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Virtual Design

If you’ve ever pictured your home with a different look, but you’ve been afraid to do anything about it – you’re not alone. The fear of making ideas a reality often stops people from transforming their space. At Studio McGee, we want to dispel that fear through virtual design. Virtual Design is an accessible and affordable alternative to our traditional full-service design. It allows our clients to see their creative vision come to life without paying for the meticulous white-glove service and project management that they can handle on their own.

Virtual Design is primarily for clients (located near or far) who are seeking a designer’s know-how, but who prefer to implement the design on their own time. It’s ideal for updating one or two rooms in a home at a time. Each project includes a designer who will create a customized virtual design. The designer considers your budget, goals, and existing items that you own and love. Our aim is to connect the dots between what you have now and what you envision your space to become. This packet will provide you with information to decide if virtual design is right for you; we’d love to help your home look and live well.
Virtual Design

Our virtual design projects provide a comprehensive, custom design for any room or space in your home with styling. Each Studio McGee designer works to understand exactly the aesthetic that fits your desires. Clients are included in selections down to the details, including finishes, furniture, and décor. We work to give your room a full transformation – from lighting and paint colors to pillows and bookshelf styling. You’ll get the sophisticated but lived-in aesthetic that Studio McGee is known for.

Finally, creating your dream space is actually convenient!

Virtual Styling

Is virtual design more than you need? Maybe you already have all the large furniture, but you’re not sure how to complete your space with décor and accessories? If your project is too small for virtual design, we’d still love to work with you! Virtual styling follows the same process as virtual design, but it focuses on the finishing touches of a room. Our team of stylists will review your space and handpick items that will complete the look.

This scope is much more tightly controlled so please reach out if you think you fall in this category.
Virtual Design

WHAT DOES VIRTUAL DESIGN INCLUDE?
(items will vary with each project)

• Finishes
• Plumbing Fixtures
• Lighting
• Cabinetry
• Floor Material
• Rugs
• Tile
• Paint & Wallcoverings
• Furniture
• Large Artwork or Gallery Walls
• Window Treatments
• Styling Accessories & Decor

Virtual Styling

WHAT DOES VIRTUAL DESIGN INCLUDE?
(items will vary with each project)

• Visible styling accessories & decor
• Decorative accents
• Small artwork on surfaces
• Dishware & glassware for open storage
• Linens, bedding, towels
• Books, candles, styling items
• Plants & planters
## Virtual Design

*Includes Styling Recommendations*

### SMALL SPACE

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Nook</td>
<td>$2,500</td>
</tr>
<tr>
<td>Butler’s Pantry</td>
<td></td>
</tr>
<tr>
<td>Laundry Room</td>
<td></td>
</tr>
<tr>
<td>Mudroom</td>
<td></td>
</tr>
<tr>
<td>Entry</td>
<td></td>
</tr>
<tr>
<td>Nursery</td>
<td></td>
</tr>
<tr>
<td>Dining Nook</td>
<td></td>
</tr>
<tr>
<td>Piano Room</td>
<td></td>
</tr>
</tbody>
</table>

### LARGE SPACE

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchen</td>
<td>$4,500</td>
</tr>
<tr>
<td>Primary Bedroom</td>
<td></td>
</tr>
<tr>
<td>Bonus Room</td>
<td></td>
</tr>
<tr>
<td>Primary Bathroom</td>
<td></td>
</tr>
<tr>
<td>Large Living Room</td>
<td></td>
</tr>
<tr>
<td>Home Exterior</td>
<td></td>
</tr>
</tbody>
</table>

### MEDIUM SPACE

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Living Room</td>
<td>$3,500</td>
</tr>
<tr>
<td>Office/Study</td>
<td></td>
</tr>
<tr>
<td>Bedroom</td>
<td></td>
</tr>
<tr>
<td>Bathroom</td>
<td></td>
</tr>
<tr>
<td>Outdoor Area</td>
<td></td>
</tr>
<tr>
<td>Theater Room</td>
<td></td>
</tr>
<tr>
<td>Sitting Room</td>
<td></td>
</tr>
<tr>
<td>Hobby Room</td>
<td></td>
</tr>
<tr>
<td>Kitchenette</td>
<td></td>
</tr>
</tbody>
</table>

### "GREAT ROOM" / OPEN FLOOR PLAN SPACE

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conjoined and open:</td>
<td>$8,000</td>
</tr>
<tr>
<td>Living Room</td>
<td></td>
</tr>
<tr>
<td>Kitchen</td>
<td></td>
</tr>
<tr>
<td>Dining Room</td>
<td></td>
</tr>
</tbody>
</table>

*Rooms are defined by the physical threshold of the space or by the boundaries of the functionality of the specific room selected.*
## ESTIMATED FURNITURE COSTS

Below are some estimated furniture and decor costs based on each type of room; this does not include any building materials or construction costs.

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchen</td>
<td>$2,500–$7,500</td>
</tr>
<tr>
<td>Family Room</td>
<td>$20,000–$40,000</td>
</tr>
<tr>
<td>Entry</td>
<td>$5,000–$10,000</td>
</tr>
<tr>
<td>Bedroom</td>
<td>$10,000–$20,000</td>
</tr>
<tr>
<td>Master Suite</td>
<td>$20,000–$30,000</td>
</tr>
<tr>
<td>Dining Room</td>
<td>$10,000–$20,000</td>
</tr>
<tr>
<td>Office</td>
<td>$5,000–$15,000</td>
</tr>
<tr>
<td>Outdoor Area</td>
<td>$10,000–$30,000</td>
</tr>
</tbody>
</table>
Outline of the Process

1. SELECT A SERVICE AND YOUR ROOM
   - MEETING SCHEDULE

2. ESSENTIAL INFO
   - Questionnaire
   - Inspiration Images
   - Measurements
   - Photos
   - Furniture & Decor
   - Budget

3. KICK-OFF CALL WITH DESIGNER
   - Send the following:
     1. Mood boards
     2. Client revisions & edits
   - DELIVERABLES SENT TO CLIENT

4. INITIAL DESIGNS SENT FOR REVIEW
   - CLIENT REVIEWS & EDITS DUE

5. CLIENT REVIEWS & EDITS DUE

6. DESIGNER MAKES UPDATES & STYLIST FINISHES THE LOOK
   - DESIGNER MAKES UPDATES
   - STYLIST FINISHES THE LOOK
   - UPDATED DESIGNS SENT FOR REVIEW

7. UPDATED DESIGNS SENT FOR REVIEW

8. CLIENT REVIEWS & EDITS DUE (IF NEEDED)
   - Updated designs sent for review
   - Client reviews & edits

9. FINAL DESIGNS CREATED & SENT!

10. IMPLEMENT THE DESIGNS ON YOUR OWN!
    - Share your finished space on Instagram
    - Tag us!
### Timeline of the Process

1. **Purchase virtual design service**
2. **Kickoff call with designer**
3. **Mood Boards (1 week)**
4. **Designer creates initial design (2-3 weeks)**
5. **Send design to you**
6. **Send us your feedback (1 week)**
7. **Designer updates design (1-2 weeks)**
8. **Send updated design to you**
9. **Stylist adds final details (1 week)**
10. **Send us your feedback (1 week)**
11. **Designer updates design (1-2 weeks)**
12. **Send updated design to you**
13. **You send final edits to us (1 week)**
14. **We finalize design and send you all deliverables in a dropbox file (1-2 weeks)**
15. **Project is complete and you are ready to begin implementation!**
Team

Every virtual design client at Studio McGee is given a small but highly skilled team to work with. These teams include the same designers that work on the large-scale projects you see on our Instagram page and in our portfolio. Virtual Design is given the same care and attention of any other project to ensure that you get the result you’re looking for. The team will want to learn about your personal taste and aesthetic. We even want to know what you dislike! Getting to know you and your space is important to our team members. Each team includes the following roles:

- **PROJECT MANAGER**
- **SENIOR DESIGNER**
- **DESIGNER**
- **STYLIST**
Revision Process

1. **MAKE USE OF THE REVISION PROCESS**

Throughout the virtual design process, clients have two opportunities to provide feedback. The best results come when your feedback is clear and honest.

At Studio McGee, we believe that collaboration makes everything better and clear feedback is a huge part of that! We want to hear what you love and what you don’t love, so that we can truly transform your space.

2. **TAKE YOUR TIME**

Viewing a design for the first time is always a bit of a surprise, so take some time to consider both the overall space and the individual items. From past experience, we’d suggest sitting with the design for a few days and even asking friends to look at it. Part of giving feedback will include filling out a revision request document. Be sure to include all of your notes at the same time in this document, so that we don’t miss anything. Sometimes the feel of the space is right on point, but the items may miss the mark. Or you may love all the items, but the room doesn’t come together how you hoped. This is why the feedback process is so important.

3. **BE SPECIFIC & TELL US WHY**

When providing feedback, it helps if you can tell us why something works or doesn’t work. For example: “I don’t like a black faucet,” is different from, “We have hard water, and I worry about seeing stains on a black faucet.” If you simply don’t like a black faucet, that’s an easy change. Similarly, if you’re worried about hard water stains, that’s an easy change — but now we also know to avoid unlacquered brass, because it will patina and age over time. The more details you can provide us with, the more likely we are to deliver a final design that you will love and will still love 5 years from now!
Deliverables

VIRTUAL DESIGN

- Mood boards to show you design direction before your first round of designs
- Design board showing layout and photos of all finishes and furniture selected
- CAD space plan and elevations to show scale, layout and placement of all items, as needed (Specific measurements for custom cabinetry or millwork will need to be done on site with your builder, our CAD plans are drawn to scale to provide vision, direction, and scale.)
- Design board showing layout and photos of styling items
- Recorded video presentation from designer to walk you through your designs and revisions
- Price sheet with specifications and ordering information for all items
- Discount code of 15% off McGee & Co.
Once you receive your final virtual design, ordering items is very simple. We will provide you with a direct link to each item, so that you can purchase everything online. All of the items we source are through traditional retailers. We specifically do this to make shopping easier for you, since you won’t have to set up trade or vendor accounts.

For any items purchased from McGee & Co., you can contact our customer experience team for help or to ask any questions about your order. Our design team will assist where we can with design related product questions, but we do not have visibility or access to make any edits or see updates on your order status.
Additional Services

If you would like to add any of these additional services, please just let us know!

VIRTUAL DESIGN

- Additional round of revisions: $1,500
- Additional phone call: $250
- Additional selection outside the room being designed: $250
Onboarding

To properly get started on your project, we must have certain items before starting the design process.

MUST HAVES
(items will vary with each project)

• Applicances selected
• Measurements recorded
• Photos of the space
• Completed questionnaire
• Contract & payment submitted before kick-off call

WHAT IF I WANT MY WHOLE HOUSE REDESIGNED?

We recommend starting with one or two rooms, so that you can get a feel for the process and decide if it will work for a larger project.

CAN YOU RECOMMEND CONTRACTORS OR ARCHITECTS?

We do not recommend contractors, architects, or any service-based vendors for virtual design projects.

CAN YOU GIVE ME AN ESTIMATE ON CONSTRUCTION OR RENOVATION COSTS?

We are not able to give estimates on renovation costs, as it greatly varies from location to location. We design to a high standard, which includes custom inset cabinetry and premium finishes. We do not design for prefabricated cabinetry.

HOW DO I KNOW YOU WILL WORK WITHIN MY BUDGET?

It’s important to note that Studio McGee is known for a high-end aesthetic. We work hard to be conscientious of your budget, but we also value high quality materials and furniture. If you’re unsure if our designs fit within your budget, talk to our project manager.

HOW DOES PAYMENT WORK FOR VIRTUAL DESIGN PROJECTS?

Virtual design projects are billed as a flat rate design fee that is paid prior to any work being done for your project. This flat rate fee includes the initial design and two rounds of revisions.
Terms

PAYMENT

As consideration for Studio McGee’s performance of the Services, you agree to pay Studio McGee the flat-rate design fees set forth in the Statement of Work (the “Design Fees”). All Design Fees are payable upon execution of this Agreement. Studio McGee will not begin performance of any Services until all Design Fees are paid in full. All Design Fees and other amounts payable hereunder are nonrefundable.

ADDITIONAL SERVICES

In the event that Studio McGee agrees to any request by you for expansion of the scope of Services outlined in the Statement of Work, which request may be accepted or rejected by Studio McGee in its sole discretion, Studio McGee will update the Statement of Work to reflect the additional design fees associated with such additional work. Unless otherwise established in this Agreement, such as with respect to additional Change Requests, all additional fees shall be determined by Studio McGee at the time of your request and in its sole discretion. Studio McGee will not begin performance of any additional work until all additional fees are paid in full.

COPYRIGHT

Studio McGee is the author and owner of the Deliverables and all designs created or used under this Agreement, and retains the copyright and any other rights in those designs, as implemented in your Project. This includes, but is not limited to, the right to reproduce, publish and display its designs in Studio McGee’s portfolios and websites, and in galleries, design periodicals and other media or exhibits for the purposes of recognition of creative excellence or professional advancement, and to be credited with authorship of its designs in connection with such uses.

INDEPENDENT CONTRACTOR

Studio McGee is an independent contractor, not your employee or that of any company affiliated with you. Studio McGee shall provide the Services under your general direction, but Studio McGee shall determine, in Studio McGee’s sole discretion, the manner and means by which the Services are accomplished. This Agreement does not create a partnership or joint venture and neither party is authorized to act as agent or bind the other party except as expressly stated in this Agreement. In the event such employment, consultation or work-for-hire event occurs, you agree that Studio McGee may, at its option, require that you pay to Studio McGee an agency commission equal to the greater of (a) 25% of the person’s starting salary with you, or (b) 25% of fees paid to the person, if engaged by you as an independent contractor. In the event of (a) above, payment of the commission will be due within 30 days of the employment starting date. In the event of (b) above, payment will be due at the end of any month during which the independent contractor performed services for you. Studio McGee, in the event of nonpayment and in connection with this section, shall be entitled to seek all remedies under law and equity. The remedies set forth in this section and in this Agreement are non-exclusive, and are in addition to all other remedies available to Studio McGee at law or in equity.

NO SOLICITATION

During the term of this Agreement, and for a period of eighteen (18) months after expiration or termination of this Agreement, you agree not to solicit, recruit, engage or otherwise employ or retain, on a full-time, part-time, consulting, work-for-hire or any other basis, any Studio McGee employee, designer, or staff, whether or not such person has been assigned to perform tasks under this Agreement. In the event such employment, consultation or work-for-hire event occurs, you agree that Studio McGee may, at its option, require that you pay to Studio McGee an agency commission equal to the greater of (a) 25% of the person’s starting salary with you, or (b) 25% of fees paid to the person, if engaged by you as an independent contractor. In the event of (a) above, payment of the commission will be due within 30 days of the employment starting date. In the event of (b) above, payment will be due at the end of any month during which the independent contractor performed services for you. Studio McGee, in the event of nonpayment and in connection with this section, shall be entitled to seek all remedies under law and equity. The remedies set forth in this section and in this Agreement are non-exclusive, and are in addition to all other remedies available to Studio McGee at law or in equity.

TERM & TERMINATION

Unless sooner terminated as provided for herein, this Agreement shall commence upon the Effective Date and shall remain effective until the earlier to occur of (i) the expiration of the Accessibility Period, or (ii) the date that is 6 months after the Effective Date. This Agreement may also be terminated at any time by a party, effective immediately upon notice, if the other party breaches any of its material responsibilities or obligations under this Agreement, which breach is not remedied within ten (10) days from receipt of written notice of such breach.

The following provisions shall survive the expiration or termination of this Agreement: the final sentence of Section 2; Sections 7 through 14; the final sentence of Section 15; Sections 16 through 18; Sections 22 through 24; Section 26.

PERMITS; COMPLIANCE

You are responsible for permitting and any and all approvals and compliance required by all laws, any governmental agency, and any private organization with jurisdiction or contractual rights over your Project. Studio McGee does not warrant or guarantee that its designs will comply with any permit, law, or land covenant or restriction.
Frequently Asked Questions

WHY DON’T THE CAD PLANS SHOW ALL MEASUREMENTS?
We are not on site to confirm measurements and materials used for custom woodwork or cabinets. Work with the craftsman to show our to scale CAD plans for specific measurements.

INSTEAD OF A WHOLE ROOM, CAN I GET HELP WITH A FEW THINGS IN DIFFERENT ROOMS?
At this time, our virtual design service is for full rooms or spaces only. This is because we want to do our best to give you a full transformation and a cohesive look.

WHAT IF I DON’T WANT TO PURCHASE FURNITURE FROM MCGEE & CO.? CAN YOU SOURCE FROM OTHER VENDORS?
For our virtual design projects, we source primarily from McGee & Co. but just let us know.

WHAT IS THE PAYMENT TIMELINE?
Invoice must be paid in full five business days prior to kick-off call for all applicable rooms.

CAN YOU HELP WITH EXTERIOR DESIGNS?
Yes, we are happy to help with exterior finish selections. We will work with your builder to select from their local vendors finishes that will elevate your exterior and create a cohesive design.

DO YOU PROVIDE LANDSCAPING DESIGNS?
We cannot provide any landscaping designs and we highly recommend working with a landscaping architect to be able to source the necessary plants that are intended for your local climate.

WHAT IF I DON’T LIKE MY DESIGN? CAN I GET A REFUND?
We do not allow any refunds for any reason on virtual design or virtual styling projects.

CAN I GET VIRTUAL STYLING FOR A ROOM THAT IS NOT FULLY FURNISHED OR COMPLETED?
No, virtual styling is only for rooms that are completed and fully furnished. Virtual styling is only for finishing touches on hard surfaces. The stylists need exact dimensions in order to make selections and style a room.

WHAT IF I ALREADY HAVE A DESIGN FROM A DIFFERENT DESIGNER?
You are welcome to share any work that has been done for the space at the beginning of the project for us to review. However, no discounts are given for a space that is already partially designed.
Thank You!

Contact Us to Get Started:

VIRTUALDESIGN@STUDIOMCGEE.COM