

APRIL WALTRIP INTERIORS WELCOME PACKET

THE DESIGN PROCESS

AT APRIL WALTRIP INTERIORS

If you're looking for a designer to work with you to make your home feel sophisticated, but functional with a modern take on traditional design we handle it all for you.

We achieve this by taking the confusion out of working with a designer. Our 9 step process makes working with us simple- you'll know what to expect and exactly when from day 1.



*LEARN ABOUT
OUR PROCESS*

April Waltrip
INTERIORS



APRIL WALTRIP INTERIORS

WELCOME PACKET

THE DESIGN PROCESS

1. INQUIRY

Fill out our online inquiry form based on the design service you need. One of our team members will contact you with our current timeline, rates and gather any additional information that is needed.

2. PHONE CONSULTATION

We'll call you. This is a complimentary phone call where we review your inquiry and ask a few more questions to get a sense of your home & needs (exciting!) to see if your project is a good fit for the services we offer.

ZHUZH CONSULTATION

\$150 For each project, we schedule a Zhuzh consultation either in person locally or via Zoom if you are afar to see the space and discuss specific changes that can be made to your home from furniture layout, lighting and window treatments to paint suggestions, art size & placement, and flooring. We will even send links to relevant

3. CLIENT KICKOFF MEETING

WEEK 1

Once the consult is complete, our team will discuss the best package for you determined on how long it will take to complete the project.

- 1-2 hour meeting will take place in your home
- Contract is then signed by the client
- Invoice is paid to move forward
- Your design days are added to our calendar!

4. CONCEPT MEETING

WEEK 4

Exactly four weeks from your kickoff meeting, we have a concept meeting. We will go over inspiration images, sample furniture layouts and answer any follow up questions specific to your design.

5. DESIGN DAYS

WEEKS 4-8

Our team then begins building a complete design presentation and proposal for your home. This part includes sourcing all of items for the space, creating a floor plan and building a proposal. We will also meet with your contractor here and any other trade meetings on site.

6. PRESENTATION & PROPOSAL

WEEK 8

We invite our clients to The Design Presentation and proposal review for your home.

- 1-2 hour meeting
- Go over in detail your customized layout, furniture and accessory, and paint selections
- After this point, changes to the design plan cannot be made without significant cost and project delay
- Reselections made at this time
- Furniture payment due in full at this meeting

7. ORDERING

WEEK 9- 10

Our team makes the appropriate revisions based on our clients feedback. Once all the final selections are agreed upon, any final invoices are paid, and all of the items are ordered.

- If you choose a DIY or E-Design package you will complete the process from this step forward. For full service design, we will continue to manage the project.
- Ordering begins immediately for furniture selections, shipping, and delivery. Stay away from HOME GOODS and TARGET. **Step away from the home décor isle!**

8. PROJECT MANAGEMENT

WEEK 10-20

We oversee billing, shipping, receiving, inspection, warehousing of all items in clients area, and ensuring all items are on schedule. This is when we source all accessories, bedding, pillows, and other smaller items for installation day. Site visits to projects are taken as needed.

9. INSTALLATION

WEEK 21 +

The best day for the client! White glove delivery of items are placed by our design team. We style and accessorize the space to completion. Then we have the big REVEAL!

WHAT IS AN INSTALL?

SCHEDULE

Once all of your furniture, lighting, rugs, art, mirrors, pillows, bedding and accessories have arrived at our warehouse, we will schedule your installation day.

**Please note there are massive (30+ week) industry delays in production, shipping & white glove delivery due to Covid-19. We cannot guarantee an exact delivery date from day one, but will communicate weekly with updates to you from our vendors & receivers & schedule your installation accordingly. To better furnish your space, we may schedule multiple installation days as products come in.*

ARRANGEMENT & SET UP

We make sure all of your items are arranged properly and placed perfectly. All art, mirrors, window treatments and lighting is hung.

STYLING & ACCESSORIES

Styling each piece begins with your planned accessories. It's a very tedious part of the process that requires a lot on work up front to get the perfect placement, style, and use of color and materials throughout your space for a collected look.

REVEAL

The very best part! This is when you come home and see your beautiful completed space. We love seeing your excited reactions! We then complete a detailed walk through of each space and share any necessary information on all of your items.

GENERAL RULES

MURPHY'S LAW

If something can go wrong, it will.

Working together and communication usually gets things back on track.

PERFECTION

We will make selections based on your perfection threshold. Nothing is perfect; Real humans make things. It is the designer's job to define the industry tolerance level based on experience.

COMMUNICATION

Should we all need an emergency decision and the client is not available, the design team will make an informed decision based on the available information.

The use of threats, yelling and berating of our team will not be tolerated and is grounds for immediate termination.

DEPOSITS REQUIRED

Purchased product will be ordered only with a paid invoice.

WORKING WITH CONTRACTORS

CONTRACTORS & TRADES

We respect and value high quality contractors and trades that specialize in *implementing* the design plan in their respective fields in accordance with industry standards. Our goal is to work with them to bring the vision for your space to life!

However, they should NOT be making design decisions or change orders to the design plan in any way without the designers input (i.e., moving a light switch or fixture, laying the tile in a different design, changing a shower door swing, etc.).

You have invested a significant amount into your specific project design & paid the designer to plan for things the contractor may not be aware of. Do not let them strongarm you into a decision/change!

To prevent changes, ALL communications with the contractors, project managers, or trades should be in a group chat with designer. This will protect you from project cost overruns, delays and mistakes, as well as to protect your investment in your home!

COMMUNICATION

Our goal is to provide clients with the best communication possible. With that in mind we have included a few best practices.

All communication will be done via email unless a phone call or in person meeting is scheduled. This way you can refer back to the email for clarification.

Please note that work Monday through Friday 9am to 4pm and will communicate with clients only during those hours.

We kindly ask that no texts are sent to our cell phones. Cell phones are reserved for family! Email is always best!

INTAKE FORM

INTAKE

Interested in working with April Waltrip Interiors? Fill out our online intake form and we will contact you to schedule a 15 minute phone call to discuss your needs and decide which service best fits your project.

CONNECT WITH US

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WORK WITH US BY FILLING OUT A DESIGN INQUIRY ONLINE

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