

HELLO! NICE TO MEET YOU!

I'm pumped to learn more about you so we can dig into your space and make it one that truly reflects you, how you live, and what brings you joy.

With Full-Service Interior Design, I aim to take the challenging and frustrating aspects of designing a space off your plate and manage those very meticulously myself, while communicating closely with you throughout the entire process.

This project is gonna be so much fun!

XO,
MKW

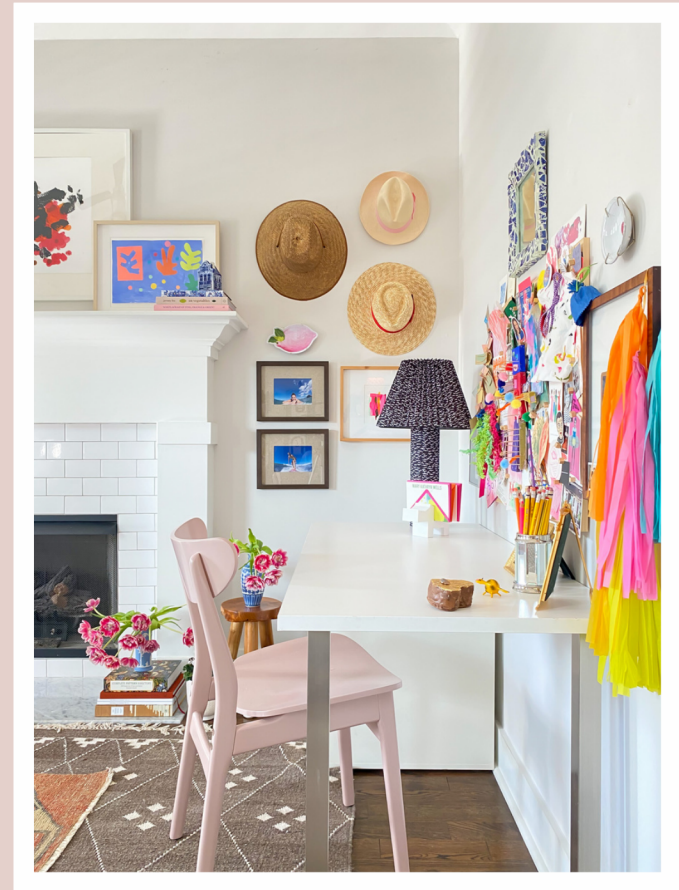
We'll thoughtfully incorporate
kids, pets, toys, existing items, organization, mess,
style, reality, budget, function, and fun
to create a space that celebrates you.



MKW

AT COMPLETION OF THEIR PROJECT

100% of clients report
"Hiring MKW Design
was money well spent."



All clients are surveyed about their experience working with MKW Design at the conclusion of their project. We also gather feedback throughout each project to make real-time adjustments.



**“BE CURIOUS.
NOT JUDGMENTAL.”**

- WALT WHITMAN
(And Ted Lasso)

QUESTIONS TO CONSIDER

1. How do you use this space, and what matters most to you about it on a day-to-day basis?
2. What would make you truly love this space?
3. What are your preferences for how we communicate and collaborate?



MKW DESIGN'S UNIQUE RECIPE



YOUR RESOURCES



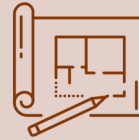
Project budget

Your project budget will be created in Google Sheets and updated on an ongoing basis. You'll always have access to it.



Pinterest board

Here's where we'll share and refine the items we'll consider for your space.



Design schemes

These visualizations help us see how the various pieces we're considering work together.



Weekly phone calls

We'll have a weekly phone call to stay tightly aligned on decisions and your project's progress.



I ♥ Feedback

It's important to me that this process work well for you. Please share your candid feedback with me throughout our work together; I'll use it to make real-time adjustments that will make the process better for us both.

FEE & BUDGET TRANSPARENCY



FLAT FEE BASED ON PROJECT SCOPE

(No surprises)

YOU RECEIVE OUR TRADE DISCOUNT

(Typically 20% off retail)

★ No mark-up means you can trust our budget guidance.



Because we don't charge mark-up, we can re-use existing items where it makes sense.



You always have access to line-item project budget, which is updated as we make choices.



MKW Design's fee averages around \$10,000 - \$15,000 per room, with several rooms per project, not including the trade discount that partially offsets our fee.

HOW IS THE FEE DETERMINED?

MKW Design's fee is based on the estimated number of hours required to thoughtfully manage and complete the personalization of your home at the rate of \$150 per hour. Note these fees are solely the fee for MKW Design; new purchases as well as other contracted labor (such as painting, wallpaper installation, electrical, architectural, and construction costs, etc.) are not included in this fee.

Fees for past projects averaged around \$10,000 - \$15,000 per room, with at least 2 rooms per project, not including the trade discount that partially offsets our fee.

Before determining a project's fee, we seek to first understand what already works well about your space and should be preserved, and then determine with you what should be improved. Once we mutually agree upon what improvements make the most sense, MKW Design creates an itemized list of what pieces to procure (furnishings such as sofa or coffee table, and accessories such as lamps and rugs) and labor to be contracted (painters, wallpaper hanger, etc.). We use this precise scope of work to set the design fee. Note that for Full-Service Design projects, you also receive our full trade discount on all purchases, which is typically 20% off retail at most retailers (but generally cannot be applied on top of sales or other discounts).

Because we don't charge any mark-up on purchases -- meaning whatever price we pay for an item is the price you pay -- you can trust that our guidance is rooted in truly meeting your needs, and not trying to sell you a higher-dollar item because we make more money from the mark-up. For example, if a \$500 dining table would work well in your space, we have no motivation to instead encourage you to buy a \$5,000 dining table.



EXAMPLE PROJECTS: TIMELINE & FEE

	OAK HILL, NASHVILLE, TN	PARK SLOPE, BROOKLYN, NY	GREEN HILLS, NASHVILLE, TN
ROOMS	(2 rooms) Living room and media room	(6 rooms) Formal sitting room, dining room, family room, primary bedroom, home office, and entry vestibule	(8 rooms) Primary bedroom, primary bath, family room, kitchen, dining room, formal sitting room, entry, and a powder bath
TIMELINE	5 months	9 months	12 months
MKW DESIGN FEE (and estimated trade discount savings)	\$15,920 (client did all purchasing to decrease fee, so no trade discount applied)	\$41,250 (partially offset by trade discount savings, estimated at \$12,000 saved off retail prices)	\$65,700 (partially offset by trade discount savings, estimated at \$30,000 saved off retail prices)
PURCHASING & INSTALLATION BUDGET	\$29,550	\$68,750	\$149,450
TOTAL PROJECT BUDGET	\$45,470	\$110,000	\$215,150



LET'S DO IT! HOW DO WE START?

MKW begins Full-Service Design projects by collecting a \$2,500 non-refundable deposit to cover the time invested in understanding and articulating the scope of your project, including working with you to determine what's already working well about your space, what items you already own that would work quite nicely if repositioned or used in a fresh way, and what you should consider investing in or upgrading. This process also includes creation of the project budget and timeline.

The deposit is typically \$2,500, though may be more in extraordinary cases. (For example, a newly blended family was combining two households into one, and the time investment for MKW Design on the front end was much greater than it usually is, so the initial deposit was greater.)

Once we collect your deposit, we'll create a project budget, timeline, and itemized list of what we'll do together.

Once we mutually agree upon a plan that works well for you, we'll sign a contract.



THINGS TO KNOW BEFORE WE BEGIN

No right answers.

Whether something looks good or right is subjective; I may think it does and you don't or vice versa. But at the end of the day, your opinion is the one that matters. I will offer my guidance but aim to operate with this in mind.



Flexibility is key.

It's almost guaranteed that something (or multiple items) will show up and the color will appear slightly different than expected, or a bedskirt is a half-inch longer than the website said. It happens. There's no way I can personally test the quality of every product I recommend. Bring a willingness to tweak, adapt, and fix what might be a little different than you'd anticipated or hoped.

Honesty and kindness.

Entrusting something as personal as the design of your home to another person and the process that accompanies it can be frustrating. I find it helpful to remind myself this is likely ahead of time. I'm always a fan of honest and candid conversations held with a spirit of kindness. I'll try to be honest, direct, and kind when we are stretching the boundaries of our scope of work, and similarly I hope you'll come to me and be honest if you feel frustrated by something I'm doing.

Work in progress.

Your home is going to be a work in progress that requires trial and error, even after we've wrapped your project. Better than being perfect, your home will be dynamic and ever-evolving, like you. As we change certain aspects, other items that you'd previously loved in your home may suddenly look less appealing. Give yourself permission to play around and try different things.

Time & communication.

Clear and consistent communication is how we'll do our best, most collaborative work together. I'll always aim to respond to communication within one business day, and will come to our meetings on time and prepared. In general, I work Monday through Friday from 8 a.m. to 3 p.m. I avoid texting unless it's truly time-sensitive or urgent. If you have standard hours or other communication preferences, let me know so I can respect them.

MKW DESIGN'S CORE VALUES

Empathy.

In the words of IDEO, we develop a “deep understanding of the problems and realities of the people we are designing for.”

Excellence Not Perfection.

We have an incredibly high standard of excellence, and we realize perfection is a trap that limits creativity, improvement, and growth.

Collaboration.

You are MKW's key partner in improving your space, and you know yourself and your family best. Your expertise combined with ours makes great things happen.

Kindness and Integrity.

All humans deserve kindness, honesty, transparency, and respect, including skilled tradespeople, clients, other designers, and everyone else.

Growth.

We're voracious learners who grow and evolve daily. We won't always get it right, and when we miss the mark, we own our mistakes and work to make them right.





**EVERYONE DESERVES SPACE
TO FEEL SEEN AND CELEBRATED
AS THEY TRULY ARE.**

