

# MARIE | Lyall

## INTERIOR DESIGN



**Marie Leonard**

*Founder & CEO*

Marie Leonard, a successful interior designer of nearly twenty years, is the owner and principal designer of Marie Lyall Interior Design, a boutique design firm specializing in residential and commercial design and décor in the world renown Napa Valley California.

Among many of her aspirations in her interior design firm are the relationships she cultivates and maintains with her client's. Marie enjoys the process and experience with each individual client and personally guides them through the entire design process from the conception to the conclusion. She is a firm believer of virtuous communication for a successful working relationship, as well as, the best outcome in achieving her client's vision through her interpretation and point of view.

Marie is mindful of her client's committed investment and their time frame for their projects. She has a thorough understanding of keeping the character and integrity of a single room or multiple spaces, residential or commercial whether it's for an update, renovation, restoration or new build. Her enthusiasm and affinity for meticulous detail permeate a sophisticated and elegant sincere space within all of her designs.

RESIDENTIAL | COMMERCIAL

1370 Trancas Street #301 • Napa, California 94558 • (707)681-2009  
marieyallinteriordesign@marieyall.com • www.marieyall.com

# We are here for you...

*Are you overwhelmed with the many choices and decisions there are to make?  
Insufficient time to give to your project? This should be a delightful experience, let us help!*

## INTRODUCTORY CONSULTATION | \$ complementary

- It starts here.
- Introductory phone call (15 minutes).
- First initial meet and greet to listen and evaluate your needs, concerns for your projects in mind.
- Learn of our services to see if we are a good fit for your project.
- Schedule a working initial consultation on site.
- A questionnaire and a letter of agreement for the consultation service will then be emailed to you to sign and return by email prior to the consultation appointment.
- An invoice will be emailed along with the letter of agreement and will be due upon receipt.

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## DESIGN PACKAGES

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### INITIAL DESIGN CONSULTATION | \$450.00

- This can be up to a two-hour appointment and an extensive collaborative client and designer interview to mutually see if the project is a right fit for both parties.
- We will give you valuable information based on your needs, vision and design direction, expectations, time frame and committed investment.
- This initial meeting will give you clarity and a direction of where you want to go with your project and how we move forward with the service that is the best fit for you.
- This time is appropriate for color consultations as well.

### DESIGNER FOR A DAY | \$1,800.00

- Proceeding initial consultation.
- A letter of agreement for the consultation service will then be emailed to you to sign and return by email prior to the appointment.
- An invoice will be emailed along with the letter of agreement and will be due upon receipt.
- This is up to a six-hour working appointment proceeding the initial consultation based on the results of the initial consultation I spend the day with the you or work solo for a proposed design plan selecting a color palette, materials, finishes and fixtures, cabinetry, for an update, re-model or renovation.
- This day can also be used for furniture, window treatments, storage solutions and referrals of services.
- You will then have all the necessary selections, resources and design plan to move forward providing you are able to make decisions that same day.
- This package is great for someone that wishes to implement the project themselves.
- If you decide you need assistance or coaching after the service, an hourly fee of \$195.00 per hour with a 10-hour minimum is applicable and by appointment either in person, by phone or email.

*\*\*\*This package is a DIY package.*

*\*\*\*All services require a signed letter of agreement.*

*\*\*\*All services are paid 100% up front excluding hourly rate.*

*\*\*\*Terms and conditions are stipulated in the letter of agreement.*

# Design | Remodel | Build

## Design Services

*Let us help you... Interior design services for planning and implementing a full renovation or new construction-residential or commercial. This is a service where we take the stress off your hands and let you enjoy the process and see your vision unfold. We take the project from conception to completion.*

### Full-Service Design-project based pricing

- All projects and services have the same comprehensive steps
- these services are proceeding the initial consultation and the receipt of the signed Letter of agreement and a required retainer

### Facilitation and coordination with or referred to

- Architects
- General Contractors
- Landscape Architects

### Preliminary questionnaire and steps

- In-depth review of needs
- Determine job requirements, work schedule and projected allotted investment
- Conceptual architectural design development with client and architect if needed
- Determine use of existing furniture if project requires
- Analyze the function of space
- Site-measure and planning day, whether for a bath, kitchen or entire renovation or Interior Décor
- New build requires a full set of architectural plans

### Design development

- Develop a strategic design concept including color palette, cabinet design, aesthetic finishes and materials
- Selection of appliances and fixtures
- Provide a detailed finish schedule
- Select everything in space, home or commercial space from floor to ceiling
- Visual presentation of design concept

### Construction documents

- Architectural plans
- Space planning (furniture layout) a detailed floor plan to each specific trade
- Elevations of all designed spaces
- Lighting plans
- Perspective renderings
- Tile drawings and specifications
- Visuals for client's understanding of vision
- Custom furniture specs

### Purchasing

- All finishes, materials or furnishings selected
- Coordination and procurement of approved items
- Consultation with trades including negotiating and estimating
- Outside service is available

### Installation

- Trade coordinating and job site visits-to oversee the progress
- Project review and walk through
- Post occupancy-client evaluation
- Installation and styling
- professional photography

*\*\*\*Full design services are project based*

*\*\*\*All services require a signed letter of agreement*

*\*\*\*Terms and conditions are stipulated in the letter of agreement*

### Designer on call | \$ by the hour/project based

- This service is proceeding the initial consultation for much needed updates or aesthetic preferences, and renovations to aid in the selling or moving in of a home for a turn key outcome.
- Prepay for a minimum of 10 hours if client needs a professional designer's help.
- All hours from date of purchase expire in 30 days if you run out of hours and still need designer's assistance then an additional set of 10 hours can be purchased and again expires in 30 days from date of purchase.
- Consultation with trades including negotiating and estimating
- This service encompasses all consultation, design and décor services

*\*\*\*If the client chooses to use the full design service at some point then the process will start from that point as a full design project there will be an additional letter of agreement agreed upon along with the required fees that are applicable.*

*\*\*\*All services are paid 100% up front*

*\*\*\*All services require a signed letter of agreement*

*\*\*\*Terms and conditions are stipulated in the letter of agreement*

# Marie Lyall | Studio

*It's all in the details... bespoke curated furnishings, décor and finishing touches...*

*Are you overwhelmed with the styling of your interiors, implementing those finishing touches that are quintessential in completing your interiors? Are you not sure of scale, color, function and construction for furnishings?*

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## Furniture Selection, Deliverables, Procurement & Styling

Design Fee, plus purchasing of all selections | \$ *project based*

We start our process the same as every service. It begins with an initial consultation, here is where we gather all the information and we discuss the best desired design direction for you. From there we conduct a site and measure visit and analyze the space, take measurements, photos in all the overall spaces that are addressed for any furnishing, accessories, area rugs and possible window coverings. We then curate and present selections for the space and present a visual presentation for your approval. At that point we move forward with all the procedures to implement the décor or design from place orders or purchasing, tracking orders and schedule deliveries for the final installation.

- Furnishings and home décor
- Area rugs
- Lighting
- Window Treatments
- Art
- Objects of desire

## Styling

Design Fee | \$ *project based*

One of our most favorite services that we provide to our clients-something that we enthusiastically love to do-is the finalizing and styling of rooms or spaces. We pull together all of the accessories, personal mementos, and decorative objects that really make ones space their own-whether they are newly curated or found throughout the client's space-and we artfully place them in our client's home.

*\*\*\*All services require a signed letter of agreement*

*\*\*\*All services are paid 100% up front excluding hourly rate*

*\*\*\*Terms and conditions are stipulated in the letter of agreement*

# The Design Process

*This document provides a detailed outline of the steps we will follow during the course of your project.*

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## FIRST: 15-minute complimentary phone call

- It starts here.
- First initial meet and greet to listen and evaluate your needs, concerns for your projects in mind.
- Learn of our services to see if we are a good fit for your project.
- Schedule a working initial consultation on site.
- A questionnaire and a letter of agreement for the consultation service will then be emailed to you to sign and return by email prior to the consultation appointment.
- An invoice will be emailed along with the letter of agreement and will be due upon receipt.

## INITIAL CONSULTATION:

The design consultation is the launching pad for every new project. During this first meeting, we will discuss the scope of your project, your goals and your committed investment amount. I'll ask questions to learn about your aesthetic desires, your lifestyle, and how you intend to use the space. Please make sure all decision-makers are at this meeting and budget one to two hours.

During the consultation, we'll cover:

- The scope of your prospective project in detail; this will include all the rooms or spaces involved in the project, how you intend to use each room or a single room, and your ideas, functions and goals for each space.
- Your tastes, preferences, likes, dislikes, style and lifestyle; I'll ask lots of questions and I'll look at pictures to focus in on your tastes.
- Allotted investment; it's best to work out your finances and set an overall amount before you begin the project. If you are unsure of where to begin, I will work with you to determine your goals and set a realistic dollar amount you are comfortable with for your project. Design fees are calculated separately from the investment.
- Design process and Letter of Agreement; we will review the design process for your choice of service in detail and go over a sample Letter of Agreement, contract, so you know how things will proceed every step of the way.
- Contact person assigned; if there is more than one decision-making adult in the household, you will assign one to be the contact person for the project. This person will be named in the Letter of Agreement as having authority to make decisions and sign off on work orders on behalf of both parties. This will also be the person I will have direct contact with and receive direction from during the course of the project. Because it is not always possible to meet with both parties at the same time, the contact person will be responsible for communicating any ideas or decisions to his or her partner if applicable.
- Questions or concerns; I will address any questions you might have about myself, my company or your project.

# The Design Process *con't*

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## STEP 1: Facilitation and coordination with/or referred to

- Architects
- General Contractors
- Landscape Architects

## STEP 2: Site Measure and Assessment Day

- Upon receiving the signed Letter of Agreement and Retainer from you we begin by measuring and photography of the existing space and gather all the fine informational details needed for the design plan.
- From that point I begin the conceptional drawings.
- I then research and curate options and selections for cabinet details, all finishes, plumbing fixtures, lighting, cabinet hardware and a color palette for a preliminary design to present.

## STEP 3: Presentation Meeting

- I meet with you and present all of the findings that will go into the design of your project. We will review the options for all the selections and refine the final decisions with all the notes and changes that may take place so that you have a clear understanding of what the direction will be.

## STEP 4: Purchasing, Procurement and Product Management

- To eliminate the stress and time-consuming task of purchasing all the selections and finishes with every different vendor, I will list and set up all selections for you and or the contractor to purchase from all the vendors.
- I will then follow through by tracking the status for all the deliveries and material pick up arrangements for every order for the contractor to keep on an organized timely schedule.

## STEP 5: Trade Coordination and Site Visits

- There will be various site visits to over see the making of the cabinetry for details not lost in translation or any errors that may occur or questions that come up in the building process.
- Details and questions that come up on site during the construction process that quick decisions have to be discussed or made.
- Communication with the trade to ensure the design is carried out and implemented as designed.

## STEP 6: Installation of Final Finishing Touches and Details

- Overseeing the installation for all the finishes for placement and heights of fixtures, cabinet hardware, tile install layouts and other fine details in the scope.

## STEP 7: Final Walk Through

- The last step to finalize and analyze the project for all expectations that are required as per the scope of the design.

## STEP 8: Professional Photography

- Right after the completion and final walk through there will be a one-hour photo shoot of the project.



















