

Client Name/Project Name
Proposal for Design Services
Date



Dear name(s),

It is a pleasure to present these design service options for your _____ project. We look forward to meeting and exceeding your expectations with a level of creativity and service designed specifically for you.

We offer three levels of service based on what you shared with us during our initial conversations. You value saving time, avoiding costly mistakes and you want a uniquely crafted and creative expression of your personal taste. You initially contacted our firm because of _____, and what we offer are design services complete with a relationship built on trust, quality and exceptional attention to detail. (use what they told you)

We can meet your expectations, yet our happiest clients often prefer the extra services that other firms do not offer.

Level I – Name of Your Service (example: Their Name + Celebration Package) - (This is your WOW Level) + 40% over base Concierge-level service – this is entirely dependent on your client’s personality. If you sense the person is outgoing and wants to share this with their friends or impress others, they might enjoy these extra services:

- Celebration party with private chef & sommelier to do wine tasting for 12 friends to celebrate the new kitchen.
- Includes cooking lessons in home
- Includes cleaning daily
- Plus all of level I & II
- Use bullet points to summarize what the services include

Level II – Name of Your Service (example: Concierge Package - Meets Requirements + Slightly More + 20% over Level III package):

- Household Organizer Services
- Turn-key installation services – art, accessories, draperies, furnishings, etc.
 - Art installation
 - Inspections
 - Installation coordination, direction & supervision
- White glove cleaning services at the end of the project
- Problem resolution
- Purchasing management (this could be done with or without mark-up)
 - Budgets

- Pricing
- Proposals
- Expediting
- Scheduling
- Punch list preparation and oversight
- Trouble-free project coordination and management
- Jobsite meetings with general contractors and subcontractors
- Contractor and subcontractor insurance review
- Referral and interview of general contractor and subcontractors
- Construction documents
- Specifications
- Selection review with clients
- Product recommendations and specifications
- Selections
- Drawings
- Elevations
- Renderings
- Conceptual drawings and sketches
- Preliminary budget
- Scope of work

Level III Design Only – (Creative Services Package or name that describes the service best)- design only with specifications, drawings, elevations – below their budget

- Construction documents
- Specifications
- Selection review with clients
- Product recommendations and specifications
- Selections
- Drawings
- Elevations
- Renderings
- Conceptual drawings and sketches
- Preliminary budget
- Scope of work

Terms and Conditions

- Level 3 – Total Fee
- Level 2 – Total Fee

- Level 1 – Total Fee

Payment terms

- Option A** - Payment schedule:
 - 50% to commence work
 - 50% due by (45 days)
- Option B** – Payment schedule:
 - 50% to commence work
 - 25% due by (45 days – use actual date)
 - 25% due by (90 days – use actual date)
- Option C** – 10% discount for payment in full at the commencement of the project.

You are our creative muse, and we look forward to orchestrating a beautiful result with you. Once we receive your selection of services, payment and written authorization, we will proceed with an explanation of the next step.

Warm regards,

Your name

We look forward to working with your firm name, and we approve the level of services as noted. We authorize the work as described and present this signed copy of the proposal with the payment of \$_____. We understand that a formal Letter of Agreement is forthcoming and this signed Proposal for Design Services is an Addendum to that Agreement.

Name

Name

Date

Date