



PALM & PREP

INVESTMENT GUIDE 2022

Full-Service Residential Interior Design



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WELCOME

A LITTLE NOTE FROM JENNY

I am genuinely honored to be considered as the design magic-maker invited into your home. Every bit of this process should be fun, and I am here to make that so. Your confidant, your tour guide, your marriage counselor if needed...I've got your back.



You'll notice we do things a little differently around here. Communication and visual support sit at the forefront of our business style. I aim to make you feel comfortable along the way and keep you in the know of what's coming next.

It's a privilege to have the opportunity to get to know you and your family during this process. I look forward to diving into every single detail with you. In the meantime, some info to get you started.

Jenny Minns





SERVICES

SIGNATURE SERVICE

FULL-SERVICE INTERIOR DESIGN FURNISHING & STYLING

Palm & Prep specializes in curating homes that blend form and function with a décor grand finale. As a turn-key design service, Palm & Prep works with clients from concept to completion, taking care of every last design, procurement, and installation detail. Whether sourcing wall treatments, furnishings, and wow-factor lighting, to purchasing and tracking deliveries, to ensuring that the pillows are perfectly fluffed for the big reveal, we have our hands in everything so you don't have to.



PRE-SERVICE ENHANCEMENT

SIGNATURE SERVICE PLUS CONSULTING ADD-ON

Before starting in on all the pretty details of our signature service, Palm & Prep provides creative consultation throughout clients' new build or renovation projects to help set the stage just right for the fun part—interior furnishings and styling! Working in tandem with your trusted architect, project manager, or contractor, Palm & Prep is able to offer vision and direction, supply inspiration photos, and help make final selections for your home's hardscape elements. As the construction dust begins to settle, Palm & Prep takes the creative lead to transform your perfect blank canvas space into your perfect home.

INVESTMENT

CONSULTATION FEE

\$400

A one-time fee for the initial 1-1.5 hour in-home or virtual meet-and-greet design consult with Jenny

RATE & MINIMUM

\$150/HOUR, 30 HOURS MIN.

The fee structure is simple: pay the hours worked, at a standard billable rate, invoiced monthly

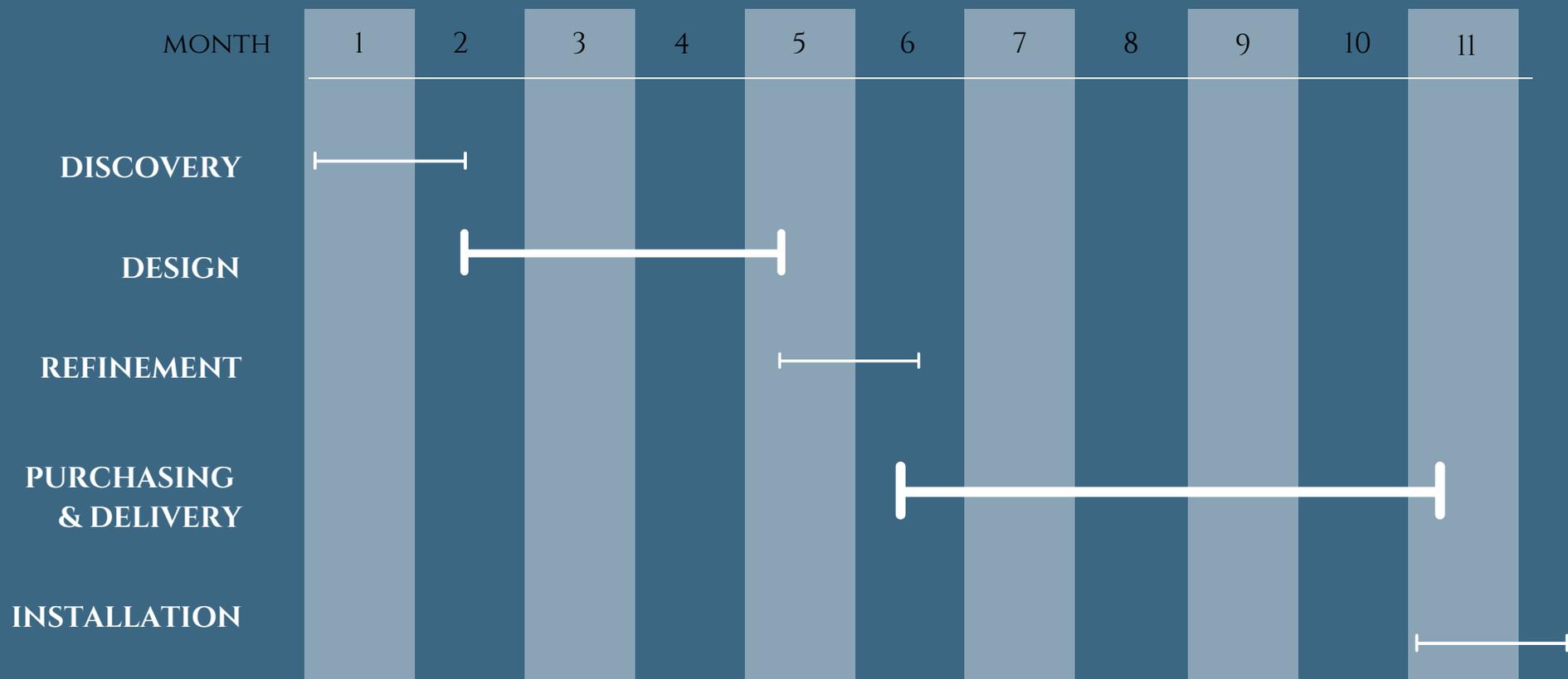
BOOKING DEPOSIT

\$850

To reserve a spot in the P&P creative calendar, a nonrefundable booking deposit is required, to be used toward future project hours



PROCESS TIMELINE



DISCOVERY

The beginning of a home renovation or furnishing project can be overwhelming, but we're here to help! From our first conversation, our hope is to put you at ease and—dare we say?—get you excited about the process. With signatures on the dotted line, we'll officially welcome you on board the Design Ride. Yay!

Scheduled shortly before your project start date, the design consultation marks the countdown to project kickoff. With your Client Questionnaire and coffee in hand, I arrive eager to finally meet you and your family. I'll spend the next hour soaking up all the info I can, touring your space, and brainstorming out loud to nail down the project scope. We'll follow up with a formal addendum to make sure we're on the same page for what's to come. Then, it's go time for design!



DESIGN

Weeks of design work culminates in the design presentation! But this isn't your average, stuffy pitch Powerpoint presentation. Resembling a social get-together with friends, Jenny plays hostess and together you pour over your Look Book and fabric samples while enjoying wine and cheese or luxury tea and treats. So many design goodies to share!



FIRST ROUND: DESIGN GOODIES

2D & 3D SPACIAL RENDERINGS

Imagine taking a walk in the virtual representation of new your newly designed home.

(Yes, you are totally on your own HGTV show!)

We create 2d & 3d layouts of your spaces to help conceptualize flow and provide you amazing comfort when you say, "YES! Let's invest in these purchases!"

DIGITAL LOOK BOOK & PRESENTATION

This is the juicy part. I'll present a Look Book created by me but inspired entirely by you. Your personalized Look Book is a visual collection that details your home's intended mood & vibe, and multiple Design Concepts for each space. This is a digital file you can view and share as needed following your Design Presentation.

SOURCE GUIDE

As an addendum to your Look Book, we've included a thoughtfully curated collection of sourced furnishings, narrowed to 2-5 options per item type, presented in a precise guide for you to shop. This visual list includes all the details you need to make your final decisions: product name, vendor source, dimensions, and item price.

DESIGNER PINTEREST COLLAB

While the source guide is an expert edit of furnishing choice favorites, you'll be provided an invitation to a customized Pinterest board. Your board contains a dreamy collection of inspiration pictures + an endless brainstorm of additional sources to peruse. This is a great place to add ideas and collaborate in our next phase of design.

PURCHASING

For all purchases, we await a greenlight email for permission that we're good-to-go. We'll determine together your favored method for purchasing, typically one of the following:

1) Hands-on

Palm & Prep handles all the purchasing on your preferred card, each purchase charged per item to your card on file

2) Hands-off

Palm & Prep orders everything on our end, you receive one charge from P&P and one invoice detailing all purchases

3) Hand Holding (Hybrid)

You've found some sales, I've got some great trade discounts, together we determine who purchases what



INSTALLATION

While not-so-patiently awaiting deliveries and custom orders, we've been happily distracted designing our favorite layer-décor! You've most likely seen visual teasers to select a few elements like pillows or side tables, but I've also hit the streets to shop for stylistic pieces just for you. Come installation day (or days, depending) we kick you out of your home, set up and style your space to OCD perfection, and give you a made-for-tv-magic big reveal!

Welcome home!





THE BORING BUT NECESSARY STUFF

BILLING & PAYMENTS

We've made this simple: pay the hours worked on your project, at one hourly rate, billed monthly via email at month's end.

We appreciate your timely payment by:

- Venmo : Jennifer-Minns
- Check: payable to Palm & Prep Design
- Credit Card: upon request w/card on file

COMMUNICATIONS

- Email

This is our standout favorite method of contact. Whenever possible, email is the best, most secure, and organized method to share and relay information

- Instagram

We love for you to be social! Like, comment, save, share, but anything of project-related importance must please be communicated through email

- Text

We know, we know, it's so easy! I am happy to respond to text messages. Working on a home = last minute shopping trips & design dilemmas pop up when you need an answer asap. Please do take note texts will be charged at the billable rate.



FREQUENTLY ASKED QUESTIONS

1

WHAT DOES "FULL-SERVICE" DESIGN MEAN?

From concept to precise selections, from purchasing to adding that last most important decorative layer, we help formulate your design plan and see it through its lifeline until the last delivery. We make sure the couch is to the inch it should be placed, your chairs are just the right distance apart and that last pillow is fluffed just so.

Our version of full service is super important to us. We are involved in the final styling layer that we personally think is our super power and truth be told, our favorite part. Over the year together we are Sherlock Holmes uncovering little details about you, so that when you enjoy your final spaces there are surprise touches that are so very you, and also so very thoughtfully design-curated.

2

OK, I AM IN, FULL-SERVICE SOUNDS GREAT, BUT HOW CAN I SAVE SOME DESIGN HOURS IN OTHER AREAS?

I am game for you to come in where you'd like to save some of my time. Examples where you're able to shave off hours include:

- Taking measurements of your home and pictures of your space is super helpful and saves a full visit!
- Sending concise summary emails takes less time for us to review messages and helps with quicker responses from us.
- Handle all or some of the purchasing for the furnishing layer, and you may also take over budget tally and budget tracking.

If you are reading this and you just wanted to hit the "easy" button, well you are in luck--put all of this right on my plate. That's what I am here for.

3

I WANT TO FIND SOME PIECES, MAY I?

Yes of course!! During the process if you've been inspired by a piece of art, met your dream chair, or fell in love with a magical light, send that find my way. I'll try to incorporate this in one of my Design Concepts.

4

ANYTHING ELSE I SHOULD I KNOW?

I'm going to tell you a secret: let it go. Clear your room & clean the slate. The more you let go of, the better service I can provide you. If you are so-so on an item in your home, my design is not going to make it magically look better. Please do release those items you've hung on to. I PROMISE to layer your space with pieces that feel so very you. The freedom to start from a clean slate is the greatest gift you can give me AND you to begin our process together.

LET'S TALK

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