



**SALTED HUE**  
INTERIORS

## **VIRTUAL DESIGN SERVICE OVERVIEW/ FAQ'S**

### **WHAT IS VIRTUAL DESIGN?**

Salted Hue Interiors is pleased to offer virtual design services in addition to full service interior design. Virtual design is a cost-effective, efficient, and convenient solution for your home design projects. Our clients benefit from our expertise in receiving the initial phases of our design services such as space planning and size specifications, our design expertise in creating beautiful and functional spaces, visualization of products through our design boards, shopping links to all furniture and décor, and detailed guidelines to assist in your final installation. Our designers are invested in offering a high-level of personalized service to you for an organized, fun, and enjoyable experience. We want the outcome of your project to be a room you absolutely love and that provides inspiration and restoration each day.

### **WHO CAN BENEFIT FROM VIRTUAL DESIGN?**

If you are someone who is willing to take and send accurate measurements and photos, order materials and handle any returns, and has the ability to install items such as hanging artwork, curtains, and has a good eye for final details, virtual design provides a great solution to having confidence in your project as we provide space planning, specifications, overall design, shopping lists and links, and guidelines for installation. The design fee for virtual design is less than full service because the client takes on the responsibility of completing these phases of the project themselves.

We offer full service design for those who prefer to have us take care of all aspects for your design project from space planning, ordering, returns, all curated décor purchased, and full installation of artwork, curtains, and each curated piece of décor, pillows, and styling in place. Full service is our signature service and our projects can be viewed on our website portfolio. If you feel full service may be a better fit for you and your project, let's have a conversation to discuss.

### **WHAT TYPES OF PROJECTS ARE OFFERED?**

Virtual design projects are based on a single room design in the package pricing and we can design for most all room types. Common rooms are living room, dining room, bedrooms, sunroom, home office, and playrooms.

If you have an open concept space such as an open living room or dining area space, or a basement or larger areas not defined by walls, please discuss your project with us first and we can offer a custom price for your space. Open concept areas are not considered a single room.

### **HOW DOES VIRTUAL DESIGN WORK WITH KITCHENS AND BATHROOMS?**

We do not offer any technical, mechanical, or electrical guidelines or specifications for kitchens or bathrooms. Because there are many factors to consider in placement of plumbing, lighting, exact sizing for vanities, etc. to be factored in building or remodeling, we cannot provide these specifications. We will provide visuals and links to hard surface selections for lighting fixtures, tile selections, plumbing fixtures, mirrors, and flooring, but will not provide technical floorplans for either of these areas, final sizing for fixtures. If you have specifications on sizing (example: a 72" free standing vanity), we will offer selections based on given size guidelines.

## HOW LONG WILL AN VIRTUAL DESIGN PROJECT TAKE?

When we are ready to begin your project, we like to offer a focused approach to complete it quickly. We are in the zone of the project focusing on your floorplans with ideas and creativity, so it's best to move things ahead in a timely manner. If you are an active participant in the project and can get measurements and needed items and feedback to us, we can complete your project in two weeks. You will have up to one month to work with us on your project. After the virtual design portion is done, we recommend you order and implement as soon as possible as in-stock items can rapidly change.

## HOW DO I DETERMINE MY BUDGET?

Below are a few sample budgets to serve as a guideline for project expenses. There are a wide range of costs for furniture, and we believe there is a solution for most budgets. Please review and discuss your budget with us so we can propose the right options that will work within your budget. Let us know if you are open to receiving some furniture items that need to be assembled (lower priced) or if you only wish to receive fully assembled items.

It may be helpful to think of a budget in terms of 3 pricing categories which will help us determine the sources of furniture. A helpful guideline is our general shopping guideline:

**Lower: Wayfair/Target Mid-Range: Pottery Barn/West Elm Higher-Range: Restoration Hardware.** We source from various retailers and mix lower priced with higher priced items if we feel the design is good. Let us know which type of sourcing budget you think is best for your project. Generally, the more flexibility in the budget gives us access to a higher-end look and generally better pieces. Most of our projects tend to be sourced in the mid-range budget category with additions from Target and Amazon, etc. where it works well with the design plan.

### Living Room Sample Budget: Lower and Mid-Priced Comparison

Lower Priced Sample Budget	Item	Mid- Priced Sample Budget	Item
\$1500	Sofa - single	\$1800	Sofa - single
\$800	2 accent chairs	\$1600	2 accent chairs
\$600	Coffee table	\$1200	Coffee table
\$300	Area rug	\$400	Area rug
\$300	Side table	\$400	Side table
\$150	Accent table	\$250	Accent table
\$1500	Lamps, décor, art, pillows	\$1800	Lamps, décor, art, pillows
\$400	Curtains and rods	\$600	Curtains and rods
\$800	Console table	\$1800	Console table
\$6,350	Total Sample Budget	\$9,850	Total Sample Budget

### Bedroom Sample Budget: Lower and Mid-Priced Comparison

Lower Priced Sample Budget	Item	Mid- Priced Sample Budget	Item
\$800	King bed (not mattress)	\$1600	King bed (not mattress)
\$900	2 nightstands	\$1500	2 nightstands
\$1200	Long dresser	\$1800	Long dresser
\$600	Bench - end of bed	\$800	Bench- end of bed
\$400	Chair	\$800	Chair
\$150	Accent table	\$250	Accent table
\$1600	Lamps, décor, art, pillows, bedding, blankets	\$1800	Lamps, décor, art, pillows, bedding, blankets
\$400	Curtains and rods	\$600	Curtains and rods
\$6,050	Total Sample Budget	\$9,150	Total Sample Budget

## TERMS OF AGREEMENT

- Our virtual design service is an online service only. The selections we choose are intended to improve the look of your space and to give specific selections designed for your home, but are not for construction purposes.
- Salted Hue, LLC will aim to complete the project within the discussed time frame, providing professional design opinions and communication for the client. Client agrees to communicate in a fast and timely manner (24-48 hours) with feedback and approvals so project can move forward. We will plan to work on your project with focused intensity to complete your project quickly. Client agrees to be available for decision making and communication while we are working on your project.
- Client agrees to provide detailed information regarding their requirements for the projects, such as accurate measurements and clear photos of the room to be designed.
- Salted Hue, LLC will complete floorplans, renderings, and propose furnishings based on the measurements provided, but will not be responsible for items not fitting if incorrect measurements were provided.
- Salted Hue, LLC will not offer or be responsible for any technical, mechanical, electrical, or structural guidelines or specifications, or any work of contractors or suppliers working on project. Client will speak to any contractors or subcontractors related to all questions and advice for those areas. Salted Hue, LLC can offer suggestions and links for fixed surface selections such as tile, plumbing fixtures, lighting fixtures, countertops, flooring, and more, but will hold no liability for technical placement or ability to install such projects. The contractor, subcontractors, or clients will be fully responsible for safety and proper placement of such items in project. Kitchen and bathroom design projects will only include overall visuals, but not cabinet design or sizing for most projects. However, If client provides an approved vanity size, we can source products within the given specification guidelines.
- Salted Hue Interiors will not be responsible for any ordering of products, delivery, or installation and cannot be held accountable for items that arrive damaged.
- Salted Hue, LLC will seek to provide in-stock links to products or with lead times that work within your project guidelines. Clients agree to order products in a timely manner as products can go out of stock quickly. Salted Hue will not be responsible to re-send more product options for out-of-stock products if client did not purchase within 30 days of receiving design and links.
- Salted Hue, LLC will use some affiliate links for products where available. This is at absolutely no cost or mark up to our clients. Please use the shopping links provided as some brands will give us small commissions as part of our business model.
- Client understands they will receive floorplan, specifications for furniture sizing, design boards for visualization, links to purchase specific furniture and other items in room and a guide for installation. Client understands once that design phase is finalized, our virtual design contract is complete and it becomes the clients' sole responsibility to order materials and complete installation in their home. Continued design questions or advice will

not be included with contract, but may be available at an hourly rate if additional assistance is needed.

- Salted Hue Interiors will be available for communication via email Monday through Friday 9am to 5pm and Saturday 9am to 12pm, CST. Email or Zoom calls will be our primary method of communication. Contact: [sadie@saltedhue.com](mailto:sadie@saltedhue.com)

## **SCOPE OF WORK**

Salted Hue Interiors virtual design package for one room included:

- Initial Design Discussion: Our first meeting via Zoom or phone call, intended to discuss the client's project details and answer any questions the client might have, up to 15 minutes
- Design Boards: Visual arrangements of all furniture, lighting, paint colors, rugs, or any other decor (depending on the room selected)
- Alternate Products Pages: Additions to the mood boards that will display more furniture options for the client to review
- Floor Plans: Layout of furniture, lighting, decor placement to help the client visualize and feel and flow of the room
- 3D Renderings: Photo- realistic representation of what the room will look like when the virtual design project is finished, has exact measurements of products, can be viewed from multiple angles. Renderings will show sizes and overall feel for room but may not show actual products in room based on product library.
- Design Review Discussion: Another meeting via Zoom or phone call, intended to discuss the given design and layout, as well as any other questions the client might have, up to 20 minutes
- Revisions: Updates made to the design boards after the client gives feedback and makes requests, unlimited within seven days of receiving design boards
- Detailed Shopping List: List of all the resources that are shown in the design, with recommended sizes and specifications for products
- Room Guide and Specifications: Any applicable guidelines for the client's new design
- Décor Styling Guide: We will provide visualization and links for decorative items and suggestions for placement. We may provide a personalized hand-drawn sketch with details on how to place in specific areas of your room such as coffee tables, nightstands, dressers, or bookshelves.
- Installation Guide: We will provide a guide with recommendations on placement of height and tips for hanging curtains, artwork, light fixtures, and rugs.

## **DESIGN FEE AND PAYMENT TERMS**

- Salted Hue Interiors shall receive a fixed fee of \$1295 for the package, or another fixed amount previously agreed upon for a custom package.
- Full payment shall be made by the client after the signing of this agreement. Payment can be made through the client portal or through an emailed invoice. Salted Hue Interiors does not offer refunds once the design process has begun.

- Salted Hue Interiors does offer an option for a package upgrade if the client decides he or she would like the 3D renderings and other additional features included in the premium package. An invoice will be sent through email for the amount of the pricing difference between the two packages.
- Any additional design services outside this scope of agreement and requested by the client will be billed at an hourly rate of \$100. These services include, but are not limited to: shopping services, ordering of items, etc.
- Installation of decor items or in-home styling may be available for local clients at an hourly rate of \$225. This service will involve Jeff (Rachel's husband), Rachel, and Sadie going to the client's house to hang artwork and curtains, arrange decor and pillows, etc. We are happy to discuss options with you.

## **TIME FRAME**

- Salted Hue, LLC seeks to complete a one-room virtual design project within two weeks. The maximum a room will (or may) take is one month.
- We will discuss and agree upon a specific time frame to begin your project and timeline will start upon agreed start date for project. Revisions are unlimited, if we receive prompt responses. Client must request all revisions within seven days of receiving design boards.
- Client agrees to be prepared to focus on design project once started to allow for timely feedback and approvals as we will work on your project with a focused approach. Client agrees to order approved materials and complete project in a timely manner so items remain available to purchase.