



*Hilsden*  
DESIGN CO

Our Process

## MISSION STATEMENT:

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Design and renovation of our homes can be one of the most exciting large investments we make in our lives. But, let's be honest, planning the design and going through the renovations themselves are not often naturally a fun process for most individuals. It can be overwhelming, tedious and stressful. That's why we truly believe that a thoughtfully and professionally curated plan is a critical way to approach the process and provides invaluable piece of mind. With design experts like us on your side and the years of education and experience in the field to back it up, we are truly confident in the services we provide. We sincerely hope to have the pleasure of working with you!

## PHASE 1: THE INTRODUCTORY PHONE CALL OR EMAIL

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- Potential client describes the scope of work they're looking to do.
- We review our process as a company and answer any questions the potential client may have.
- Touch on budget as it relates to renovation (If applicable).
- This is where we find out if we will be a good fit together and if we can provide what it is the potential client is looking for.

## PHASE 2: THE ROUGH ESTIMATE

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- Since our design packages run on a square foot basis, we ask that the potential client provide a rough square foot estimate of the space(s) they are looking at designing/renovating.
- Once provided we assemble a rough estimate accordingly and send the pdf document via email.

## PHASE 3: THE PRE-SITE MEASURE

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- Upon approval of the rough estimate, we schedule our first site visit and measure together.
- Prior to said meeting we start by obtaining a small non-refundable retainer to cover our time and transportation.

## PHASE 4: THE SITE MEASURE MEETING

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- One of the design team members and owner come out to meet with our new client on site.
- We discuss the general hopes and dreams they have for the space. We take measurements, photos and ask any pertinent questions.
- We touch on design style and request that any inspiration photos are provided to us either there in person or sent via email (Pinterest boards, etc.).
- Before embarking on the design package, we send out our contract which describes the various elements of entering a working relationship together to which the client initials each line item.

## PHASE 5: THE TURNAROUND (WHERE THE MAGIC HAPPENS)

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- From there, depending on the scope of work and how busy we currently are, it's typically anywhere from a 2–4-week turnaround to prepare the initial design presentation.
- We will provide a more exact turnaround time at the end of the site measure once we've considered the size of the project at hand.

## PHASE 6: THE BIG REVEAL (FIRST DESIGN PRESENTATION)

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- We typically meet back on site with the client to present the digital design presentation.
- Alternatively, we present via a video call meeting (Sharing our screen and walking through each element of the package together).
- We showcase the visual concepts as we explain in detail our thought processes and design rationales as it relates to the clients' unique spaces.



## PHASE 7: THE DESIGN DIGEST

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- We give about a week timeline for our clients to review the design package and to form any questions or revisions they might like to see.
- We ask that the questions and revisions are submitted in writing via email at that point in time to which we will confirm we have received said revisions.

## PHASE 8: THE REVISIONS AND QUOTING

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- Once submitted, depending on the scale of revisions, we typically take 1-2 weeks to execute said revisions.
- Once those revisions are made, we submit the changes to our general contractor who then quotes the project accordingly (if applicable).
- Quoting can typically take another 1-2 weeks.

## PHASE 9: THE FINAL DESIGN MEETING

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- For this final reveal, we meet virtually to review the changes.
- This can be up to an hour-long meeting.
- Review the corresponding renovation estimate (if applicable).
- Review the potential payment structure and schedule for said renovation (if applicable).

## PHASE 10: THE ABOVE AND BEYOND

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- If client wishes to proceed with any or all selections that we've made within the design, we will manage the procurement of those selections at no additional cost.
- Should physical samples be requested, we will invoice for this service prior to procuring said samples. Should client proceed with our construction team, samples will be included.
- If client wishes to extend the working relationship beyond this point, we discuss what is needed to which we assign an appropriate number of hours to said scope of work and invoice accordingly at our hourly rate of \$110/hour.
- Upon approval of this new estimate, we proceed with the new scope of work.

## PHASE 11: THE CONSTRUCTION AND PROJECT MANAGEMENT

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- Should project move forward into the construction phase, HDC can be hired in two ways:
  - 1) Hire our construction team that quoted the project and HDC manages alongside (most seamless process). Project management is included in our renovation quote.
  - 2) Hire HDC to project manage alongside the client's alternative chosen construction team. Project management becomes billed out hourly in a bi-weekly manner (often not as seamless and cost effective for client – but is of course clients preference and we can cater to either option).