

# INTERIOR DESIGN

## INVESTMENT GUIDE



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interior design



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*Hi, I'm Adrienne Morgan.*

In this guide, you'll find real numbers based on my years of experience as an interior designer. How much does it cost to furnish a living room? Or to remodel a bathroom? And what do I charge for my services? These seem like well-guarded secrets, don't they? Rather than take up your time with questions and meetings, before you even know what things cost, I'm here to help you figure out your budget.

If you have no idea what to budget for your project, you're not alone. Most clients are unaware of the real costs of improving their homes and drastically under-budget their projects. This guide should save you from the "sticker shock" so many homeowners encounter. In the following pages, you'll find a breakdown of what you can expect to invest, at a *Good, Better and Best* price point, as well as printable worksheets to help you plan.



The first pages are if you plan to remodel or build a home. The next pages concern decorating, or furnishing your home. For every project, we do a design fee proposal based on your unique needs. So please take all numbers in this guide as estimates.

I'm here to answer any questions you might have, either on a Discovery Call or by email.

Happy planning,

Adrienne  
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# REMODELING



## GOOD

## BETTER

## BEST

Cosmetic Kitchen Remodel	\$18,000 - \$35,000	\$35,000 - \$55,000	\$55,000 - \$150,000+
Full Kitchen Remodel	\$40,000 - \$50,000	\$55,000 - \$75,000	\$75,000 - \$200,000+
Cosmetic Primary Bathroom Remodel	\$15,000 - \$22,000	\$22,000 - \$35,000	\$35,000 - \$45,000
Full Primary Bathroom Remodel	\$25,000 - \$35,000	\$35,000 - \$50,000	\$50,000 - \$75,000
Cosmetic Bathroom Remodel	\$10,000 - \$15,000	\$15,000 - \$25,000	\$25,000 - \$40,000
Full Bathroom Remodel	\$20,000 - \$30,000	\$30,000 - \$45,000	\$45,000 - \$65,000
Powder Bath Remodel	\$10,000 - \$20,000	\$20,000 - \$30,000	\$30,000 - \$45,000
Home Remodel General Costs	\$80 - \$100/sf	\$100 - \$150/sf	\$150 - \$225/sf+

# NEW CONSTRUCTION

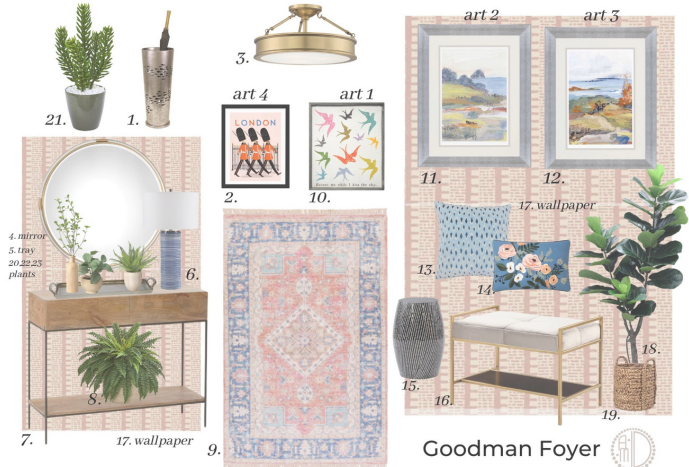
For new custom home construction, we create a Design Book for the builder. It contains selections of materials, plumbing and light fixtures, appliances, and drawings of interior elevations and tile patterns. We typically work on homes with construction budgets of \$750,000 and up.

# FIXTURES & MATERIALS

	GOOD	BETTER	BEST
Wood Flooring (per sf)	\$3 - \$5	\$6 - \$10	\$10 - \$18+
Tile Flooring (per sf)	\$2 - \$6	\$7 - \$15	\$15 - \$35+
Carpeting (per sf)	\$2 - \$5	\$5 - \$10	\$10 - \$25+
Wall Tile/Backsplash (per sf)	\$4 - \$9	\$9 - \$18	\$18 - \$35+
Wallpaper (per roll)	\$75 - 100	\$100 - \$250	\$250 - \$500+
Countertops (per slab)	\$1500 - \$3000	\$3500 - \$5500	\$6000 - \$10,000+
Cabinetry (per box/each)	\$200 - \$350	\$400 - \$1000	\$1000 - \$2500+
Cabinet Hardware (each)	\$4 - \$8	\$9 - \$20	\$21 - \$100+
Door Handles (each)	\$30 - \$75	\$75 - \$250	\$300 - \$1000+
Barn Door + Track System	\$500 - \$1000	\$1500 - \$3000	\$3500 - \$9000+
Light Fixtures	\$250 - \$1500	\$1500 - \$3000	\$3000 - \$7000+
Cooktop/Range	\$1500 - \$2000	\$2000 - \$3500	\$3500 - \$7500+
Oven	\$1500 - \$2500	\$2500 - \$5000	\$5000 - \$10,000+
Ice Maker	\$1500 - \$2000	\$2000 - \$2500	\$3500 - \$5500+
Refrigerator	\$1200 - \$2500	\$2500 - \$4500	\$4500 - \$10,000+
Microwave	\$250 - \$450	\$450 - \$1400	\$1400 + \$2500+
Dishwasher	\$500 - \$1000	\$1000 - \$2000	\$2000 + \$3500+
Kitchen Sink	\$250 - \$750	\$750 - \$1500	\$1500 - \$5000+
Kitchen Faucet	\$350 - \$750	\$750 - \$1500	\$1500 - \$3500+
Bathtub	\$750 - \$1750	\$1750 - \$4000	\$4000 - \$8000+
Shower System	\$650 - \$1500	\$1500 - \$3500	\$3500 - \$6000+
Toilet	\$200 - \$350	\$400 - \$800	\$800 - \$1500+
Bathroom Sink	\$100 - \$300	\$300 - \$900	\$1000 - \$2000+
Bathroom Faucet	\$150 - \$250	\$300 - \$700	\$700 - \$1500+



Copeland Bathroom



Goodman Foyer

# LIVING & DINING ROOMS



	GOOD	BETTER	BEST
Sofa	\$2500	\$5000	\$8000+
Loveseat	\$2000	\$4000	\$6000+
Sectional	\$4000	\$7000	\$12,000+
Lounge Chair	\$1500	\$2300	\$4000+
Side Chair	\$1000	\$1750	\$2000+
Ottoman	\$750	\$1500	\$3000+
Coffee Table	\$1000	\$2000	\$3000+
Table Lamp	\$150	\$350	\$500+
Floor Lamp	\$250	\$700	\$1000+
Media Storage	\$2000	\$3500	\$5000+
Console Table	\$850	\$1750	\$3000+
Area Rug	\$1500	\$2750	\$5000+
Accessories + Art	\$1500	\$3500	\$5000+
Counter/Bar Stools	\$350	\$750	\$1200+
Dining Table (seats 8)	\$2000	\$3500	\$7500+
Dining Chair (each)	\$350	\$850	\$1500+
Sideboard	\$1500	\$3000	\$4500+
Accent Pillows (each)	\$75	\$150	\$300+

# BEDROOMS



	GOOD	BETTER	BEST
King Bed	\$1200	\$2500	\$5000+
Queen Bed	\$850	\$1750	\$4000+
Full Bed	\$700	\$1500	\$3500+
Twin Bed	\$500	\$1350	\$2500+
Bunk Beds	\$1500	\$3000	\$5000+
Mattress	\$1000	\$2000	\$5000+
Nightstand (each)	\$750	\$1250	\$2750+
Wall Mirror	\$300	\$750	\$1500+
Floor Mirror	\$350	\$950	\$1750+
Area Rug	\$1000	\$2000	\$3500+
Accessories + Art	\$1000	\$2000	\$3000+
Table Lamp (each)	\$150	\$350	\$500+
Accent Pillows (each)	\$75	\$150	\$300+

# HOME OFFICES & PLAYROOMS



	GOOD	BETTER	BEST
Desk	\$1200	\$2500	\$5000+
Desk Chair	\$550	\$1250	\$3000+
Bookcase	\$1500	\$3500	\$5000+
Custom Built-Ins	\$2500	\$5500	\$8500+
Play Table	\$500	\$1500	\$2000+
Storage Bins	\$300	\$750	\$1000+
Task Lamp	\$150	\$350	\$750+
Accessories + Art	\$1000	\$1500	\$2000+
Lounge Seating	\$1500	\$3500	\$7500+
Area Rug	\$1000	\$2500	\$3500+
Table Lamp	\$150	\$350	\$500+
Accent Pillows (each)	\$75	\$150	\$300+



# MISCELLANEOUS



## WINDOW TREATMENTS

### GOOD

### BETTER

### BEST

Custom Curtains (per panel)	\$500	\$1000	\$2000+
Ready-Made Curtains (per panel)	\$200	\$400	\$700+
Wood Blinds (per window)	\$100	\$300	\$450+
Roman Shades (per shade)	\$350	\$1000	\$1750+
Woven Wood Shades	\$250	\$550	\$700+
Drapery Hardware (per window)	\$200	\$450	\$700+

## FINISHING TOUCHES

### GOOD

### BETTER

### BEST

Floor Runner	\$500	\$1000	\$2500+
Chandelier/Pendant	\$750	\$2000	\$4500+
Welcome Mat	\$75	\$200	\$500+
Accent Pillow	\$75	\$150	\$300+
Artwork (print)	\$350	\$750	\$1100+
Artwork (original)	\$1200	\$3000	\$7000+

## OTHER

### AVERAGE

Furniture Assembly/Handyman	\$75 - \$150/hr
Wallpaper/Painter/General Labor	\$1000 - \$2500 per room
Receiving and Storage Fees	\$100 per item per month

# DESIGN FEES

Design fees are determined per project. As no two projects are exactly the same, we do not set design fees for any services across the board. A consultation is necessary in order for us to gather enough information about your project to give you a proposal for design fees. Fees vary based on square footage, scope of work and complexity of design.

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## CUSTOM DECORATING

Fees start at \$2,500 per room  
Typical budget starts at \$20,000 per room

Projects which are mainly moveable furnishings with minor remodeling (paint, wallpaper, etc). All furnishings specified for your project will be purchased through AMID and will be sold at or below retail prices.

## CUSTOM REMODELING DESIGN

Fees start at \$5,000 per room  
Typical budget starts at \$30,000 per room

Projects are typically Kitchen remodels or makeovers, or Bathroom remodels or makeovers. Typically, fees are around 15% to 20% of the total cost of construction. For example, a Kitchen remodel with a construction budget of \$50,000 will typically be priced between \$7,500 and \$10,000 in design fees. Certain items for your project will be purchased through AMID and sold at or below retail prices.

## NEW CONSTRUCTION DESIGN

starts at \$25,000 per Book

We create a Design Book consisting of materials and finish selections, plumbing fixture selections, decorative light fixture selections, appliance selection, drawings of interior elevations, furniture floor plans, electrical placement plans, and tile pattern drawings. Certain items specified will be purchased through AMID and sold at or below retail prices. Design Books are typically priced around 3% of the total cost of construction. For example, a house new build with a construction budget of \$1 million will typically be priced around \$30,000 in design fees for the Book.

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TERMS: we require 50% of a design fee to be paid up front and 50% to be due upon the Final Presentation. We accept checks and credit cards.

Designer on Call - \$2,500 per 10 hour block



# BUDGET WORKSHEET

List each item required to furnish your room. Then, plug in the estimated budget number for each item by using the examples in this booklet. Or, base numbers on recent prices you've seen or what you are comfortable paying. Factor in a buffer for tax, shipping, permits and any fees for professionals you may hire. This should give you a realistic picture of your total furnishings investment.

ROOM: \_\_\_\_\_

ITEM	BUDGET

TOTAL: \_\_\_\_\_

