



# ASHLEY FERGUSON

INTERIORS

WELCOME

[ASHLEYFERGUSONINTERIORS.COM](https://ashleyfergusoninteriors.com)

# WELCOME

---

Thank you for your interest in Ashley Ferguson Interiors!

We're passionate about creating thoughtful, personalized spaces and appreciate the opportunity to share more about how we work.

The following pages outline our design approach, what to expect during the process, and how we support clients throughout their project.

We look forward to working together.

Warm regards,



Ashley—Owner and Principal Designer





## OUR TEAM

---

We transform houses into homes filled with soul - taking pride in crafting spaces that inspire and nurture the spirit.



**Ashley Ferguson**

Owner and Principal Designer  
ashley@ashleyfergusoninteriors.com



**Vince Hernandez**

Senior Interior Designer  
vince@ashleyfergusoninteriors.com



**Maggie Lattimer**

Junior Interior Designer  
maggie@ashleyfergusoninteriors.com



**Stephanie Howard**

Business | Finance Manager  
stephanie@ashleyfergusoninteriors.com





## OUR PROCESS

---

A broad overview of our process, where we build out your project through, scope of work, estimates, presentation, and timeline.

## PAYMENTS & FEE SCHEDULE

---

Every project is a journey, and we're here to guide you through each step with clarity, creativity, and care.

From our initial consultation to final installation, we've structured our process to be thoughtful, transparent, and tailored to your needs.

The next few pages will walk you through how we work, when to expect key decisions, and how billing and payments are handled along the way.



# SERVICE INCLUSIONS

---

## DESIGN DISCOVERY PRESENTATION

This is where the creative journey begins. We present curated mood boards that capture the look and feel we envision for your space. Typically, we share a few different directions during our concept meeting - it's a "this or that" moment where you tell us what resonates most. This helps guide the tone and direction for the full design that follows.

## FULL DESIGN PRESENTATION

After the discovery phase, we develop a comprehensive design plan that brings your vision to life.

This includes:

- Floor plans, elevations, and detailed drawings
- Finish selections, fabrics, paint, and materials
- Furniture, lighting, and accessory sourcing
- Samples and swatches
- 3D renderings (as needed)
- A full presentation experience that allows you to clearly visualize the completed space

This design package becomes your roadmap. Once the presentation is complete, the full design is yours - our intellectual property, thoughtfully developed and tailored to your project.

## PROCUREMENT AND PROJECT MANAGEMENT

We handle all sourcing, ordering, and coordination of furnishings and materials for your project. This includes working with vendors, managing timelines, tracking orders, receiving shipments, handling damage claims, and preparing everything for installation. We aim to make this process seamless and stress-free, so you don't have to manage any of the logistics.

## GENERAL CONTRACTING

We oversee the construction process from start to finish, coordinating the trades, scheduling work, managing the construction timeline, and ensuring the design is executed as intended. This includes obtaining bids, coordinating subcontractors, ordering construction materials, overseeing work on site, addressing issues as they arise, and managing the details through project completion. Our goal is to provide one streamlined point of contact and make the construction process as seamless and stress-free as possible.

# SERVICE INCLUSIONS CONTINUED

---

## INSTALLATION

The most exciting part of your project - when the vision we've been developing together finally comes to life. After months of planning, sourcing, and preparation, this is the moment where your home is transformed into a fully realized, intentional space.

From furniture placement to styling surfaces, hanging artwork, and making final adjustments, we ensure everything is installed to perfection

Please note: In most cases, we will need to hire third-party installers for items such as drapery and artwork. We'll coordinate all scheduling and details on your behalf to ensure a seamless experience. We take pride in making this day feel as smooth and exciting as possible - it's the final step in turning your house into a beautifully designed home.



# PROJECT TIMELINE

## PHASE ONE

### PROJECT INITIATION, RESEARCH, DESIGN

- Consultation—Project Review
- Project Proposal
- Contract + Design Fee - Project Begins
- Design Discovery Presentation
- Design Development - Drawings + Selections

\*\*4-6 weeks for Design Development

- Design Presentation
- Design Revisions

## PHASE TWO

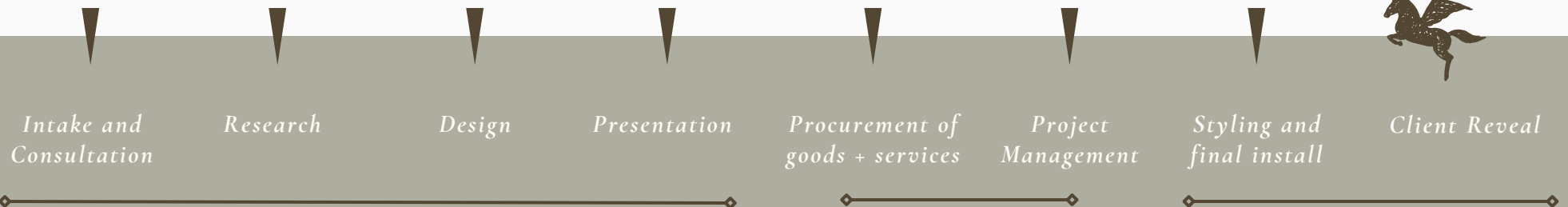
### PROCUREMENT + CONSTRUCTION/LABOR

- Labor Contract
- Procurement + Project Management Contract
- Trade Day - Project Site Assessment
- Order Placement - Purchasing
- Project Status Updates -Deliverables + Timeline
- Construction + Labor - Progress Site Checks

## PHASE THREE

### RENOVATION WRAP | INSTALLATION

- Final Invoicing -Account Reconciliation
- Furniture Installation -Styling
- Client Reveal -Project Complete!



PHASE ONE

PHASE TWO

PHASE THREE

## FEE SCHEDULE

---

### PHASE ONE

- 50% of the design fee is due following the consultation to begin the design process
- Remaining 50% of the design fee is due prior to the design presentation

### PHASE TWO

#### Cost of Goods:

- A flat 10% Procurement/Project Management fee is applied to the total cost of goods
- A flat 15% Shipping and Receiving Fee is applied to the total cost of goods to cover shipping, receiving and storage fees, and third-party installation charges.
- 100% payment is due on all goods and the associated procurement fee at the time of order placement

### PHASE THREE

- Renovation Wrap / Installation
- Any remaining payments, including shipping, receiving, or labor, will be due prior to furniture installation
- Installation day is an all-hands-on-deck experience. Our team - including junior designers, senior designers, and Ashley - will be onsite to ensure every detail is executed perfectly.
- All payments are based on the finalized budget

### LABOR AND CONSTRUCTION

- A flat 30% General Contractor fee is applied to total cost of materials and labor if applicable
- A 50% deposit on construction labor is due prior to the start of the project, if applicable
- A full payment schedule will be provided in your contract based on the scope of work

## PAYMENTS

---

### PAYMENT

- Quickbooks invoices can be paid via ACH transfer, Check, and Debit or Credit Card (all debit and credit cards will incur a 3% processing fee)
- All receipts will be sent to the email we have on file for your records.

# FEE OVERVIEW

---

## DESIGN

### DESIGN FEE STRUCTURE

- 50% due to initiate design
- 50% due prior to design presentation

This fee covers all creative work required to build a fully customized, well-executed design—ready for implementation.

### COST OF GOODS FEE STRUCTURE

- 100% of Materials and Shipping due at contract execution

### LABOR FEE STRUCTURE

- 50% Labor Costs due to begin project
- 40% due at pre-defined progress point
- 10% due after final walkthrough and completed punch list

## PROJECT MANAGEMENT

### PROCUREMENT AND PROJECT MANAGEMENT FEE STRUCTURE

Goods: We offer preferred pricing on products whenever available and apply a flat 10% procurement fee to the total cost of goods. This fee covers the time and coordination involved in managing orders, tracking shipments, handling delivery logistics, and preparing for installation.

### SHIPPING, RECEIVING AND INSTALL FEE STRUCTURE

We apply a flat 15% shipping and receiving fee to the total cost of goods. This fee covers the time and coordination involved in managing orders, tracking shipments, handling delivery logistics, and preparing for installation.

### GENERAL CONTRACTING (IF APPLICABLE)

We apply a 30% general contracting fee to cost of labor. This fee covers time and coordination of trades, site visits, and quality control.

This approach provides a seamless, white-glove experience from start to finish - without hourly billing or surprise charges.





## SCOPE OF WORK

---

Each project is unique, and the scope of work is tailored to fit your specific needs, goals, and timeline.

Whether you're furnishing a single room or tackling a full-home transformation, we'll focus on the areas identified during our consultation and outline them clearly in your proposal.

Our goal is to bring clarity to the process and ensure that every detail is aligned with your overall vision.

WELCOME



THANK YOU