back and relax!  
*There is no meeting the first day.*

But, if something strikes your imagination, or you remember something else about your project, please let me know with a quick email at any time.

## REVIEW DAY

Your proposals are delivered! You'll have an email in your inbox by 6am this day with a link to the pre-recorded video and a PDF with all the proposals.

Again, there is no meeting, as my voiceover in the video will walk you through the designs.

Watch the video, review the PDF, check out the Pinterest board - take as much time as you need to absorb everything and gather your feedback and questions for the next steps. I'll be there whenever you're ready!

## REVISION DAYS

These days are up to you! Do you want to see other solutions, or try other colors? Do you want to combine two of the proposals? Are you ready to get samples? Whatever you need, that's what we'll do.

You can email me one topic at a time, or in one giant list - whatever is easiest for you. Most revisions can be turned around quickly if necessary, and we can try as many ideas as you'd like. I'll always give you an estimate on how long the revisions will take before I get started.

Once we've worked together to get a design you love, I'll get the samples and swatches ordered and shipped to you, and wrap up the project with final info sheets, too.

Your consultation will run until 5pm in your timezone on Day 7.



# OFFICE HOURS + RESPONSE TIMES

Email is what I do! Usually in the morning with a big 'ole coffee...

As an active client, you have email access 7 days a week during your consultation. I will promptly reply to your email during the times listed below. I am located in the Mountain time zone.

After hours? I disconnect from my devices to re-charge my brain and body. I'll be back with your response as soon as I am 'in office'!

And social media is fun, but DM's via Instagram or Pinterest are not the best way to get in touch, okay?

## MONDAY - FRIDAY

9AM - 5PM MOUNTAIN

## SATURDAY

10AM - 5PM MOUNTAIN

## SUNDAY

NOON - 4PM MOUNTAIN



FROM TRACI

"The entire experience was exceptional."

Mel is extremely well-rounded in design, a solid planner and communicator and someone who keeps her promises most importantly. It is not common in today's world for people to do what they say they will do. Mel delivered on all timelines and her commitment to our project was felt at every turn. It's a design partnership, with open dialogue and mutual feedback and was very satisfying.



# THIS IS THE DESIGN HELP YOU NEED



[GET STARTED NOW](#)

# FAQS

## Will you work with any style?

Yes, because I understand that you are an individual with individual tastes! Also, when you work with me, you can have pieces from any and everywhere - not just a specific group of stores or a tiny group of pre-approved vendors. And since I don't receive commission on materials or furnishings, you can trust that what I propose is what I think you'll love, and not what I make the most profit on.

## Do you only offer online exterior design services?

Yes. E-Design is a great way to get your project started, or to select the final materials and colors to finish your project. I work on projects from coast to coast in the US - and Canada, too! So even if your project is local, the E-Design process is a great way to get the thoughtful design help you need in a quick and affordable way.

## Is there a minimum project budget?

Absolutely not! Aside from your investment in design services, the rest of the budget is entirely up to you. So no matter if you want to DIY and save for another project, or if this is your forever home and you're going to go all out, you can expect the same level of service.

## What's your policy on Diversity, Equity & Inclusion?

I acknowledge my privilege as a white cis-het woman and pledge to be an ally, as I am able, to those in my community and the world. I understand that I have a great deal to both learn and un-learn. I believe that everyone has an equal right to getting thoughtful design help for their home. This right is regardless of age, gender, biological sex, skin color, heritage, nation of birth, or religious affiliation.

# WORKING WITH TRADES



WEST | SOUTH

## WORKING WITH YOUR TEAM

Keeping on the good side of your tradespeople as you work together on your project is important for success. Here are some tips to remember:

First, treat them like the trained professionals they are. It might be your house, but it's their office.

Provide them ALL of the info they ask for WHEN they ask for it.

Learn to say "Yes" instead of "Let me think about it." Being quick and decisive keeps a project on schedule...and on budget!

Don't change your mind once you have agreed to something. Late changes cause confusion, and "Change Fees" can overwhelm a budget.

WORKING WITH TRADES

WEST | SOUTH

*before you go!*

# How to make your Renovation a Success

Even if we don't work together, I still want to make sure you have what you need to make your project run as smoothly as possible.

The people you hire - and how you work with them - can make or break your project. This PDF is filled with tips and tricks for finding a great team and the best ways to work with them to make your project a success.

[GET YOUR FREE GUIDE](#)