

MORE INFO



## Exterior Design Consultation

WEST | SOUTH



# WELCOME!

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...

## WHAT IF YOU COULD:

- ✓ Avoid picking the wrong color - or the wrong material - the first time?
- ✓ See what it could look like before it's all installed and you realize you hate it?
- ✓ 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?



"Working with Mel is like waving a magical wand and instantly having a place that feels like home."

CARRIE  
FLORIDA

# YOU COULD HAVE:



## ✓ HELP GETTING STARTED...

If you just can't seem to get started, get the early direction you need with inspiration and ideas and gain some clarity.

## ✓ SOMEONE TO HELP MAKE DECISIONS...

With so many options for so many decisions, it all gets overwhelming fast. So get fresh (professional) eyes to help you make the right choice.

## ✓ CONFIRMATION ON HOW IT WILL LOOK...

Understand how the materials and colors you're choosing will look on your house before they get installed.

# HELP *get the* YOU NEED

Get professional, experienced help with your renovation design. In just one week, you'll go from feeling overwhelmed with all the decisions you're making, to having confidence in your final choices.



# HOW DOES THIS SOUND?

*what's included*

ANSWERS TO AS MANY QUESTIONS AS YOU NEED, ABOUT ANY PART OF YOUR DESIGN, ALL IN WRITING TO REVIEW AS NEEDED

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MULTIPLE PROPOSALS WITH UNLIMITED REVISIONS FOR ANY ELEMENT DURING YOUR CONSULTATION

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DESIGNS THAT INCORPORATE ANY PARTS OF YOUR HOUSE YOU'D LIKE TO KEEP AS IS, OR ANY DECISIONS THAT YOU'VE ALREADY MADE

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A RECORDED VIDEO PRESENTATION FOR A NO-PRESSURE REVIEW THAT YOU CAN RE-WATCH AS NECESSARY, AND CAN ACCESS FOREVER

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A PRIVATE PINTEREST BOARD WITH SOURCES (AND MORE IDEAS) TO KEEP YOU ORGANIZED FOR YOUR RENOVATION AND ORDERING

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COMPLIMENTARY SAMPLES OF YOUR PAINT AND MATERIALS CHOICES DELIVERED TO YOU TO MAKE YOUR FINAL DECISIONS

# HOW IT WORKS

## 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.

I'll email you after I receive your questionnaire answers to start a deeper conversation about your project. I'll ask more specific in-depth questions to better learn how I can help and what you need.

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

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## SEE THE POTENTIAL

Using your photographs, I create photo renderings showing multiple options based on your inspirations, home, and skillset.

I organize a private Pinterest board for you, with more inspirations and sources for colors, materials, and fixtures.

Within a few days, you'll receive a link to a brief video presentation with all my thoughts to review with the proposals. I'll clearly explain the opportunities and possibilities. You'll also receive a PDF with the proposals to reference as you need, along with a link to your Pinterest board.

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## FEEL CONFIDENT

After the mid-week video, we can go back and forth with as many questions and other ideas as you'd like for the rest of the week. Revisions are unlimited, and any piece of the design can be revised.

Once you're in love with the design, you'll get a final PDF with notes about the next steps. The video will be available to you for as long as you need. And I will get your samples ordered and shipped to you right away.

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





ERIN - 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 - 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 - 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!

A black wire mesh chair is positioned on a light-colored gravel surface. In the background, there is a large green plant with long, pointed leaves. The scene is set against a plain, light-colored wall.

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

SARAH  
CALIFORNIA

I want you to feel confident about the decisions you make...

*so let's get started!*

SELECT THE PACKAGE THAT WORKS FOR YOU:

## Q + A

- + CONSULTATION BY EMAIL FOR 3 DAYS
- + FEEDBACK ON YOUR HOME AND PLANS
- + HELP MAKING YOUR DECISIONS

1 PAYMENT OF \$349

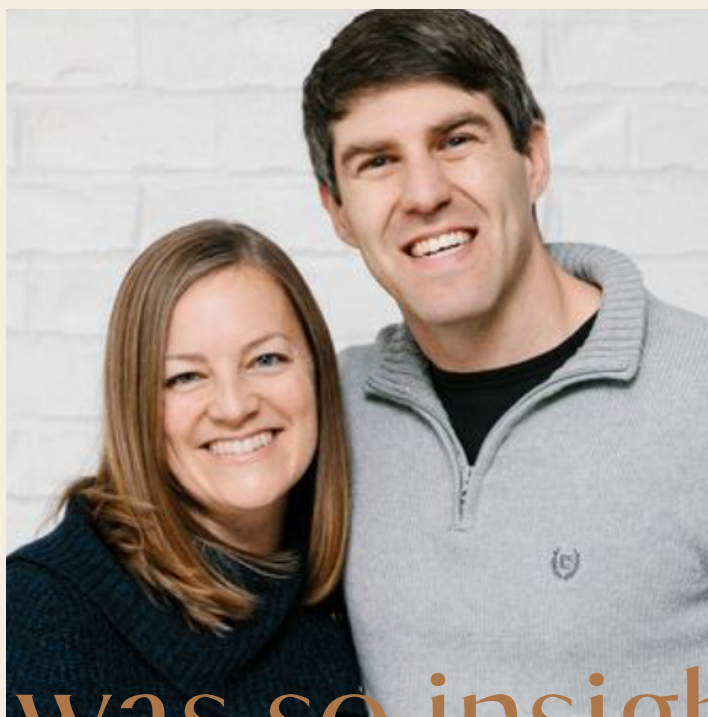
[BOOK NOW](#)

## Full Design

- + CONSULTATION BY EMAIL FOR ONE WEEK
- + MULTIPLE DESIGN PROPOSALS WITH 360 DEGREE VIEWS
- + UNLIMITED REVISIONS DURING YOUR CONSULTATION
- + PRIVATE PINTEREST BOARD WITH SOURCES
- + COMPLIMENTARY COLOR SAMPLES & SWATCHES

1 PAYMENT OF \$749

[BOOK NOW](#)



"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  
MISSOURI**

## This *is* for you if:

- ✓ YOU'RE CHOOSING PAINT & FINISHES FOR EXTERIOR SIDING, ROOFING, DOORS & TRIM

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- ✓ YOU'RE SELECTING DOOR HARDWARE OR LIGHTS FOR EXISTING BOXES

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- ✓ YOU NEED INSPIRATION FOR BASIC PLANTINGS AND HARDSCAPE COLORS

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- ✓ YOU WANT TO SEE OPTIONS FOR OUTDOOR FURNITURE AND ACCESSORIES

## It's *not* for you if:

- ✓ YOU NEED TO ADD OR REMOVE DORMERS, SUPPORTS OR A WHOLE ROOM EXTENSION

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- ✓ YOU NEED SCHEMATICS FOR ELECTRICAL INSTALLERS

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- ✓ YOU NEED TO KNOW THE EXACT PLANTS AND HARDSCAPE MATERIALS TO USE

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- ✓ YOU NEED ARCHITECTURAL PLANS FOR COURTYARDS, DECKS OR PERGOLAS

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

Then make sure the decisions you're making now are not ones you'll regret in a year - make sure your investment stands the test of time by getting the help you need now.

And who knows, you might end up with a home you love - forever.

Wouldn't that be a thing?



**NO MEETINGS, NO  
CALLS, NO STRESS**



**UNLIMITED REVISIONS  
DURING THE CONSULT**



**VIDEO PRESENTATION FOR  
NO-PRESSURE REVIEW**



**COMPLIMENTARY  
COLOR SAMPLES**

A photograph of a white brick wall with a window and lush green plants. The window has a dark frame and is partially obscured by a large, dense green plant on the right side. The text is overlaid on the image in a white, serif font.

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

STEPHANIE  
UTAH

SO WHAT ARE YOU WAITING FOR?

# LET'S DO THIS THING.

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1 PAYMENT OF \$749

[BOOK NOW](#)



# 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 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, 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 tee-pees 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.

# GETTING STARTED

*what you provide*

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



If your house is set deep into your lot or is positioned at an angle, getting closer to the house can help, but please make sure the entire house is included in the shot.

Empty driveways and clear patios are helpful! And bright, sunny days are a plus but please make sure the sun isn't shining directly into the camera - lens flares make it hard to see the details.

We'll work together at the beginning to make sure the images are good to go before the renderings get started.

## NO SUCH THING AS TOO MANY PHOTOS!

## THINGS THAT CANNOT BE CHANGED

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



## THINGS TO KEEP

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

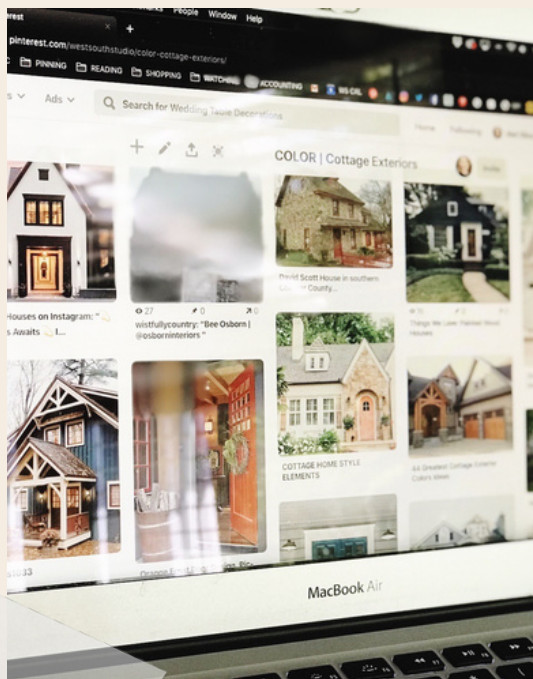
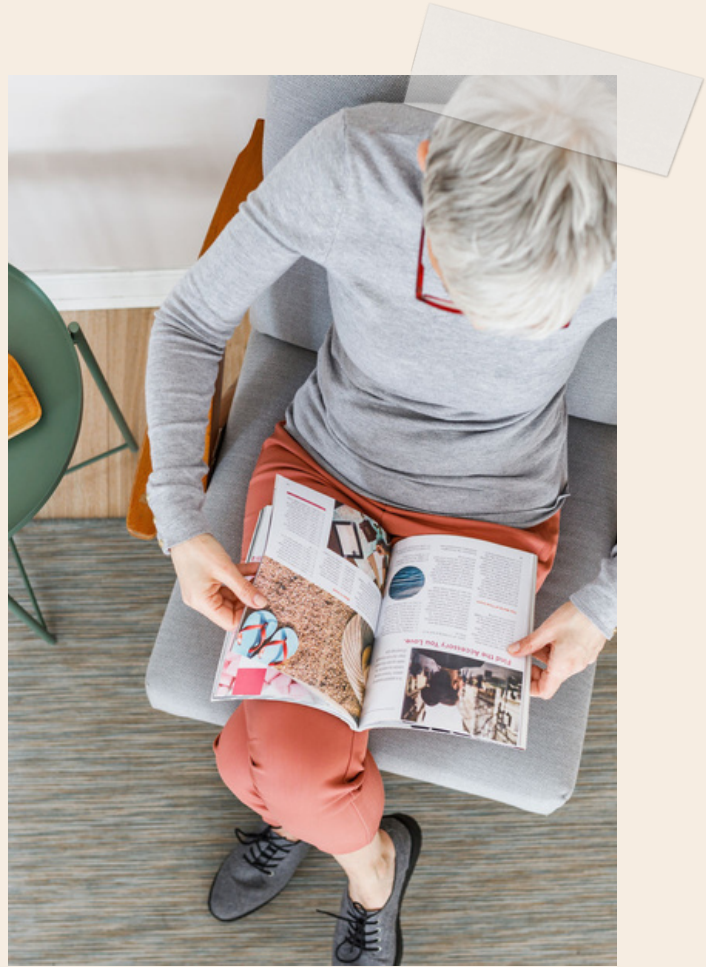
## WHAT IS INSPIRING YOU?

Inspiration can be anything really but is typically a Pinterest or Houzz board with the inspiration, 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*



## DON'T OVER THINK IT

When picking things to share with me, just go with your gut. "I love this" - and then move on. Please don't edit.

And 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.

## 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.

## HOW TO CONTACT ME:

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

Feel free to email me whenever you have the time and the mind space.

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 as soon as I am 'in office'!

**MONDAY - FRIDAY**


**10AM - 5PM EASTERN**

**SATURDAY**

**NOON - 3PM EASTERN**

**SUNDAY**

**BOOKED CLIENTS ONLY**



MY MISSION  
IS TO MAKE THESE  
OVERWHELMING  
PROJECTS IN  
YOUR LIFE AS  
REWARDING AND  
EASY AS THEY  
CAN BE

LET'S WORK  
TOGETHER

WEST | SOUTH