



JENNIFER MORRISON INTERIORS

I've had a lifelong love affair with all things elegant, timeless and classic - music, movies, clothes, houses. Especially houses. It is a beautiful thing when a career and a passion come together, and I suppose one could say that Interior Design found me almost 15 years ago rather than the other way around. Each time I get asked to take on a new project, it is an invigorating privilege. I realize that for some, hiring a designer can seem overwhelming and maybe even intimidating. I think it's important that you actually like your designer. Choosing the right guide, one who is both capable and considerate, matters in the process. I recognize that transparency fosters trust, and trust is key in this business. A designer's understanding that one's home is a reflection of their story and preferences is imperative. So thank you for inviting me in, for trusting me and allowing me to bring my creative vision, experience and knowledge to your spaces.

I send this document to orient you as to how I work as your designer and guide. Confidence, transparency and clarity help us work together to not only finish your project with beautiful results but also to make the process a joy. Your short-term investment should provide you a long lasting return that you can enjoy for years to come. Please review this Letter of Agreement knowing that we will discuss it together before beginning our design journey.

My best,

Jennifer Morrison

Jennifer Morrison Interiors, LLC

SCOPE OF WORK

Identifying Scope

At our initial consultation, I will spend time asking questions and listening. Your desires for your home are important to us at JMI. If we are transforming an existing space, it's best to have our first meeting on site so that we can get a realistic feel for the project. Defining, limiting and prioritizing early on in the process is critical and can be harder than expected. We will work through this task together. This first consultation is a \$300 investment and payment is expected at the time of the appointment. Soon after our initial meeting, you will receive our agreed upon goals and a general sense of the timeline.

Time, Money, & Quality

I know a general contractor who often says, "You can have it cheap, fast, or good, but you can't have all three." That's always been true, but never more so than now. I want to be utterly transparent with you about time, investment and quality. This is why we must discuss how the overall investment, the time frame and JMI's expectations for the quality of craftsmanship will affect one another.

Changes

Many projects evolve, and that can be exciting. We need to clarify and communicate about any change of scope that emerges. This helps with expectations around timing and expense. Change order fees are based on an hourly rate of \$100 and additional procurement fees may apply.

DESIGN PROCESS

Integration

Good design can often be compared to a living thing. It is multi-faceted and fluid. Color, pattern, light, texture and scale all play an integral part in giving balance to a space and bringing it to life. Quick decisions on a paint color or a fabric choice don't really exist in good design. It's important to see each space, how the light affects it and how each particular choice plays out in the room. A singular decision might appear simple, but it can distinctively alter the entire space. Please trust my design process and the order I suggest; I can assure you there's a tried and true reason behind the way I approach all things.

Options

We try to give our clients two to three choices within each design. Clients typically find themselves drawn to one choice, but sometimes not. It's important to us that you are enthusiastic about our selections and completely satisfied. With that being said, you've hired us to give you a larger and more pleasing picture than you can see for yourself. That oftentimes means getting you out of your comfort zone and allowing us the creative license to do our very best for you. Years of experience and market knowledge interwoven with trial and error give us a perspective that clients don't always see. We want you to feel confident trusting us and our proven process. It's all we do, and the results will speak for themselves. Should we hit aesthetic roadblocks, we will pause and reassess; there's almost always an elegant solution.

COMMUNICATION

Please reach out if you're thinking about your project and want to share vision ideas or have questions or concerns. While texts for short, specific questions are fine, please use email to send multiple questions or photographs. You're welcome to send emails in the evenings or over the weekend, but please note we typically do not respond to messages sent after 5 PM until the next business day.

PHOTOGRAPHY

JMI takes pictures in various stages throughout the process. These may be posted on our Instagram account (@jennifermorrisoninteriors). No identifying information is ever shared, including, but not limited to, personal photos or client information. Should we choose to have professional photographs taken at the end of the project, those photos will be used on the JMI website at www.jennifermorrisoninteriors.com. We will always coordinate timing and scope with you beforehand to ensure your convenience.

BILLING

We have found the fairest, most transparent and simplest way to charge clients for our expertise and services is two-tiered. This two-tiered approach encompasses all aspects of each project. It's quite simple.

TIER ONE : THE VBF

The Value Based Fee (VBF) reflects my value to you as your designer; i.e., my knowledge, creativity, experience, my team, and my resources. This preset fee is determined by the area(s) of focus. There are particular spaces that require more time, knowledge and creativity than others. There are other spaces that require more work simply based on a greater square footage. Those areas naturally have a higher Value Based Fee. The beauty of the VBF is the client's control over their own investment. I've found that our clients greatly appreciate having a measurable and finite design fee number up front. Our Value Based Fee includes:

- All creative brainstorming, space planning, measuring and design time
- All plans, conceptual sketches and renderings (if applicable)
- All design schemes and presentations
- All sourcing and selection of trade materials, furniture, rugs, fixtures, art
- All communication with client
- All meetings with client
- All planning, follow up and site visits

EXAMPLE: Your project at 123 Everywhere Ave. includes: 1) Room A

2) Room B

3) Outdoor Room C

4) Exterior Refresh

VBF total: \$ _____

In some circumstances, such as full home remodels, home additions or new builds, JMI may set the Value Based Fee at price per square foot rather than price per room or area.

TIER TWO : THE PMF

The Project Management Fee (PMF) is calculated as **40% of JMI's actual cost of goods** purchased for your project. Our clients appreciate this pricing method as it provides a significant savings over the typical 2-2.5 times markup that is standard in the industry. This cost-transparent Project Management Fee encompasses all professional efforts, tasks and logistics in project management. This is almost always the most time consuming and painstaking part of any design project. Our PMF includes:

- Purchase and procurement of all approved goods and services
- Reselection on discontinued or significantly delayed items
- Complete tracking of shipping and handling of goods through JMI
- Coordination and professional receiving and inspection of deliveries
- Troubleshooting on any damages and repairs
- Installation scheduling and supervision
- Coordination of schedule with contractor and subcontractors

PAYMENT

JMI requires a deposit of 75% of the total VBF at the time of signing the LOA (Letter of Agreement). The remaining 25% of the total Value Based Fee is due at the end of the agreed and signed upon project. JMI invoices monthly for any project purchases and associated PMF (Project Management Fees). All invoices are sent via Quickbooks and payment in full is due upon receipt. Checks should be made out to Jennifer Morrison Interiors. Venmo payments and wire transfers are also accepted upon prior approval.

Payments are considered late if not paid before the next month's invoice. A 5% late fee will be added to the total if payment is not submitted before the next billing cycle. After 60 days, we will hit pause on our work together to give you a chance to pay the outstanding balance in full.

PURCHASES

One of the greatest benefits of working with a designer is our exciting and exclusive access to a universe of design elements unavailable to the public. Though we love to find a great deal at well known retail outlets, most JMI purchases will come from our "to the trade" sources. These are curated sources that have proven invaluable to our business after years of shopping, countless hours of research, trade relationship building and bi-annual trips to Furniture Market. While we do not recommend it, if the client wishes to purchase key items (upholstery, casegoods, lighting, bedding, rugs, etc.), we ask that you contact us with details before making final selections. Your end product carries the JMI name and the result matters greatly to us. Our reputation is our livelihood.

REFUNDS, CANCELLATIONS & WARRANTIES

The client understands that all goods and materials are non-refundable and all sales are final. JMI is not responsible for damaged or defective items, although we will work diligently to rectify any unforeseen issues. Clients are responsible for any expenses involved in refunds, returns, or cancellations (like re-stocking or shipping fees). Those expenses will be itemized on monthly invoices. Custom furniture and drapery are non-refundable. JMI does not offer warranties on goods or materials purchased through our office. JMI passes along all third-party warranties, but our office offers no additional coverage. If you have any issues with items purchased through JMI, please let us know immediately.

CONTRACTORS

We have fostered great relationships with contractors across the design community. These are people we trust and with whom we have long standing relationships. We will always share those resources with you, but the client is ultimately responsible for the decisions about who works on their project. Please realize that, should you choose to work with a contractor outside of our recommendation, our ability to advocate for you diminishes. Whether you go with our recommendation or choose your own, you are entering into an independent contract with each provider. Though we will provide input, JMI will not be responsible or liable for another's work.

TERMINATION

While extremely rare, sometimes it becomes clear that we are either not a good fit or life happens in a way that makes us change course. If so, either JMI or the client are free to end the project early. We would only be bound by current details of work (orders in process, etc.) and/or outstanding payment.

Upon agreement, please initial each of the previous pages of the LOA and sign below.

Jennifer Morrison Date

Client signature Date