

MORE INFO



## Exterior Design Q + A Session

WEST | SOUTH



# hello!

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!





# Renovation can be overwhelming! But, it doesn't have to be.

BECAUSE YOU CAN....

- ✓ Avoid picking the wrong color - or the wrong material - the first time
- ✓ Get answers to all the questions that the contractors are asking
- ✓ Feel confident with the decisions you're making instead of second-guessing it all

# HOW IT WORKS

## FIRST - TELL YOUR STORY

Your questionnaire answers, the photos of your house, and the links to your inspiration are just the start. I also want to hear what you're dreaming of, how you've gotten to this point, and what you've been overwhelmed by.

And you can email me whenever you have the time - no meetings, no calls, no stress!

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## NEXT - UNDERSTAND & ASK QUESTIONS

In order to optimize your time for questions, I will go over your questionnaire answers and the photos you send PRIOR to your start date. I'll pull together some initial thoughts, and lay out some basic considerations. I'll also gather materials and finishes that will make sense with your home's style into a digital moodboard.

To start the session, you'll have an email in your inbox on Day 1 with a link to the pre-recorded video and a PDF with all my initial thoughts.

Watch the video, review the PDF - take as much time as you need to absorb everything and gather your feedback and questions for the next steps.

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## THEN - FEEL CONFIDENT

After you review the video, we can go back and forth with as many questions and other ideas as you'd like for the rest of the week. If you'd like to see other options to the mood boards, we'll tweak until you're in love.

You can email me questions one topic at a time, or in one giant list - whatever is easiest for you, and gets you the answers you need.

You'll end the week knowing what you want, excited for your project to be completed, and feeling confident instead of overwhelmed.





"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!

**SARAH IN MISSOURI**

# WHAT'S INCLUDED

*everything you receive*



## VIDEO PRESENTATION

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



## UNLIMITED REVISIONS

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



Q + A

Get answers to as many questions as you need, about any part of your design, all in writing to review as needed

This session does not include renderings or a Pinterest board, but I will suggest specific sources for you to consider as we talk through your project.

## WHAT ABOUT LANDSCAPING?

*Formal landscape design is **not included** in this consultation.*

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 will also complete your proposals with inspirations for your landscape, suggesting which plant textures or hardscape colors might complement your design, and will present furnishings and ideas for your existing outdoor living spaces.





ERIN IN WASHINGTON

"After our consultation, I felt confident."

Mel nailed it in terms of my vision for our house. This was exactly the type of guidance I was looking for - I didn't need an architect, but didn't want to show my GC pics from Pinterest, either. I was floored with all Mel's support and her creativity, and I was impressed with her responsiveness. This was so worth it.

WAYNE + CATHERINE IN CALIFORNIA

"This was one of the best experiences we've had as homeowners."

Mel is talented, insightful, responsive and generous with her input and feedback. We could not have imagined a better experience even if we worked together in person. The renders were all so helpful in helping us make decisions in record time. And the video was a really great experience! Hearing her feedback over 30 minutes really breathed life into the renders. Without question, this is one of the most effective, valuable and fun ways to work on your project.



*This could be you...*




LAURA IN TEXAS

"I got way more than my money's worth."

This process was easy, focused, and I was delighted with the care that Mel took. I truly felt that she connected with my vision in a far deeper way than mere design suggestions. This consultation got me out of my head and the rabbit hole of design research and showed me the perfect vision for my home. I felt overjoyed at the end!





# You want to fall in love with your house again, right?

Then take a small piece of your overall budget 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 investment will stand the test of time.



I WANT YOU TO LOVE YOUR HOUSE AGAIN

# SO LET'S DO THIS!

For a small portion of your overall renovation budget, you'll get the thoughtful design help you need to avoid expensive mistakes.

## Exterior Q + A Session

- + CONSULTATION BY EMAIL  
FOR THREE DAYS
- + DIGITAL MATERIALS MOODBOARD  
WITH SOURCE IDEAS
- + PROFESSIONAL FEEDBACK  
ON YOUR HOME AND PLANS
- + HELP MAKING YOUR  
TOUGHEST DECISIONS
- + COMPLIMENTARY LARGE  
PAINT SWATCHES

1 PAYMENT OF \$349

4% OF 2022 PROFITS FROM  
THIS PACKAGE WILL GO TO  
HOMEAID AMERICA

# This session *is* perfect for:



DISCUSSING PAINT & FINISHES FOR EXTERIOR SIDING, ROOFING, DOORS, WINDOWS & TRIM

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DISCUSSING DOOR HARDWARE OR LIGHTS FOR EXISTING BOXES

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DISCUSSING INSPIRATION FOR BASIC PLANTINGS AND HARDSCAPE COLORS

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DISCUSSING OPTIONS FOR OUTDOOR FURNITURE AND ACCESSORIES

# It's *not* for:



DISCUSSING CHANGING OR ADDING DORMERS, CHANGING ROOF SUPPORTS, ADDING BALCONIES OR CREATING ADDITIONS

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CREATING SCHEMATICS OR PRINTS FOR ELECTRICAL INSTALLERS

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KNOWING THE EXACT PLANTS AND HARDSCAPE MATERIALS TO USE

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ARCHITECTURAL PLANS FOR COURTYARDS, DECKS OR PERGOLAS



A photograph of a wooden deck with a white railing. The deck is made of dark brown wooden planks, and the railing is made of white-painted wooden slats. The scene is lit with warm, golden light, creating long shadows. Overlaid on the image is a quote in white serif font.

"Don't hesitate! My only regret is not doing this sooner. If you're even contemplating a remodel, this is the first step."

LESLEY  
IN NORTH CAROLINA

# DAILY SCHEDULE

## BEFORE YOUR SESSION BEGINS

In order to optimize your time for questions, I will go over your questionnaire answers and the photos you send PRIOR to your start date. I'll pull together some initial thoughts, and lay out some basic considerations. I'll also gather materials and finishes that will make sense with your home's style.

## DAY 1:

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

Watch the video, review the PDF - take as much time as you need to absorb everything and gather your feedback and questions for the next steps.

## DAYS 2 & 3:

These days, and the next steps are up to you! Whatever you need, that's what we'll do for the remainder of your consultation.

You can email me one topic at a time, or in one giant list - whatever is easiest for you, and gets you the answers you need.

Your consultation will run until 6pm in your timezone on Day 3.



# After your consultation, you will...



Know exactly which colors & materials you should be looking at for your style.



Understand which ideas make the best sense for your house, and why.



Have sources you can go to for the best things for your home.



Know what the next steps are for your renovation.



Feel confident that what you're selecting is what you'll love.



Be able to relax, knowing it's all been covered.

A close-up photograph of a light-colored wooden door. The door features a vertical grain pattern and a black metal handle with a circular keyhole. To the right of the handle is a glass insert with a wooden frame, showing a reflection of a building's exterior. The text is overlaid on the left side of the door.

"Mel's professional  
direction was a  
game-changer for  
our renovation."

STEPHANIE  
IN UTAH



# PROJECT INFO

*what you provide*

## PHOTOS OF YOUR HOME

Ideally, this is a clear photo standing curbside or across the street, taken with a high-resolution camera (like a standard iPhone).

For any shot, try to center your entire house in the image without any big trees blocking the view.

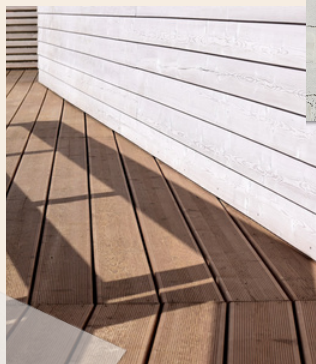
There is no such thing as too many photos.



- If your house is set deep into your lot or is positioned at an angle, getting closer to the house, or standing to the side can help, but **please make sure the entire house is still centered in the image.**
- Bright, sunny days are a plus - but **please make sure the sun isn't shining directly into the camera.** Lens flares make it impossible to see the details. The best photos are when the sun is shining over your shoulder, or you use your hand to shade your camera lens as you take the pic.
- Please send all the photos of your house at the beginning - front, back, sides, outbuildings, everything!

## PHOTOS OF THINGS THAT CANNOT BE CHANGED

Take a close-up shot of any surface or finish that cannot be changed.



## PHOTOS OF THINGS TO KEEP, BUT MAYBE UPDATE

Take a close-up shot of any pieces or parts that you'd like to keep, but that you could adapt or change.



# PROJECT INFO

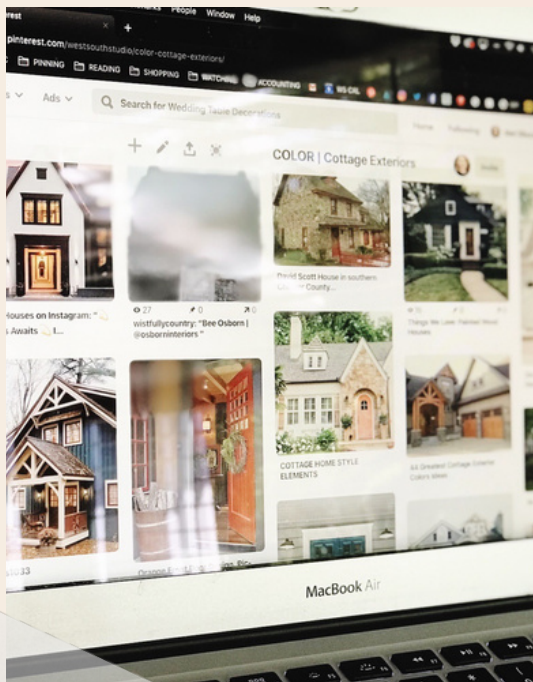
*what you provide*

## LINKS TO YOUR INSPIRATIONS

Inspiration can be anything really but is typically 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.

Not sure where to begin? I've got lots of ideas on my Pinterest page to help get you started.

 [westsouthstudio](https://www.pinterest.com/westsouthstudio/color-cottage-exterior/)



When picking things to share with me, **please don't edit.**

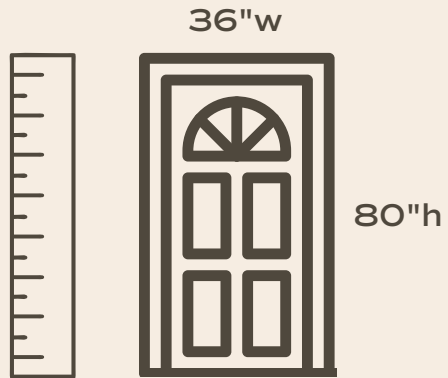
You can love an image for any reason: color, lighting, texture, overall vibe - whatever. It only matters that the image resonates with you.

Does it make you feel good? Then it is perfect for you.

Go with your gut and we'll figure the rest out!

# PROJECT INFO

*what you provide*



## THE DIMENSIONS OF YOUR EXISTING FRONT DOOR

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

This helps me to understand the scale of your house in the photos you send me, and to make accurate suggestions if we decide to replace your door.

## BASIC INFO ABOUT YOUR PROJECT

Things like 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.

I will also need a list of your future plans for your home, what you've already decided on, and the specific things you don't want to change right now.

If you don't know these answers yet, no worries, we can work on them during the design process, too.



## NOT SURE ABOUT THE BUDGET?

That's okay and totally common!

But it's helpful if you can even give me a ballpark number, or a maximum of what you'd like to spend in total for your project.

If you are not able to give me a firm budget number, I'll recommend the best quality products and services for your project and inspirations.

# FREQUENTLY ASKED QUESTIONS

## 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 a 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.

## Is there a minimum 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.

## Do you only offer online 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.

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

I acknowledge my privilege as a white cisgender 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, and that I will continue to make mistakes as I do so.


I believe that everyone has an equal right to get help finding the perfect paint color, designing their dream home, or making their personal spaces work for them. This right is regardless of age, gender, biological sex, skin color, heritage, nation of birth, or religious affiliation.

I do not support design themes that glorify indigenous cultures or appropriate their cultural items (such as teepees and trade blankets, juju hats and decorative beads, or globally woven textiles) without working with, crediting, and honoring their original creators & provenance.

I am more than happy to provide interior & home design services to non-traditional families, including but not limited to same-sex and gender non-conforming people, couples & families, regardless of skin color, heritage, nation of birth, or religious affiliation.

I am also more than happy to work with people with disabilities on designs for their homes.





"Working with  
Mel was the best  
money I've ever  
spent. I'm feeling  
so much more  
confident."

SARAH  
IN CALIFORNIA



## HOW TO CONTACT ME:

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

You are free to email me at **answers@west-south.com** whenever you have the time and the mind space with any additional questions about this session.

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

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## HOURS & RESPONSE TIMES:

As a client, you'll hear from me regularly during your consultation.

And even though I'm living that WFH life, I keep 'formal' office hours 6 days a week. You'll get a prompt response during those times.

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

**MONDAY - FRIDAY**

**10AM - 5PM EASTERN**


**SATURDAY**

**NOON - 3PM EASTERN**

**SUNDAY**

**BOOKED CLIENTS ONLY**



The background of the advertisement is a photograph of a white wall. On the left, there is a window with a dark frame and multiple panes. To the right of the window, a dense, dark green vine with small leaves climbs the wall. In the bottom left corner, there is a large, bushy green plant with many small, light green leaves. The overall lighting is soft and natural, suggesting an outdoor setting.

YOU DESERVE

*Thoughtful*  
**EXTERIOR  
DESIGN HELP**

You're just one week away from getting  
a home you truly love.

LET'S WORK  
TOGETHER