

# SUZANNE M! ROGERS

INTERIOR ARCHITECTURE & DESIGN • ASID

## EXHIBIT A FAQs & BUSINESS POLICIES

**WHAT IS THE FIRST STEP IN WORKING WITH SMR INTERIORS?** Our initial contact is the most important part of getting your project off to a great start by talking with you. After our first conversation, we will send you our New Client Questionnaire (Exhibit B) via email to complete and return to us. This helps us tremendously with getting to know you on a deeper level, and learning about the parameters of the project you have in mind. After we have received your completed questionnaire, we arrange our first in-person complimentary meeting. This meeting does not include any design advice or work. Instead, we like to meet with all the decision-makers, walk through the space, review your questionnaire, ask you questions, and answer yours.

**HOW DOES THE PROJECT BEGIN?** We prepare a personalized Letter of Agreement, scope of services, and fee quote tailored to you and your home or commercial space. When we receive a signed copy of the Letter of Agreement and the non-refundable design fee described within, our partnership with you begins.

**HOW MUCH SHOULD I INVEST IN MY PROJECT?** It is important to consult with your Designer to develop a realistic investment that will meet your desires and requirements, and ensure timely Project completion. Knowing what the investment will be at the beginning of the project is an essential way for the Designer and Client to monetarily manage each other's expectations. These are some basic considerations in every project:

- Creative Fees – Services from interior designers, architects, landscape architects, other design professionals.
- Construction Costs – Services from the general contractor, sub-contractors, trades people, expenses of finishes, fixtures, millwork, cabinetry, etc.
- Technology – Including audio/visual equipment, security, computers, smart technology, etc.
- Furnishings – This includes furniture, lighting, accessories, window treatments, signage, art, etc.
- Contingency – A contingency fund of 10% to 15% for each category in your budget is advised.
- Tax, Freight, Receiving, Storage, and Delivery

**ARE YOUR DESIGN FEES NEGOTIABLE?** The Design Fees are based on factors including geography, industry standards, and reflect Designer's expertise, experience, and education. Design Fees are not negotiable.

Client's Initials: \_\_\_\_\_

**HOW ARE DESIGN FEES DETERMINED?** Our fees are based not just on the scope of your project, but the creative process needed to design the space you envision. Based on your unique project and requirements, we spend time researching design solutions, preparing sketches and drawings, lighting and electrical plans, design boards, paint palettes, and more. These are all part of the design process and taken into account when the design fee is determined. The estimate of the duration of the project is also considered. The average time for a single room is a minimum of 30 hours and up to 300 hours for a new construction or commercial project, including client meetings, contractor meetings, site visits, travel time, presentations, etc.

**WHEN ARE PAYMENTS DUE?** At the time of the Letter of Agreement signing, the design fee is due. Invoices for Design Services are due in full within 15 days of invoice. A 10% late fee will be applied to invoices not paid after 30 days. If payments are not kept current – and without extenuating circumstances approved by Designer ahead of time – work on your Project may stop. Payment for Materials and Furnishings are due upon Client approval of Designer's purchase order. Designer accepts payment by check or cash only. Please make checks payable to Suzanne M. Rogers.

**WHAT ADDITIONAL COSTS CAN I EXPECT?** Design Fees include all Design Services; however, you will be expected to pay for certain reimbursable expenses not included in the Design Services. We do our best to give you a full-cost assessment of each item, but additional costs such as storage, shipping, installation, or unexpected labor costs do occasionally happen.

**DO YOU WORK WITH CONTRACTORS?** We work with the Contractors hired by Client and enjoy working with construction trade professionals to create your custom space. Designer does not provide Structural Services. Independent architects, contractors, and other trades people hired by Client are an integral part of the process. We prefer working with professionals with whom we have experience and whose quality of service is in keeping with our high standards. We are happy to recommend these specialty Contractors to you.

**HOW LONG DO PROJECTS NORMALLY LAST?** This depends on the scope of the project. We work on commercial and residential; new construction and renovation; and extensive and modest projects. Additionally, there may be delays due to weather, vendor and resource availability, and other unpredictable influences that are out of our control. All these factors influence the timetable for your Project and make a definitive timeline difficult to ascertain. Rest assured, all involved professionals are expected to work diligently and with attentiveness to your Project needs.

**HOW MUCH DO YOU CHARGE FOR FURNISHINGS?** Like other designers, we do charge a percentage on the trade price of items we sell to our Clients. We strive to identify and source Materials and Furnishings that are a best quality and value for your Project and your budget. Part of this effort includes purchasing Furnishings at not-available-to-public trade pricing and passing them on to our Client at below the manufacturer's suggested retail price whenever possible (excluding freight, receiving, storage, and delivery costs). The percentage Designer includes covers the time writing purchase orders, communicating with vendors, approving fabric and finish samples to ensure the best results, in addition to time expediting and installing all of the furnishings in your finished space.

Client's Initials: \_\_\_\_\_

**MAY I CHANGE MY MIND AFTER AN ORDER IS PLACED?** More often than not, an order once placed cannot be cancelled. This is a factor of the manufacturer and the nature of made-to-order Materials and Furnishings. Designer will work with you to help ensure your complete satisfaction, but often has little leverage in exacting returns from third-party vendors. In the event that a full refund can be received, Client may cancel the order and receive a refund for the cost of the item less any applicable manufacturer re-stocking fees, etc. Custom orders cannot be cancelled and are non-refundable.

**MAY I SHOP ON MY OWN?** We bring a high level of product knowledge and research to each Project, which is essential to the creative process. You have hired us to design and complete a vision for your space, and we ask that you entrust us with identifying, sourcing, and procuring items for your Project. Your selections may not be of the same provenance, quality, and complement for the design, space, or budget, and because the integrity of the design may be compromised, we ask you to rely on us for this. Any purchases made outside of what Designer is contracted to design and procure will be charged a 35% markup fee.

**HOW MANY DESIGN OPTIONS WILL YOU PRESENT?** We present one main design plan. When we create a design plan for you we are taking in all the parameters - the aesthetic, home or office, family or employees, budget, lifestyle – extracting that into what we consider a seamless plan for the project. We will provide one round of revisions if requested or required. We ask that you share all of your input at one time so that we can make edits as efficiently as possible. Revisions can add time to the project depending on the scale of the revision. During the design presentation, you may always let us know if there is something that you do not like or have questions about. The final decision will always be yours.

**WHY DO YOU NOT PRESENT MULTIPLE DESIGN PLANS AND OPTIONS?** Presenting multiple options means more time, which means more design fees charged to you. We present the best option to you and will make changes as necessary, based on your final selections. Occasionally we will present one or two options – both equally appropriate – for products based on cost and budget requirements.

**WHAT IF I DECIDE MID-PROJECT I WANT TO ADD MORE TO THE SCOPE?** If our Letter of Agreement is that we will work hourly on your Project, then increasing the scope is not a problem. If our Letter of Agreement is a flat-fee arrangement, we will prepare another Letter of Agreement for Design Services outlining the additional scope of work and design fees.

**WHAT IF I HAVE CONCERNS ABOUT AN ITEM?** Please bring these to our attention immediately, and we will discuss your concerns and come up with a desirable solution. The decision about what is purchased and installed in your home or place of business is always yours.

**WHO OWNS THE DESIGN?** Designer's Drawings are her intellectual property, and Designer retains full ownership of them. This ownership includes copyrights, trademarks, patents, intellectual property, or other proprietary rights existing in design. Client may not share or use the Drawings in any manner without explicit written permission of Designer.

Client's Initials: \_\_\_\_\_

**HOW SHOULD WE COMMUNICATE?** Our preferred manner of communication is, of course, in person. Email and telephone work equally well. We appreciate having open communication and response to our emails within 48 hours, so that we can keep the project running smoothly, on time, and on budget. We are available Monday through Friday between the hours of 9:00 AM and 5:00 PM. Any messages received after those hours will be replied to the following work day.

We avoid text messaging unless necessary due to logistics or if it is urgent. Communicating via text is not a reliable way to reference and monitor our interactions and Project details, and we do not want any detail overlooked due to an unnoticed or misinterpreted text message.

**IS MY PRIVACY ABOUT MONEY MATTERS, DESIGN, AND ANY PERSONAL MATTERS I MAY CONFIDE IN YOU TAKEN INTO ACCOUNT?** We are committed to the confidentiality of our Client relationships. The details of your Project or personal matters are not discussed with anyone who is not directly associated with the Project. Designer will not at any time in any manner disclose or communicate any information that is proprietary to the Client.

Suzanne M Rogers Interiors wants to make this project an enjoyable, stress-free, and memorable experience for you, while creating a space that be enjoyed for many years. If you have any other questions, please contact us directly.

On signing the Letter of Agreement and initialing these FAQs and Business Policies, Client will pay Designer the non-refundable design fee as stated in the Letter of Agreement for Design Services.

Client's Initials: \_\_\_\_\_

Date: \_\_\_\_\_