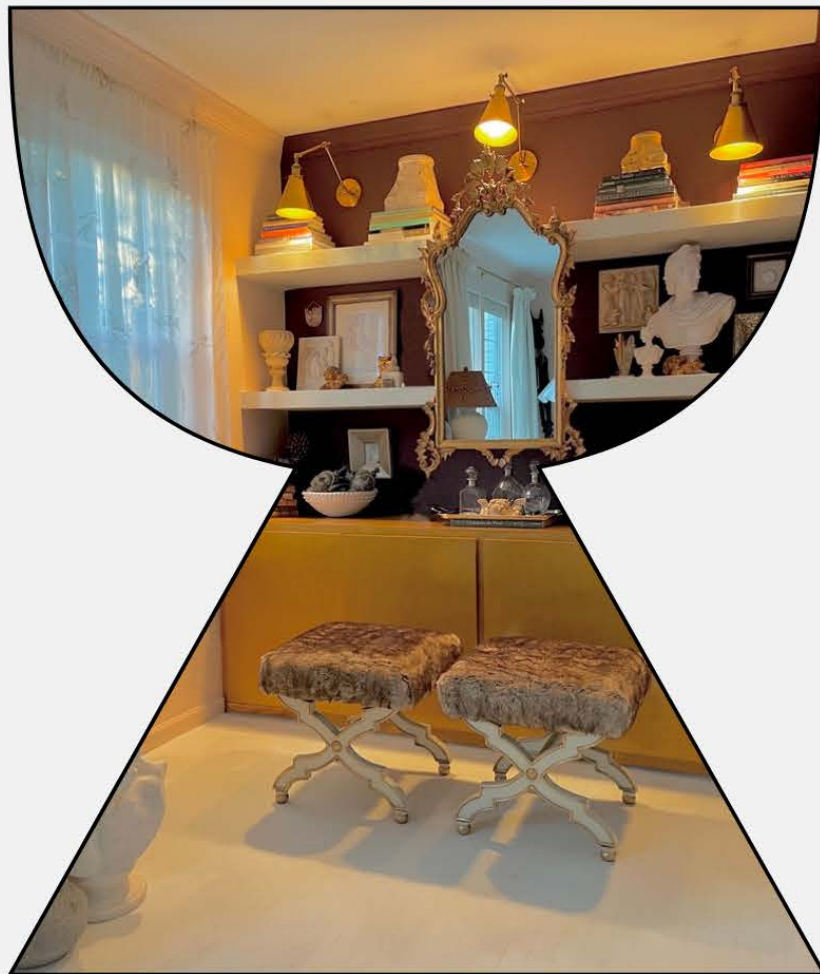


WELCOME BROCHURE

RONNI LOGAN^{LLC} INTERIORS



+1 (240) 330-3170

ronni@ronniloganinteriors.com

Alexandria,
VA 22309. USA



Interiors delivers a unique and collaborative design experience that focuses on creating timeless rooms. Ronni designs intricate, bold, and layered rooms that accentuates the way homeowners feel about and use their spaces. Her unapologetic use of colour, pattern, and texture results in impactful home transformations that can be whimsical, luxurious, and innately transportive. Ronni has surrounded herself with talented craftsmen and professionals to deliver one of a kind results.

Welcome to the Ronni Logan experience.

WELCOME

www.pinterest.com/ronniloganinteriors



2023

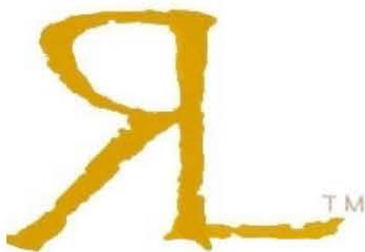


MEET RONNI LOGAN

Ronni cultivated her own personal sense of style through her history as a set designer & art director for Film & TV. Born in London, Hampstead, Ronni has that historical reference for those clients who seek originality in their design with European influences. Ronni moved to the United States, 5 years ago and was eager to start her own Interiors design business and she has successfully achieved her goals. Ronni has always brought antiques, vintage & collectables for resell as well as she collaborates with other interior designers and designer brands, with a popular following on her social media platforms. After great demand, it has been a natural evolution to provide professional partnership to clients in the DC area and beyond.



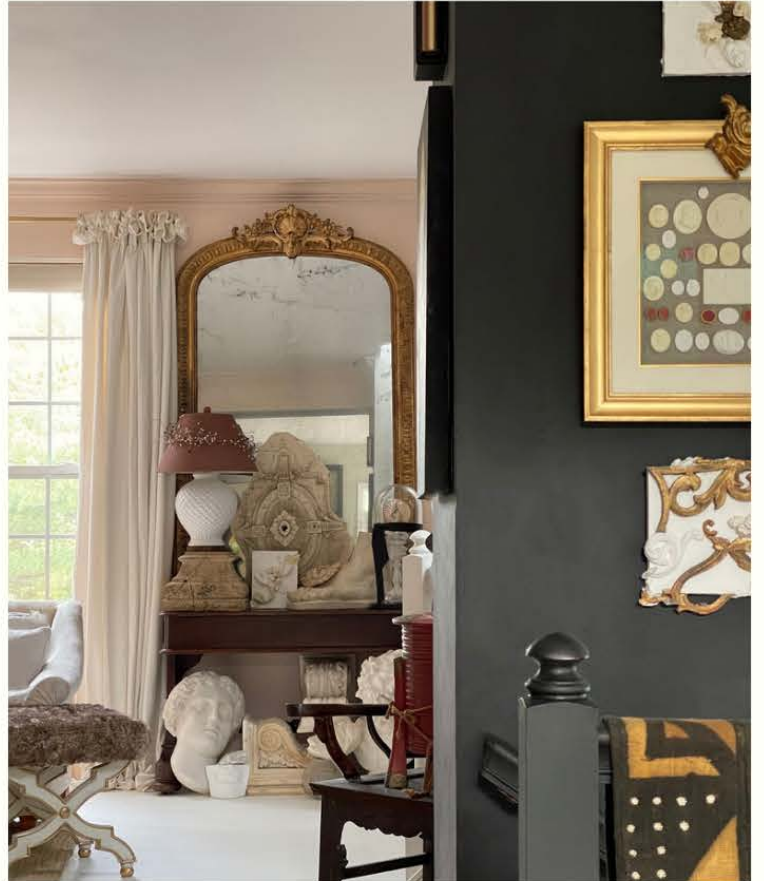
AS SEEN IN:



Interior Designer on a National Home makeover TV show (details coming soon), Film & TV art director. Publications in Scout, Scout online, Washington Post, styling for HGTV magazine, Other publications waiting release in 2023/24 and much more...

WHAT WE DO

Ronni believes that inspired decorating & designing starts with a pattern, be it wallpaper, fabric, rug, or art. She is well acquainted with top luxury furniture and finishes companies, including Gracie, Phillip Jeffries, Pierre Frey, Baker, Theodore Alexander, Schumacher, etc. Utilising these connections, she and her team create completely bespoke pieces. In addition to new custom furniture, she also believes that a room is often more soulful with a lovely vintage or antique piece to add charm and character.



Ronni and her team stay abreast of the latest trends, innovations, and product releases to give clients current, yet timeless and functional designs that can keep up with the demands of, busy families.

PROCESS AT A GLANCE

ONE	FOUR
ON-BOARDING <ul style="list-style-type: none">◦ Initial Survey, Contract, Detailed Survey, Measurements◦ Establish Estimated Budget◦ Home Visit & Follow-up	PROCUREMENT <ul style="list-style-type: none">◦ Initiate Orders◦ Track Deliveries◦ Punch List Generated◦ Project Management
TWO	FIVE
CONCEPTUAL DESIGN <ul style="list-style-type: none">◦ Floorplans & Conceptual Visuals◦ Budget Refinement◦ E-Presentation	FINSHING TOUCHES <ul style="list-style-type: none">◦ Final Deliveries◦ Decorating Styling◦ Complete Construction Punch List
THREE	SIX
DETAILED DESIGN & FINAL APPROVAL <ul style="list-style-type: none">◦ Sourcing◦ In-person Color Consultation◦ Final Presentations + budget◦ 1 revision round	FINAL REVEAL <ul style="list-style-type: none">◦ A Small Team Arrives for Install◦ All (most) of The Furniture Delivered◦ Styling for BIG REVEAL

OUR DESIGN PROCESS

GETTING STARTED

- On-boarding/contract
- Retainer
- Establish Ball-Park Budget
- Home visit and follow-up
- Measurements taken



CONCEPTUAL DESIGN

- First half of design fee
- Floor plans and renders
- Brainstorming ideas
- Budget refinement
- E-presentation



DETAILED DESIGN

- Second half of the design fee
- All fabrics, finishes, fabric, rugs, and lighting
- In-person paint consult
- 2 in person (and multiple text/email) check-in points to make sure wallpapers, fabrics and finishes are a perfect fit
- Final Presentation/budget
- One round of revisions



OUR PROCUREMENT PROCESS

ORDERS

- Cost of purchases up front
- Purchase management of custom furniture, rugs, lighting, and any wallpapers
- Trouble shoot any issues in the post-COVID world.
- Keep clients in the loop of any changes.
- Option 3- coordinates all deliveries to the receiver for "Reveal Day"

Project Management (Option 2 and 3)

- Emails, scheduling, and communications with Trades
- 3 site visits (starting) to ensure the process runs smoothly

*if more visits are required they will come with an additional cost that you will be made aware of up front.

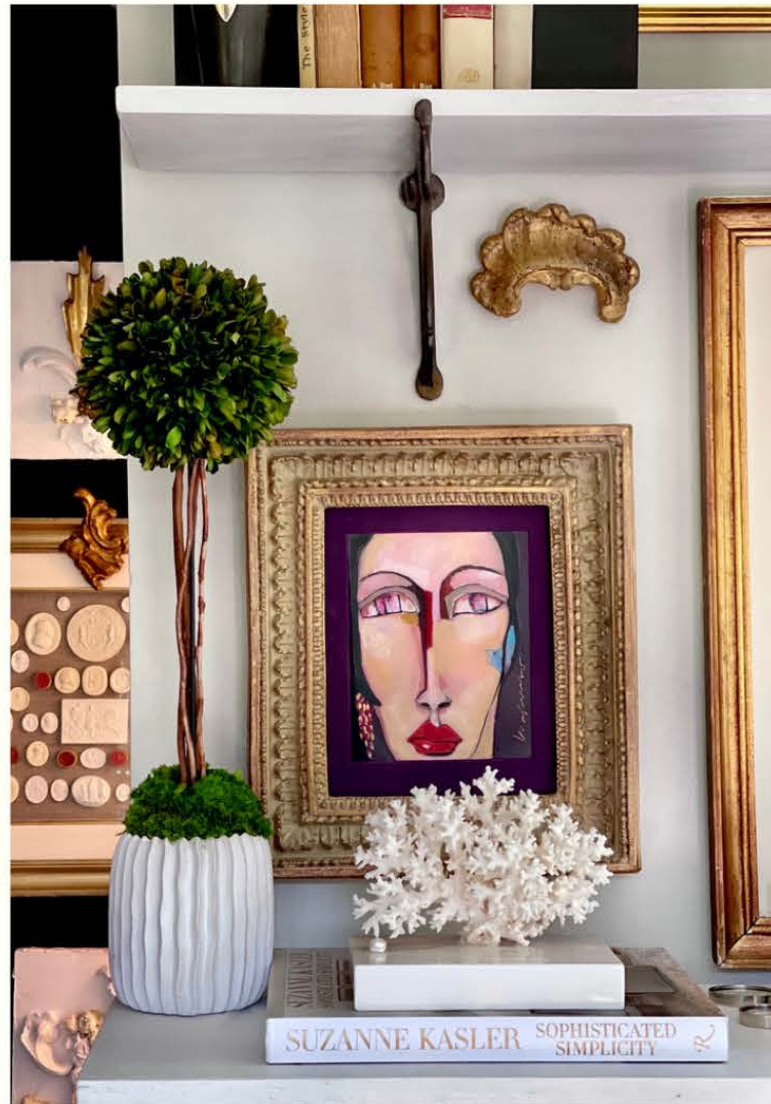


FINISHING TOUCHES

FURNITURE ARRIVALS

Option 2

- Track and notify client of deliveries, which arrive as available individually
- Once all, or most, of the furniture has arrived, a follow-up visit will include basic styling with client's items or purchased accessories



Option 3

- All (or most) products are stored until "Big Reveal Day"
- A crew arrives to dress and style your new space for the big reveal moment



RONNI LOGAN

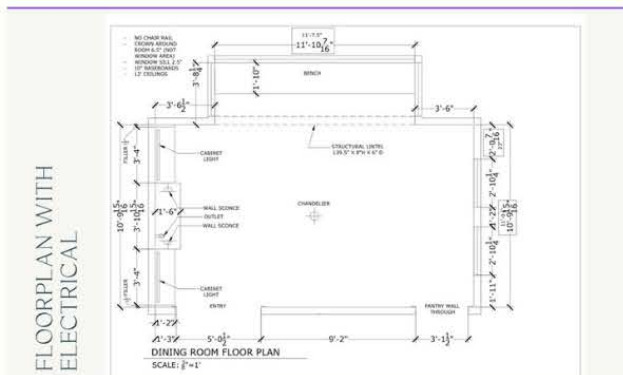
SERVICE OPTIONS

LLC

OPTION ONE	A complete design without project management. This is great for more decisive clients, who want to handle the project installation themselves or for a simple project, that you feel comfortable lining up your own pros for. You will have 2 in-person site visits with Ronni and receive: 1 floor plan, 4 elevations, 1 final concept board, access to fine fabrics, finishings, and custom furniture as well as a stunning final presentation. All purchase orders will be handled by Ronni's team & will be delivered straight to your home.
DESIGN	INVESTMENT: STARTING AT \$4800 PER ROOM
OPTION TWO	Our most popular design service. 4-5 site visits & 2 Zoom meetings from Ronni Concept board, (Up to 15 construction plans)existing proposed final, 6 3-D visuals Custom designs using the finest products & materials. Custom drapery consult and measurements Project management starting with 4 site visits Scheduling of furniture delivery, basic styling
+ DESIGN INSTALL	INVESTMENT: STARTING AT \$8900 PER ROOM
OPTION THREE	The "turn-key" and tailor-made experience for clients looking for the complete luxury "big reveal" moment. Personalized interior designs, 4k renders, 6+ visits from Jewel, project management, and one major move-in day.
DESIGN INSTALL + REVEAL	INVESTMENT: STARTING AT \$12,000

NOTE: PRICE BREAK FOR MULTIPLE ROOMS DONE AT THE SAME TIME

VISUALS



FLOOR + LIGHTING PLANS

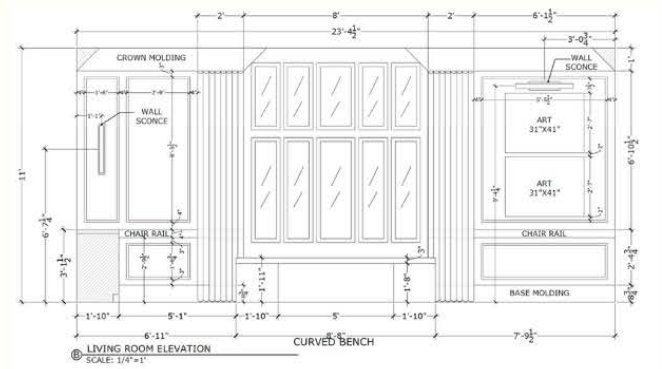
- Black and white construction plans, essential in establishing room flow
- Included in all three service options

CONCEPT BOARDS

- Used for Brainstorming color schemes, patterns, and styling vibe.
- Included with all three service options
- Not to scale

ELEVATIONS

- Necessary for the project management phase
- Service Options 1- 8 total final elevations with the option to upgrade
- Service Options 2 and 3- 12 total (4 existing, proposed, and finalized)



3-D VISUALS

- Service Option 1: not included, but the option to add on
- Service Options 2&3: Six total 3-D renderings (1 initial, 1 edited, and all 4 walls final photorealistic 3-Ds).

ADD-ON OPTIONS

<p>VISUALS CONCEPTUAL, CONSTRUCTION, 3-D, + PHOTOREALISTIC</p>	<p>We offer an array of additional visuals that help you visualize space, scale, and color. Side by side visuals are a great way to feel confident in final selections.</p> <p>PRICE: (CONCEPTUAL-3D PHOTOREALISTIC) STARTING AT \$75 PER VISUAL-\$150 PER HOUR</p>
<p>BUILT-IN CABINETRY</p>	<p>Intricate and personalized cabinets, benches, and other architectural features with every attention to detail. Elevations included</p> <p>PRICE: STARTING AT \$300 AN HOUR</p>
<p>PROJECT MANAGEMENT</p>	<p>Coordination of all scheduling, quotes, and construction, Site visits to keep the job on track.</p> <p>\$200 AN HR</p>
<p>HOME CONSULT</p>	<p>A one time 1-2 hour home visit to brainstorm room flow, colour, and wallpaper suggestions. Follow-up notes and samples included. Designed for clients who want quick design direction without the full-service extras</p> <p>\$550 PER HR</p>

ADD-ON OPTIONS CONT

ART AT AUCTION (THIS CAN BE INTERNATIONAL BIDDING.)	<p>We provide a service to attend auctions on your behalf or you can attend with us. You identify what you would be interested in from the catalogue and inform us of your maxine bid and we do the rest. If you should win your bid we arrange shipping, insurance and install.</p> <p>PRICE: STARTING AT \$300 AN HOUR</p>
STYLING	<p>Finishing touches on coffee tables, built ins, dining tables.</p> <p>PLEASE SPECIFY IF FOR THE HOLIDAYS.</p> <p>PRICE: \$200 PER HR, PER PERSON PACKAGES AVAILABLE.</p>
FLOWERS & TREES	<p>We will purchase from a reputable nearby Nursery.</p> <p>PRICE: \$125 PER HR,</p>

Ronni Logan Interiors

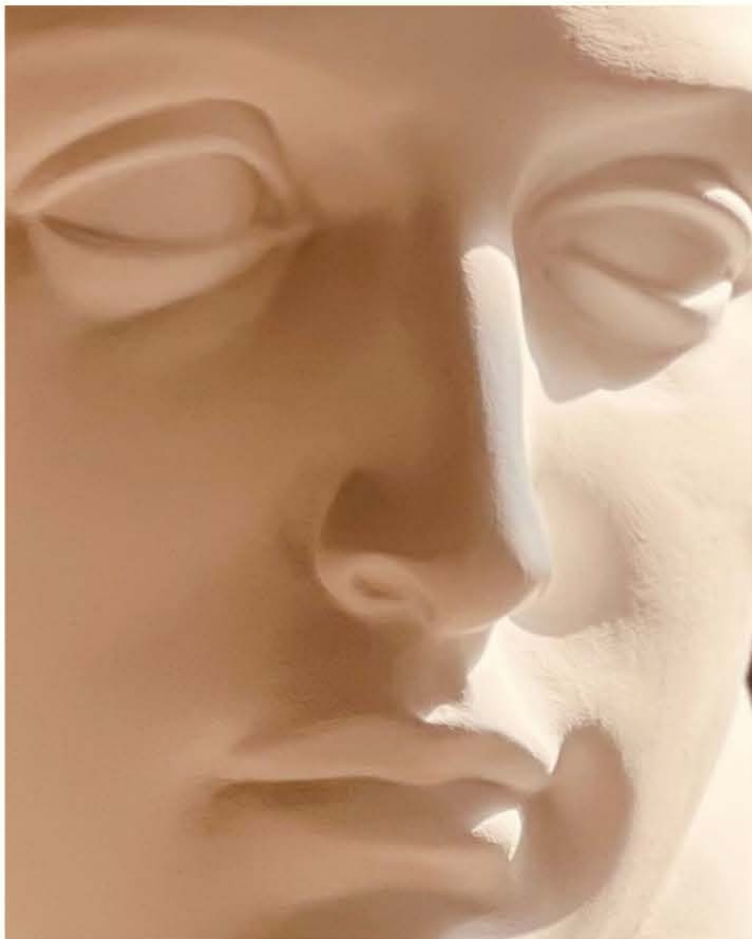
NEXT STEPS

Click Below

QUESTIONNAIRE

DESIGN AGREEMENT

Please note: The above is an example contract. No need to sign yet.



A handwritten signature in black ink. The signature is written vertically and reads "R. Logan". The letters are stylized and cursive.