



WILL BROWN INTERIORS LLC

# Interior Design Service Guide

2024





# Welcome Home!

Thank you for considering **Will Brown Interiors LLC** for your upcoming project! We specialize in residential interiors in the greater Kansas City and St Louis areas and have a variety of service options to meet your specific needs.

The following pages share more information about our services, who they're best for, and your budget considerations. Our goal is to streamline the complicated process of creating a beautiful home.

I'm looking forward to meeting you and bringing your dream home to life!



*William Brown*

Founder, Will Brown Interiors LLC

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**CULTIVATING LIVABLE LUXURY SPACES  
FOR SOULFUL AND SOPHISTICATED LIVING**

## About Will Brown Interiors LLC

We bring your design vision to stunning life by partnering with the best certified contractors, builders dedicated trades and talented craftsmen.

We specialize in new build projects, home renovations, and multi-room refresh packages for the Adventurous Executive Professional and the Mindful Young-at-Heart Empty Nester.

As an integrated practice, we apply practical Feng shui principles to help increase the good "Qi" flow inside your space to ensure you are in command position of your surrounding space and within your life.

We can also provide the finishing touches from full room-styling to curating original artwork – all worthy of a stylish and memorable design reveal.



**OWNER, CREATIVE DIRECTOR**

William (Will) Brown

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**EMAIL**

[willbrown@willbrowninteriors.com](mailto:willbrown@willbrowninteriors.com)

**INSTAGRAM**

[@willbrowninteriors](https://www.instagram.com/willbrowninteriors)

**PHONE**

816-582-6607

**BOOK A CALL**

# Services Overview

Whether it's a single room or your entire home, every project begins with a consultation. We've tailored our services so we can help with a variety of projects and we're committed to delivering exceptional results.

## CONSULTATIONS

Consultations give you quick access to our professional expertise and advice to help with your home projects. Our Virtual Consultations are available as 60-minute Zoom sessions, or if your project is within the Kansas City area, you can book a two hour In-Home Consultation.

## E-DESIGN

Through our E-Design Only service we create a complete room design package with moodboards, furnishing selections, and shoppable links. These packages provide clients the confidence of executing a cohesive and complete design plan on their own timeline.

## FULL-SERVICE

Our full-service remodeling or interior design and styling projects are a comprehensive approach to designing from concept through completion. We'll oversee your project to create well-designed spaces that meet your needs and vision while also considering your overall timeline and budget.



# Consultations

Consultations give you quick access to our professional expertise and advice to help with your home projects. We offer a 2 hour In-Home Consultations if your project is in the Kansas City metro area. Or if you're further away we offer 60-minute Virtual Consultation sessions on Zoom.

Every one of our Full-Service projects starts with a consultation!

[BOOK A CONSULT](#)

## WHAT TO EXPECT

- ✓ Our time is yours during these working sessions so we can focus where you need us most.
- ✓ We often help with space planning, furniture selections, paint colors, or planning for larger remodeling projects.
- ✓ These sessions are great one-time sessions if you're looking to get unstuck on design decisions.

## YOUR INVESTMENT

\$ 200  
VIRTUAL

\$ 390  
IN-PERSON





# E-Design

Our Design Only projects will provide a complete design package for your rooms with moodboards, furnishing selections, and shoppable links. These packages provide you the confidence of executing a cohesive and complete design plan but as your timeline and budget allow. We allow for two changes to the selections within each room pricing. \*Additional reselects would incur an hourly fee of \$195/hr.

[BOOK A CALL](#)

- ✓ We'll create plans that allow you to shop from brands you can trust.
- ✓ You'll have the confidence to complete the plan over time knowing it will all come together perfectly when you're finished.
- ✓ This is great for clients who know they can finish the project on their own without becoming overwhelmed with the procurement management phase.

YOUR INVESTMENT

\$3000 per room



# Full-Service

These projects are the "one stop shop" of interior design. We're involved in the entire process to create a complete and cohesive plan that reflects your style and needs. When you look at our portfolio you're seeing these design and remodeling projects because they highlight the full range of our creativity and expertise.

Whether you're furnishing or remodeling your home (or both!), we'll help bring the right skills together to reduce costly mistakes, streamline the process, and execute the highest standards of quality. From the initial concept development to the final installation, we provide support and a smooth execution of the design plan.

## WHAT MAKES IT DIFFERENT?



Only our Full-Service projects provide design concept service, material and finish selections, color palette selections, architectural and builder partnering, procurement, ordering, and project management. These services aren't provided with our other design services.

Our goal is to ensure that your project stays on schedule and within budget, all while delivering the dream home you've always envisioned.



# Full-Service *continued*

## HOW IT WORKS

We'll provide the right blend of furnishings, window coverings, home automation, decorative lighting plan and accessories that you'll be excited to live with every day! You can expect a well-planned and cohesive design plan that will bring your rooms to life.

After a Consultation, we'll provide a customized proposal of your design fee based on the size and complexity of your project. A complete design plan will help us minimize the time spent in less predictable phases such as procurement and project management.

We'll work together to establish your project's budget before you sign a contract so we can design your rooms within these requirements.

Please tell us if you're considering multiple rooms since this may create efficiencies in the design process that can save you money in design fees.

We can build a proposal that focuses on just the areas and rooms you'd like as a Phase approach



## WHAT TO EXPECT

- ✓ These projects will include a minimum investment in furniture, lighting, and accessories to be purchased with **Will Brown Interiors LLC**
- ✓ Many of these projects have longer lead times if they involve construction and remodeling.
- ✓ We're with your project during the initial planning with your architect through construction project management with your General Contractor.

## YOUR INVESTMENT

## Flat Fee-Based Service

[BOOK A CALL](#)

# The Full-Service Design Process

## 1. DISCOVERY

We'll begin by understanding your goals and requirements through questionnaires and meetings. Then we'll begin to dive into your inspiration including style and function preferences.

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## 2. DESIGN DEVELOPMENT

This is where we get to work on your space plans, moodboards, and finish recommendations. We'll present our plans and budgets to you so we can refine the design plans for approval.

## 4. PROCUREMENT

Before work can start on your space we'll streamline the process of ordering everything you and your contractor will need to keep the project on track.

## 3. PRE-CONSTRUCTION

Remodeling projects will involve an architect to develop construction drawings and structural details before submitting your plans for permit approvals.

## 5. CONSTRUCTION

During this phase we're partnering with your builder or contractor to coordinate the project. Our goal is an on-time and on-budget project that's executed exactly to the design plan you approved.

## 6. INSTALLATION

Finally the fun part! All of your furnishings and finishes are installed perfectly down to the last accessory.



“Will has a discerning eye and an incredible sense of style. Yet he also listened to my opinion and blended my preferences with his own aesthetic. He is patient and well-paced. He knows when to nudge you and knows when to take a step back.”

TERRY CROW

“Working with Will was absolutely fantastic. My house is better than I ever could have imagined! Will is amenable, respectful, creative, and kind. He brings an anchoring and peaceful presence amongst the chaos that can be redecorating.”

FRANCESCA MOISSON

“Will spoke with me and my husband to get a feel for our personality and what we were trying to achieve. He then brought the vision! Even with furniture delays (due to COVID-19) he was able to seamlessly put together a room refresh which I marvel at each day.”

SIMONE HOLLINS

“The creative process was very helpful in getting us to the point where we were open to change and ready for something new. In the end, we were very happy with the choices. Absolutely awesome talent. I highly recommend him!”

DR. CHRIS MICHAELS

# FAQs

## **HOW WILL WE COMMUNICATE?**

We're available during our business hours Monday - Friday [9am-5pm]. Most projects involve multiple forms of communication like emails, phone calls, Zoom meetings, and in-person meetings. We ask that clients refrain from using text messages.

## **HOW DO I MAKE SURE MY HOME FEELS LIKE ME?**

You'll be sharing a lot of information with us about you, your family, and the way you like to live so through questionnaires, meetings, and brainstorming sessions early in the design process. This allows us to present a design concept that's one of a kind and feels uniquely your own.

## **WHAT IS THE RETAINER FOR?**

We take on a limited number of projects each year in order to give each of our projects the time and attention they deserve. Your retainer books you into our calendar and safeguards our bandwidth for your project.

## **WHAT IF I DON'T SEE A SERVICE FOR MY NEEDS?**

Let's talk more during a Discovery Call, we may be able to help develop a customized package of services that will help you accomplish your goals.



# Next Steps

## READY TO GET STARTED?

Let's chat about your goals on a quick Discovery Call and we can answer more of your questions, and if we feel we're a good fit for your project, we'll schedule a consultation.

**BOOK A CALL**  
816-582-6607

W E B S I T E : [www.willbrowninteriors.com](http://www.willbrowninteriors.com)

I N S T A G R A M : [@willbrowninteriors](https://www.instagram.com/willbrowninteriors)

E M A I L : [willbrown@willbrowninteriors.com](mailto:willbrown@willbrowninteriors.com)

# Thank You!

It's such an immense privilege to help our clients create the beautiful and functional homes they've been dreaming of bringing to life.

Thank you for considering a partnership with Will Brown Interiors. If you have any questions about this guide, please send us a message directly at our email: [willbrown@willbrowninteriors.com](mailto:willbrown@willbrowninteriors.com)



**WILL BROWN INTERIORS**  
RESIDENTIAL INTERIOR DESIGN

