

HOW IT WORKS

INITIAL CONSULT

This is step one! We meet. Our first date, if you will. No commitment yet. For this meeting, we come to your home to discuss your design goals, priorities, and preferences, analyze needs, establish the scope of work, and begin to discuss the project budget. In this session, we will spew as much design advice as we can commit to. Most importantly, we talk about you and your story. **There is a fee for this meeting to cover our time; however, the fee is waived if the proposed design fee is paid within 10 business days.**

PROPOSAL

Now, we propose. We head back to our studio and calculate how many hours we think it will take to do your project and determine the Design Fee. This fee covers our time to work on your project in the design phase (steps 3-5). This includes (but not limited to) tasks like drawing construction documents, sourcing product, specifying finishes/fixtures, pulling fabric, pricing labor, meeting with vendors and contractors during the design phase, etc.

We will send you a link and password to your client portal. In the portal, you can view your Design Fee Proposal. (An additional Project Management fee is collected in Step 6.) The ball is now in your court. You can say, "No thank you, ladies", or "Love it! Sign me up! Let's get started!". When you have inspected the invoice and you're ready to move forward, you can send a check, do an online bank transfer using the prompts in the portal, or pay with credit/debit card. (FINE PRINT: There is a 3.5% charge on credit and debit card payments.) **A signed copy of this process and payment are REQUIRED to move forward just to make sure we're all on the same page. (Pun intended.)**

GATHERING

Time to measure. Budget and dimensions are the least fun parts of our job BUT definitely the most important. If it doesn't fit, we didn't do our job. To make sure this part is done correctly, we require a separate measuring appointment. We come to measure all the rooms, windows, existing pieces you have, and then take the data back to the studio to really get started on the good stuff. You are not allowed to hang out with us! We are too chatty for that. ;). Give us a key, a nanny's phone #, or a gate code, and we go at it!

This is also the time to dive into your story full force! We have a list of questions prepared to get you thinking of who you are and how that affects the design of your home. The instructions are simple. Answer only the questions you want; however you want. Copy the questions into an email, and type in your answers. Reformat and send via snail mail. Print it, tote it around, and write in the margins. Call us and ramble off your thoughts. The goal is to dig into who you are so we can design the perfect space for you - the more info, the better. There are NO wrong answers, and there is never too much information.

LOVE.HATE

This part might be our favorite!! We typically meet at our studio. First, we show you preliminary scaled space plans and ideas. Sometimes, these include rough sketches and elevations if your project is a renovation or new construction. We present you with TONS of images of molding, furniture, art, light and plumbing fixtures, lamps, rugs, architectural details, and so on...as well as fabric, flooring, cabinet, finish, and paint samples, specific to your project for you to attack. Your job is to share your feelings about the items, samples, and plans. Be honest! Here are a few examples of what we have heard before: "I hate this chair!!", "I'd love this if it were orange", "This looks like my grandmother's table, and I loved that table!" "I need a bigger island in the kitchen" "Marble is not my favorite because of the maintenance" We take all this feedback to create the perfect design for you!

FINAL DESIGN PRESENTATION

Now that we have you all figured out, we finish the design for your space down to the last detail and dollar. In our design presentation (typically done at our studio), you see scaled floor plans, elevations and 3D drawings (if applicable), samples, selections and pricing for the entire design. At final design, you will see pricing details for goods, labor, project management, shipping, receiving, installation, and delivery. Changes can be made at or after the final presentation, but typically there are only a few changes. The Love.Hate meeting should weed out most of the revisions. Please see your specific agreement for further information on revisions.

ORDERING . PROJECT MANAGEMENT

Once you have made any final changes to the design and are happy with what is to come, you initiate the ordering by paying 80% of the invoice (including the Project Management Fee) via check, bank transfer, or credit card. (FINE PRINT: There is a 3.5% charge on credit and debit card payments.) Then, we get to ordering and handling all the logistics of getting all the pieces of the puzzle to come together for installation day. Your boards and invoices will be uploaded to your client portal. You will be able to check order status, pay your balances, and review your boards whenever you want. **Furniture and custom softgoods typically have a lead time of 8-16 weeks. Prepare to wait a bit.** Trust us! It is worth it!! As mentioned above, this is where the Project Management Fee kicks in to cover our time to manage the project. We handle scheduling all of the labor (painter, electrician, plumber, millwork, wallpaper, pillows, etc.), ordering product, coordinating delivery, and dealing with damaged/inaccurate goods. This fee also includes our time to oversee installation and accessorize. We include this fee estimate in the invoice we present to you at the final design presentation. The estimate in the Final Design Presentation is an estimate; however, the fee is not to exceed 25% of the total project unless the scope of the project expands at your (the client's) request. Every Friday afternoon an update is sent to each client to keep you aware of your project's progress, to ask any questions and/or to get approval on any changes that may come up along the way.

INSTALLATION

The part we've all been waiting for! We set a date with our installation teams to bring in all the furniture, art, rugs, etc. The installation of most items is done in one day with the exception of construction, paint, wallpaper, and similar tasks. We prefer clients not be present on install day if at all possible. This makes it more efficient for our teams to work together to make your space perfect so that you can more quickly come home to enjoy your new space. We kick you out and get to work arranging each and every piece perfectly. We bring accessories and art so that space feels perfectly finished and tells your story! When you arrive home, you should do nothing but sit in your space, soak it in, and enjoy a glass of...whatever you fancy. We are not present when you arrive home. This is when the remainder of your balance will be due. Your balance - as well as your decision on which accessories to keep - is due 10 business days after you receive your final invoice. Then, voila, you are at home in your new home...hopefully planning your next project with us. ;) Cheers!

AGREEMENT

INVOICING AND PAYMENTS

Invoices for proposed goods and services are valid for sixty (60) days from date proposed. After sixty (60) days have passed, prices are subject to change. Active invoices are also subject to vendor pricing increases at any time. These increases will be passed on to the Client's invoices. These increases will not be absorbed by the Designer.

Proposed design fees are valid for ninety (90) days. After ninety (90) days, the Designer reserves the right to change fees.

An 80% deposit on the full balance for a proposed design invoice is due to begin project management, ordering, and scheduling of goods and services. If sixty (60) days have passed since the invoice date, the Client may be subject to pricing increases on goods and/or services as noted above.

Final invoices are due in full 10 days after the final invoice is provided by the designer to the client.

Payment for design fees and/or product, serves as your agreement to said fees or products. After any payment is received, client changes to paid services or products could result in additional fees and/or delays.

Clients may pay via check, money order, bank transfer, or wire. Credit card payments will be charged an additional 3.5%.

PROCUREMENT OF GOODS AND SERVICES

40% markup is added to all goods purchased from "trade" resources. If an item is marked up 40% with the resulting price to the Client exceeding MSRP, then the Designer will reduce the markup to match MSRP. The resulting markup will be the profit for the Designer on that item.

20% markup is added to all contracted services including but not limited to soft goods workroom, receiving, storage, installation, electrician, plumber, painter, and any other service providers contracted by the Designer.

ADDITIONAL FEES AND DETAILS

Travel expenses for the Client outside of the Atlanta Perimeter (Interstate 285) will be billed as incurred and may include: economy class airfare or mileage, \$40 per day food allowance, standard hotel room, economy class rental car when necessary. Hotel room expenses will not exceed \$300 per night per 2 GordonDunning employees.

If the occasion arises that the Client cannot be available to grant access to the property for any part of the execution of the project, the Client must make arrangements for the Designer, Designer's team, and contracted service providers to access the site.

Custom goods (including but not limited to) furniture, artwork, millwork, design elements etc. are not returnable or exchangeable.

REVISIONS

After the final design has been presented, revisions are allowed by the Client. The project is limited to two (2) revision discussions (via email or phone) and cannot exceed alteration of 25% of the project's components.

LIABILITY

The Designer's liability is limited to the amount of the fee paid to the Designer or the amount of the Designer's available insurance, whichever is greater, and no personal liability shall attach to any individual, officer, shareholder, member, employee, director, principal or representative of the Designer.

FAST TRACK PROJECT

In the event a project is fast-tracked, the Client and/or the Contractor, pursuant to its agreement with the Client, expressly waive all claims against the Designer for errors and/or omissions. Any errors and/or omissions shall be rectified by the Designer at the expense of the Client and/or Contractor.

COPYRIGHTS AND LICENSES

The Designer is the author and owner of all drawings, models, specifications, and other documents, including those in electronic form, prepared by the Designer for this Project (collectively "Design Materials"), which are instruments of the Designer's services. In consideration for this Agreement, the Designer grants the Client a nonexclusive license to use the Design Materials in connection with this Project.

SUBSEQUENT USE

If the Client utilizes the Design Materials for any addition, extension, modification or remodeling of the Project or for the completion of the Project by others, and does not retain

the Designer for such work, then the Client agrees to credit the Designer in any publication: social media, website, print media etc.

CLIENT'S RESPONSIBILITIES

The Client will provide all relevant and applicable information, requirements, and surveys for the Project including: program information describing the Client's objectives, schedule, constraints and criteria, space requirements and relationships, flexibility, expandability, special equipment, systems, and site requirements, and budget.

The Designer shall be entitled to rely upon the accuracy and completeness of all such information provided by the Client. The Client shall make prompt and timely decisions regarding design, budget, consultant retention (if applicable) and other issues that may affect the Designer's ability to perform and complete its services on schedule.

The Designer is not responsible for any delays caused by the Client, the Client's consultants, or any factor outside of the Designer's control (including but not limited to) weather, natural disasters, backordered supplies, etc.

PHOTO RELEASE AGREEMENT

Images are an integral part of our business. Your home could be shared on the following platforms (including but limited to): Instagram, Facebook, GordonDunning Website, magazines and online publications (blogs), etc. Many publishers will not use projects when images have been available. We ask that you do not share images of the entire project/room for this reason.

DESIGNER PUBLICATION

Upon Project completion, the Designer shall be permitted to take photographs of the Project for the Designer's use at a mutually convenient time, not to be unreasonably delayed, conditioned, or withheld. Further, the Designer shall have the right to publish such photographs and reference the Project, except for any Client specific information (name, address, entity etc), in its promotional materials, including in all print, internet, and social media platforms (e.g. website, Instagram, Facebook, print and e-publications. Client information may be published if client gives written consent.

CLIENT PUBLICATION

The Client agrees to make reference to the Designer as the Designer for the Project in any publication, caused or permitted by the Client, of depictions, photographs, or representations of the Project as designed. The Client will require any third party who is granted permission to publish a depiction, photograph, or representation of the Project to be bound by this paragraph.

SUSPENSION/TERMINATION

If the Designer’s services or the Project are suspended for more than thirty (30) days, the Designer shall retain all design fees. Upon resumption of the project, the client may be responsible for fees associated with resumption.

TERMINATION

The Designer may terminate this Agreement upon written notice to the Client (i) should the Client substantially fail to perform in accordance with the terms of this Agreement, including, but not limited to, non-payment of any portion of the Fee or delay in providing timely information and materials to the Designer; (ii) if the Project is permanently abandoned by the Client; or (iii) the Client becomes insolvent or is the subject of a petition in bankruptcy, insolvency or similar laws; or makes an assignment for the benefit of creditors, or is dissolved or liquidated. The Client’s failure to pay the Designer any monies due pursuant to the Designer’s invoices shall be deemed a material breach of this Agreement. In the event of a termination of this Agreement, the Designer shall be compensated for all Services performed and Reimbursable Expenses incurred through the date of such termination, plus reasonable expenses associated with such termination.

The Client may terminate this agreement upon written notice to the Designer should the Designer substantially fail to perform in accordance with the terms of the Agreement. The Client will be responsible for paying the remaining balances on all goods ordered, design fees and any associated fees incurred (including but not limited to shipping, storage, receiving, delivery and installation).

Client.....

Designer.....

Designer.....

Date.....

FAQ

How much does a design project cost?

Ugh! We hate to do this, BUT...it depends. This is not the answer you wanted, and we totally understand; however, it really does. It depends on the home, how much furniture you already have, your timeline, etc. There is hope, though. During our Initial Consult we work to understand the general scope of your project, construction considerations, how much furniture you have, etc. Then, we can tell you what our design fee would be to design your home. We estimate our design fee based on the amount of hours we think it will take to source, design, sketch, meet, and present the design. You then get to decide how you want to proceed. We very rarely go over our estimate and always let our clients know before that happens.

What is the best way to get in touch with you?

Email and phone are the best way to communicate with us. Please **DO NOT TEXT!** We have found that texting is a very inefficient way to communicate with our clients, vendors and contractors. The messages are difficult to search especially when there are different chains including different folks. Texts are often read in the moment, thought about, and then not answered. Email and phone calls are much more effective for us, and therefore, for you and your project.

How long will our project take?

Depending on schedules, the design process typically takes 4 to 6 weeks. Furniture, etc. **TYPICALLY** takes 10-16 weeks to come in. If your project is a renovation or new construction, the timelines vary greatly based on your specific projects, needs, etc.

Can I make revisions?

Because we have the Love/Hate meeting as a part of our process, there is rarely a need for many revisions. Of course, there is the occasional change. Short answer: Yes! You can make revisions. We allow 2 revisions before additional fees are charged.

Do prices ever change?

Periodically, our vendors will have a pricing increase. The increase is typically nominal, but it does happen. Occasionally, items will be discontinued. (It's a real bummer!). This is typically only an issue if we are phasing a project. For example, if we send an estimate and 6 months later you decide to pull the trigger, there will probably be price changes.

Do you take weekend appointments?

No. Unfortunately, we do not. We **LOVE** our job, and we want to continue to do so. The best way to do that is to reserve our weekends for family, friends, fun, and rest. You'll like us better on Monday that way.

Anything else?

Email us. Call Us. We are happy to walk you through the process and what it would be like for your specific project.