

MORE INFO



Full Exterior Design Consultation

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
- ✓ 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

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.

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!

NEXT - SEE THE POTENTIAL

For the first 3 days of the consult, you can relax while I create photo renderings using your pics. The renderings will show multiple options based on your inspirations, climate, 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 recorded 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.

THEN - FEEL CONFIDENT

After you review 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



"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



Q + A

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



MATERIAL SAMPLES

Complimentary 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** 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.

Full Exterior Design Consultation

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

1 PAYMENT OF \$849

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

This consultation *is* for you if:



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



YOU'RE SELECTING DOOR HARDWARE OR LIGHTS FOR EXISTING BOXES



YOU NEED INSPIRATION FOR BASIC PLANTINGS AND HARDSCAPE COLORS



YOU WANT TO SEE OPTIONS FOR OUTDOOR FURNITURE AND ACCESSORIES

It's *not* for you if:



YOU WANT TO CHANGE OR ADD DORMERS, CHANGE ROOF SUPPORTS, ADD BALCONIES OR CREATE ADDITIONS



YOU NEED SCHEMATICS FOR ELECTRICAL INSTALLERS



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



YOU NEED 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 planks. The scene is lit with warm, golden light, creating long shadows. The quote is overlaid in white text.

"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

DAYS 1, 2, AND 3:

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.

DAY 4:

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.

DAYS 5, 6, AND 7:

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 6pm in your timezone on Day 7.

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 vertical wood grain and a black metal handle. To the right of the handle is a glass insert with a wooden frame, showing a reflection of a building. 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

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.

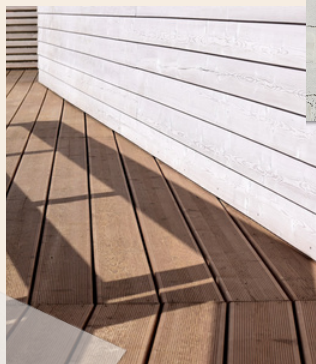
There is no such thing as too many photos.



- 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.**
- Empty driveways and tidy patios & decks will give you the best finished product.
- 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 we could adapt or change.

PROJECT INFO

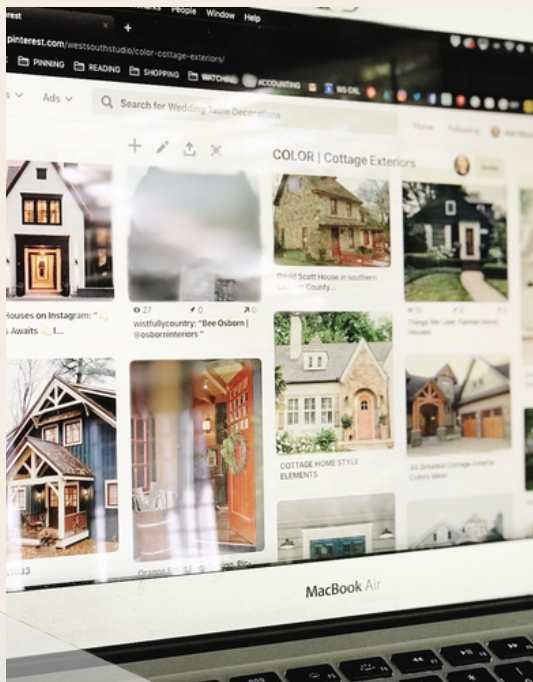
what you provide

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.**

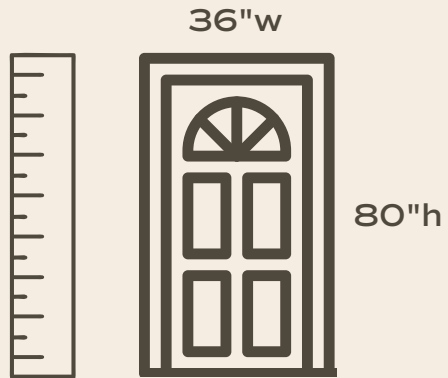
You can love an image for any reason: color, lighting, texture, overall vibe - whatever. It only matters that the image resonates with you.

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?

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