

Interior design proposal

A calm, layered living and dining room for the Okafor home on Murray Boulevard.

PROPOSAL # LHI-P-26-024
ISSUED Dec 8, 2026
VALID UNTIL Jan 8, 2027

CREATED BY
Lowcountry House Interiors
Caroline Ashby
+1 843 555 0129
caroline@lowcountryhouse.example

PREPARED FOR
Daniel and Grace Okafor
Grace Okafor
+1 843 555 0176
grace.okafor@mail.example

Cover letter

Dear Grace and Daniel,

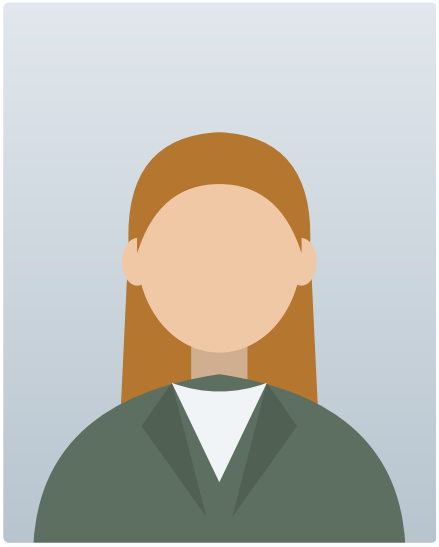
Thank you for welcoming me into your home. You asked for a living and dining room that feels calm after a long day, works for two children and a dog, and has room for twelve at the holidays.

This proposal sets out how we will get there: a concept you approve first, a furniture plan that fixes the flow between the two rooms, and a full design with every piece specified. I will then order, track and receive everything, and install it in a single day so you come home to a finished room.

You will always see two numbers: my design fee, in this proposal, and the furnishings budget, which you approve item by item. Furnishings are bought through my trade account at cost plus 15%, so you never pay retail.

Warmly,

Caroline Ashby



YOUR CONTACT

Caroline Ashby

Principal Designer

+1 843 555 0129

caroline@lowcountryhouse.example

YOUR BRIEF

Calm, warm, practical

Kid and dog friendly

Seating for 12 at the table

From recent clients

Caroline made every decision feel easy, and the install day was magic: we left for work and came home to a finished house.

Homeowner, Harleston Village, 2026

She kept us on budget by showing us exactly where the money went, piece by piece.

Homeowners, Mount Pleasant, 2025

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The brief

How you live

Weeknights on the sofa, homework at the dining table, big family dinners four times a year.

What stays

The grandfather clock, the walnut sideboard and the family photographs.

What goes

The sectional, the glass coffee table and the vertical blinds.

Design goals

Calm

A quiet palette, one accent color

Durable

Performance fabrics, washable rug

Flexible

A table that extends to seat 12

Mood board

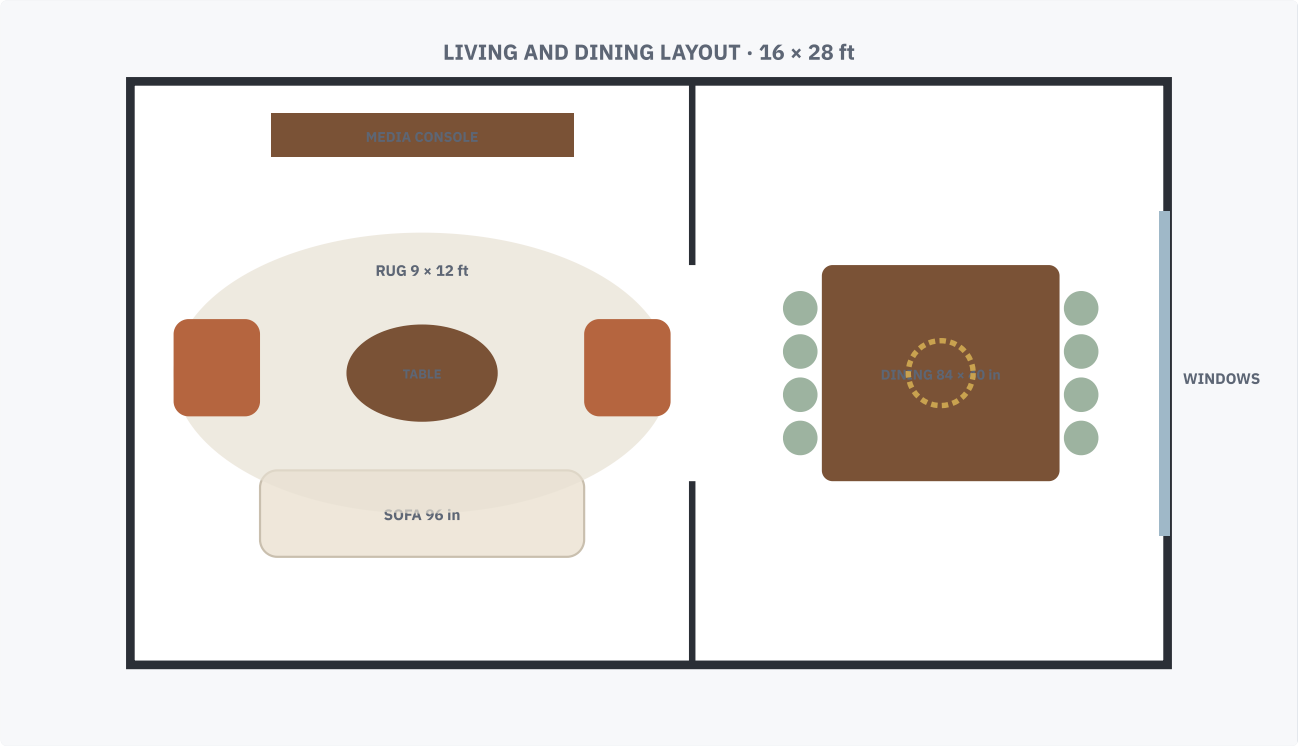


Sage walls and natural linen, with rust velvet and aged brass for warmth.

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Furniture layout



The sofa faces the media wall, two armchairs close the circle, and a 9 by 12 foot rug anchors the group. The dining table seats 8 and extends to 12, under a single brass pendant centered on the windows.

Palette and materials

ELEMENT	CHOICE	WHY
Walls	Sage green, matte	Calm in morning and evening light
Sofa	Oatmeal performance linen	Stain-resistant, kid friendly
Accent chairs	Rust velvet	The room's one strong color
Wood	Walnut	Matches your sideboard
Metal	Aged brass	Warm, softens over time

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Furnishings budget

Estimated at cost plus 15%, before sales tax. Not part of the design fee: each item is approved by you before it is ordered.

ITEM	QTY	BUDGET
Sofa, 96 in, performance linen	1	$6,800
Accent chairs, velvet	2	$4,200
Coffee table, walnut	1	$1,900
Rug, 9 × 12 ft, wool	1	$3,600
Dining table, extends to 12	1	$7,400
Dining chairs	10	$9,500
Lighting: pendant, floor and table lamps	5	$4,800
Window treatments, linen drapery	4 panels	$5,200
Art, accessories and styling	1 lot	$5,200
Total furnishings budget		$48,600

How the project runs

PHASE	TASKS	DELIVERABLES
Concept and plan Weeks 1–3	• Brief • Mood board • Layout	• Approved concept
Design Weeks 4–7	• Selections • Lighting plan • Budget	• Design presentation
Order and install Weeks 8–20	• Orders and tracking • Painting • Install day	• Finished room

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Design fee

Fixed fees for design; procurement billed by the hour, capped at 24 hours unless you add rooms.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Design					
1	**Concept: brief, mood board and color palette** Code: DS-CON	1 phase	$3,500.00	–	0%	$3,500.00
2	**Space planning and furniture layout** Code: DS-PLN	1 phase	$2,200.00	–	0%	$2,200.00
3	**Design development: furniture, lighting, rug, window treatments** Code: DS-DEV Two rounds of revisions included.	1 phase	$5,800.00	–	0%	$5,800.00
				Subtotal: Design		**$11,500.00**
	Implementation					
4	**Procurement: ordering, tracking and receiving** Code: IM-PRC	24 hours	$165.00	–	0%	$3,960.00
5	**Installation and styling day** Code: IM-INS	1 day	$1,200.00	–	0%	$1,200.00
6	**Site visits with trades** Code: IM-VST	4 visits	$250.00	–	0%	$1,000.00
				Subtotal: Implementation		**$6,160.00**

Subtotal	$17,660.00
Sales tax (design services, none)	$0.00
Total	**$17,660.00**

Payments

Design fee payments. Furnishings are paid when you approve each order.

PAYMENT 1, 30%

$5,298.00

Retainer

On signing

PAYMENT 2, 40%

$7,064.00

Design approved

After the design presentation

PAYMENT 3, 30%

$5,298.00

Installation

On install day

Total **$17,660.00**

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Terms

1. Furnishings

1.1 Furnishings are ordered only with your written approval and paid in full when ordered. Custom pieces cannot be cancelled once in production.

2. Pricing

2.1 Furnishings are billed at our trade cost plus 15%, plus shipping, delivery and sales tax. You see the vendor invoice on request.

3. Lead times

3.1 Custom upholstery takes 10 to 14 weeks. We track every order and tell you of any delay the day we learn of it.

4. Revisions

4.1 Two rounds of revisions are included in each design phase. More are billed at $165 an hour.

5. Trades

5.1 Painters and electricians are hired by you, from our recommendations or your own, and paid directly.

6. Photography

6.1 We may photograph the finished room for our portfolio, without names or the address.

Questions clients ask

Can we reuse pieces we own?

Yes. The sideboard and clock are already in the plan, and we can reupholster chairs you love.

Do we have to buy everything at once?

No. We can order in two rounds, starting with the sofa and table, which have the longest lead times.

What if a piece arrives damaged?

We inspect deliveries at our receiving warehouse and handle returns before anything reaches your home.

How long until it is finished?

About 20 weeks, mostly waiting for custom upholstery.

Agreed

Signed to approve this proposal and the retainer. Design work starts on the first week of January.

CLIENTS

_____

SIGNATURE

Daniel and Grace Okafor

Name: _____

Date: ____ / ____ / _____

DESIGNER

_____

SIGNATURE

Lowcountry House Interiors

Name: _____

Date: ____ / ____ / _____

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