



PEACOCK & DAHLIA

investment guide

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# THANK YOU

FOR INQUIRING

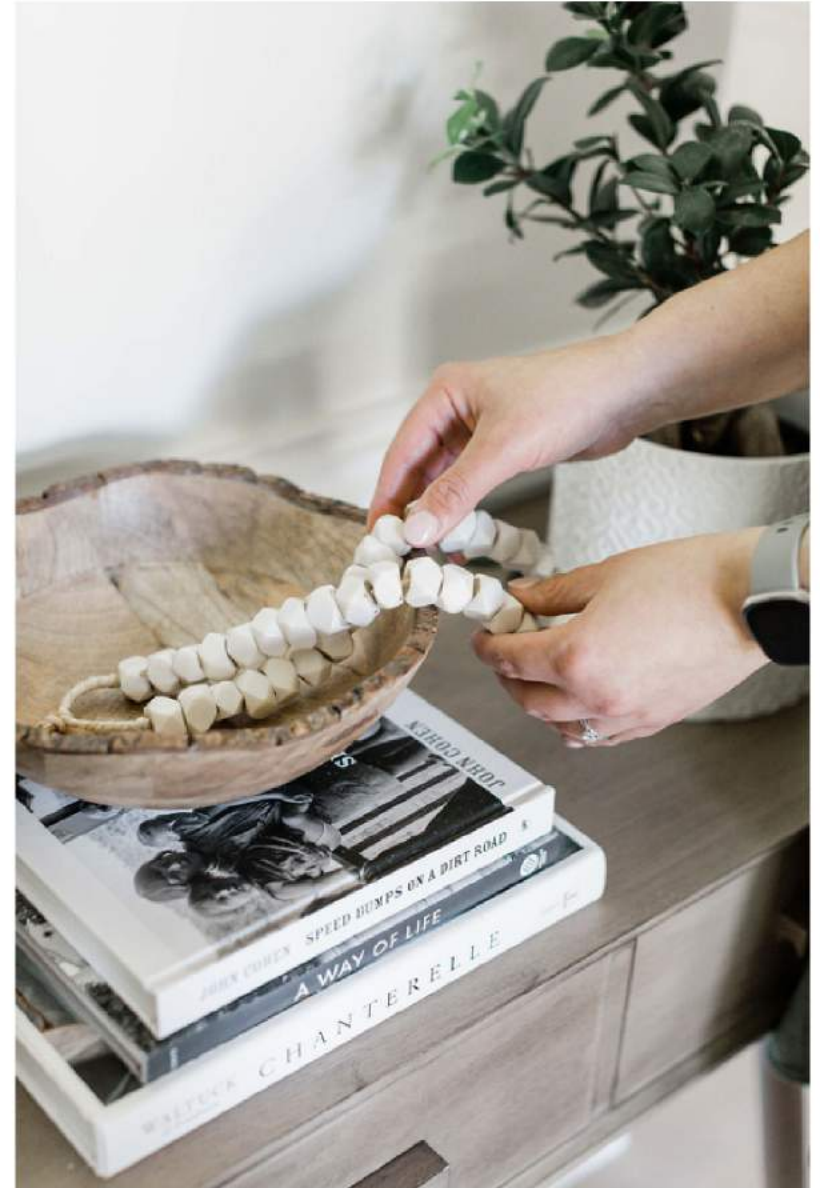
Thank you for considering Peacock & Dahlia for your project. We would love the opportunity to create a beautiful and functional space for you and your loved ones to enjoy.

At Peacock & Dahlia we're passionate about creating spaces that are thoughtfully composed and meaningful so you can enjoy an improved sense of wellbeing and comfort in your home.

In this guide, you'll find information about our signature design process, as well as details about our team, our services, the investment for working together, and more. Having us by your side throughout your project ensures your investment in your home is protected, maximized, and fully realized, leaving nothing to chance.

We look forward to learning more about your unique project.

Catherine Perez  
Peacock & Dahlia Interiors



# OUR MISSION

IN EVERYTHING WE DO

"The ultimate goal at Peacock & Dahlia is for you to enjoy an exciting design experience and a beautiful finished project. Our comprehensive process allows us to create a space that tells your unique story and serves as the backdrop for a lifetime of unforgettable moments."

-CATHERINE PEREZ





# OUR TEAM

TO GUIDE YOU EVERY STEP OF THE WAY

Our team's attention to detail is second to none. Together we will manage all the moving parts of your unique project to create your dream space, honoring your personality and withstanding the test of time.

## CATHERINE, OWNER & PRINCIPAL DESIGNER

Catherine will be your point of contact for all design-related items. She'll manage all your design details from concept to installation and will provide frequent updates so you always know the status of your project.

## RACHEL, DESIGN ASSISTANT

Rachel will be your point of contact for all order-related items. She'll manage all your order details from production to installation and will provide frequent updates so you always know the status of your project.

# BEFORE YOU'RE A CLIENT

## GETTING TO KNOW YOU

### 01 PHONE CALL, complimentary

In this complimentary 20 minute phone call, we'll discuss your project goals, timeline, and budget. We'll share about our process to determine if we're a good fit and answer any questions you have about working together.

### 02 CONSULTATION, \$350

During this ninety-minute in home consultation, we'll walk through your space, take notes, and gather the information we need to prepare a proposal for your project. The consultation fee is non-refundable and is not applied toward any future design fees.

### 03 PROPOSAL

After the consultation, we'll prepare a detailed proposal to outline the scope of work, suggested project budget, and estimated timeline. Once approved, you'll receive a contract and invoice to officially confirm your spot on our design calendar.

# ONCE YOU'RE A CLIENT

EVERY PROJECT BEGINS WITH YOU

## 01 GETTING STARTED DETAILS

Once it's official, we'll schedule your in-home kickoff meeting and send over additional details to help us understand your design style, lifestyle, and goals.

## 02 KICKOFF MEETING

During this 90-minute in-home meeting, we'll take pictures and measurements, catalog your existing furniture, if applicable, and get to know you and your family.

## 03 DESIGN TIME

With a full understanding of your lifestyle, design aesthetic, and goals, we'll move into our detailed design phase to prepare the perfect plan for your space.

# OUR DESIGN PROCESS

## 01 | THE DESIGN PHASE

This phase includes:

- In-home kickoff meeting
- Creation of floor plans and elevations
- Sourcing of furniture, fixtures, and samples
- Meeting with trades to prepare estimates
- In-home OR Virtual design presentation
- Design support & revisions

Timeline:

Depending on the scope of work, this phase may take 2-8 weeks or longer from the date of your kickoff meeting.





# OUR DESIGN PROCESS

## 02 | THE PROJECT MANAGEMENT PHASE

This phase includes:

- Ordering and purchasing items
- Coordinating and managing trades
- Visiting the project to oversee work being done
- Coordinating deliveries and shipments
- Providing status updates throughout your project

Timeline:

Depending on the scope of work, this phase may take 12-16 weeks, or up to a year.





# OUR DESIGN PROCESS

## 03 | THE INSTALLATION PHASE

This phase includes:

- Coordination of white glove delivery of your goods
- Onsite management by our team on your install day
- Hand-selected accessories to complete your space
- Styling of your finished rooms
- Post-install design support

Timeline:

Depending on the size of your project, there may be more than one installation.





# INVESTMENT

WHEN WORKING WITH PEACOCK & DAHLIA

## DESIGN FEES

The investment for our services begins at \$940/room and our design fees are billed as a flat fee/at an hourly rate of \$125.. Design fees will be outlined in your proposal following your consultation.

## BUDGET

Our clients typically have furnishing budgets beginning at \$10,000 or renovation/build budgets beginning at \$50,000

## PRODUCTS

We source from a variety of local and to-the-trade vendors and price our products so they are competitive with retail. Invoices for furnishings are due prior to order placement.

## SHIPPING & WHITE GLOVE DELIVERY

Our vendors require that items are shipped to a receiving warehouse so they can be received, inspected, and stored. When your home is ready for soft furnishings, the receiving warehouse will provide white glove delivery and assembly. This is the same way retailers like Pottery Barn and Williams Sonoma provide white glove delivery.

Shipping and white glove delivery fees are between 15-20% of the furniture budget.

# FURNITURE INVESTMENT

EVERY PIECE IS CHOSEN WITH YOUR LIFESTYLE IN MIND

Below is a general range of the investment our clients typically make in their furniture. We love to mix custom, retail, and one-of-a-kind vintage pieces in every design. If a special piece is outside of the approved budget range, we will notify you in advance before we incorporate it into your design.

|                     |                |                      |               |
|---------------------|----------------|----------------------|---------------|
| SOFA                | \$3,500-10,000 | DESK                 | \$1,200-4,000 |
| SECTIONAL           | \$4,800-10,000 | KING BED             | \$2,000-5,500 |
| LOUNGE CHAIR        | \$1,500-6,000  | QUEEN BED            | \$1,500-4,200 |
| OTTOMAN             | \$900-3,000    | TWIN BED             | \$1,300-3,000 |
| COFFEE TABLE        | \$1,000-3,000  | NIGHTSTAND           | \$900-3,000   |
| TABLE LAMP          | \$350-1,100    | MIRROR               | \$500-2,000   |
| FLOOR LAMP          | \$500-2,000    | PILLOWS              | \$100-450     |
| CONSOLE TABLE       | \$1,000-6,000  | CUSTOM DRAPES        | \$1,500-5500+ |
| AREA RUG 9X12       | \$2,000-15,000 | OFF-THE-SHELF DRAPES | \$1,000+      |
| DINING TABLE        | \$1,900-10,000 | DRAPERY HARDWARE     | \$700+        |
| DINING CHAIRS, EACH | \$500-2,000    | WOVEN SHADES         | \$350+        |
| BUFFET              | \$1,000-3,000  | ROMAN SHADES         | \$850+        |
| CHANDELIER          | \$900-5,000    | SHUTTERS             | \$550+        |
| BAR STOOLS, EACH    | \$400-1,500    | ARTWORK              | \$600-3,000+  |
| KITCHEN PENDANT     | \$500-1,500    | ACCESSORIES/ROOM     | \$1,500+      |



# CLIENT LOVE

THE HONOR IS ALWAYS OURS

" I can say without a doubt that the moment I spoke to Catherine I knew I was in good hands. My anxiety lifted and I had the guidance I really needed during a hectic time in my life. I fell in love with the likeness of my home designed in 3D and watching it come to life piece by piece with Catherine only an email away, feels AWESOME. I have my minimalist modern dream home come to life.... and everything about the process has been FUN."

-DANIELA GAMBINO



# COMMUNICATION

## IS KEY TO A SUCCESSFUL PROJECT

### OUR COMMITMENT TO YOU

Proactive communication is essential to keeping your project running smoothly. It is our goal to provide clear and frequent updates so you always know the progress of your project.

### BUSINESS HOURS

Our business hours are Monday - Friday 9:00 am to 5:00 pm, and you can always expect a response to your emails and phone calls during this time.

### PROJECT CORRESPONDENCE

Email is our preferred method of communication so we have a record of everything happening with your project. Each Friday, you'll receive a personalized email providing clarity into our progress, detailing any decisions we need from you, and sharing what's next.

To provide you with a streamlined and stress-free design experience, we limit text messaging to quick turnaround situations, and do not use texts or social media messages for project correspondence.



# FREQUENTLY ASKED QUESTIONS

SO YOU KNOW WHAT TO EXPECT

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## How much SHOULD I BUDGET?

We work with clients in a few different ways so we can accommodate different budgets. For our full service design, our clients typically have furnishing and project budgets beginning at \$10,000. We charge a flat fee for our design services and you'll know the design fee upfront at the time we start your project. Our design fees begin at \$1,000.

## WILL I RECEIVE your trade PRICING?

We are fortunate to have relationships with so many talented vendors and we love incorporating custom and one-of-a-kind pieces to make every design unique. These relationships require a time and financial commitment, and it is our policy to price our products so they are competitive with retail.

Our pricing includes our team managing the entire ordering process for you, so you never have to lift a finger. In the event we can't beat the retail price, we'll provide you with the details to purchase on your own.

## CAN YOU USE MY EXISTING PIECES?

While we do our best to incorporate heirlooms and antiques into your design if they are compatible with the layout of the space and your design aesthetic, we cannot guarantee the inclusion of your existing pieces.

## How MUCH TIME DOES THIS PROCESS TAKE?

Every project is unique and we'll provide an estimated timeline in your proposal. The design phase takes anywhere from 4-8 weeks. From there, ordering, furniture production, shipping, and project management can take anywhere from 16-24 weeks or more.

A typical furnishing project takes about 16-20 weeks from start to finish, and a renovation or build project can take a year or more. We recommend securing a designer 6-8 months in advance of any upcoming deadlines.

# FREQUENTLY ASKED QUESTIONS

SO YOU KNOW WHAT TO EXPECT

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## How often can we talk?

Once we've officially started your project, we're available by email during business hours and are happy to schedule calls to talk through any questions you have about the process. We'll find out upfront how involved you want to be and how often you want updates, then we'll manage the communication from there so you can enjoy the process without overwhelm or anxiety.

## CAN YOU RECOMMEND A CONTRACTOR/TRADES?

Partnering with professional tradespeople is a crucial part of our process. We'll work with our team of trades to prepare estimates for the work we recommend and oversee their progress throughout your project. If you are already working with a licensed contractor, your proposal will detail how we'll communicate and collaborate with their team to ensure a seamless process.

## What if I don't love the design?

The research phase of every project is incredibly detailed and thorough so we have a complete understanding of your design style and lifestyle. Every proposal includes a certain number of reselections. In cases where you are unsure of an item and it's something we know you'll love, we'll state our case as to why it's "the one" for you. These items are oftentimes the ones our clients tell us they love most.

## What if there are issues?

We'll be working closely together for an extended period of time, and there may be delays or frustrations along the way. It is our commitment to manage any issues and provide open and honest communication so you are never left in the dark. We pride ourselves on providing an enjoyable and seamless experience and a beautiful end result.





## NEXT STEPS

WE'D LOVE TO CONNECT

Once again, we are honored to be considered for your project and would love to learn more about you and your family.

The next step from here is to schedule a 20-minute complimentary phone call so we can talk more about your goals, budget, and timeline and answer any questions you have about working together. You can find a date and time that work for your schedule by clicking [here](#).

If after the call we determine it's a good fit, we'll provide details for booking your in-home consultation.

Thank you again for taking the time to reach out. We look forward to hearing from you.

Catherine Perez