

A photograph of a modern interior space. In the foreground, a round, light-colored coffee table holds a clear glass vase with dried, brownish plants. To the right, a plush, brown armchair with wooden armrests and legs sits on a light-colored wooden floor. A small, white, three-legged side table next to the chair holds a white mug and some papers. In the background, a large window with dark, paneled frames looks out onto a view of trees and a building. The overall lighting is soft and natural, coming from the window.

RS

ROBYN STUDIOS
ARCHITECTURE + INTERIORS

2024 Q1 | *Investment Guide*



Thank you so much for grabbing our *Investment Guide!*

How is your search for a professional design team going? If it's anything like what our clients have shared about this phase of their project, you are eager to get going and want to **make sure you choose the best company to fork over your hard-earned money to.**

We could simply tell you that you have come to the right place. That having successfully completed residential and commercial projects throughout the southeast totaling **over 3.75 million square feet and valued at roughly \$843,750,000**, we are absolutely the most qualified and service-oriented company you could find. But we won't. Instead, we will let you decide.

In the meantime, we are here to answer your questions and more than anything, continue the same timely, expert, and service-oriented delivery for you that we have for so many other happy RS design family members.

All the Best,

Robyn

Robyn Thomas, AIA, NCARB, ASID, NKBA
Robyn Studios Architecture & Interiors
robynstudios.com

See what we're about in 8 1/2 questions + answers:

01

Do you have a required minimum investment to work with your company?

Our starting project fee is \$2500. This fee can be paid at once for projects that we schedule for completion within a month and for our interior design VIP Design Days.

More involved projects require enrollment into our membership pricing model with a two-month minimum for small projects and a three-month minimum for all others.

Our memberships start at \$2,500/mo. for the initial months. Typically, the scale of projects that we are chosen to complete require a \$3,000 to \$5,000 monthly investment.

For any level of investment, the minimum fee can be adjusted as the need for services decreases or increases going into successive months.

If a need arises for a service to be pulled forward in the schedule ahead of the following month, an expediting fee in line with the needed allocation of resources will be assessed in addition to the month's membership fee.

See question 4 for the overall project allocation minimums to work with us.



Our **Working Consultations** give you to-the-point, actionable direction - on the spot and with minimal investment as either:

-A stand-alone feasibility or DIY support service

or

-As the initial in-home visit to start your project.

02

Okay, but why do you use this membership model and what is included in my fees?

We launched this membership model for two key reasons:

1. The benefits to our clients:

- > **FREEDOM OF CHOICE:** Any and all services from feasibility and design to contractor selection and project management can be included. Your options are plentiful!
- > **EASY ADJUSTMENTS:** Tiered memberships are right-sized to your current design needs and can be updated after the initial required monthly membership is met.
- > **PRIORITY SERVICE:** We limit the number of memberships at any given time to protect your investment with a value-packed level of service.
- > **PLANNED SPENDING:** You have monthly upgrade options to pull deliverables forward on the schedule without incurring any pesky hourly fees.
- > **PRESERVED VALUE:** Any allocation for unused membership deliverables roll over to the next month.
- > **PROMO PERKS:** Tell others about us and get bonus perks once they sign up.
- > **FREEBIES:** As yet another bonus, free perks are thrown in all along the way!

(Continued on the next page)

“Robyn created an excellent plan for our legacy beach cottage project. She presented more options than I expected! The consultation meetings were excellent, and I felt that she listened to me and presented a plan we love! Can’t wait to go to the next step so we can build our second home!”

- Dr. Teresa Leary Handy

02 (Continued)

2. **The benefits to our company** (and ultimately still to our clients, since we are better able to stay in business and serve them):

> **SETTING OURSELVES APART:** This model is extremely rare in the architectural services space for project delivery. Most other companies bill in one of three main ways: By the hour, by the square foot, or as a flat-fee per project – or perhaps a combination of all of these.

Here are just a few common, highly concerning drawbacks of these methods:

- **LOCKED DOWN:** A requirement for an early client commitment to a scope of services that could easily need to be modified and the resulting work for us to modify the agreement and wait for acceptance before continuing work.
- **UNCLEAR OPTIONS:** Locked-In pricing without a clear path to upgrading/changing services for both us and our clients.
- **SCHEDULE LIMITS:** Uncertainty of our availability if the design needs or timelines for a current project change. Suddenly, the need could arise, due to scheduling inefficiencies and the need to keep income stable, for another client who is ready to pay to be prioritized over earmarking time and resources for the current stalled project.
- **UNPLEASANT SURPRISES:** A high likelihood of invoice surprises when hourly fees are implemented once the project progresses past the flat-fee phase.

“I had the pleasure of working with Mrs. Robyn. She completed my set of building drawings for my beauty salon. Permits were approved in a timely manner! I love how she communicated with me during the entire process. Truly a 5-star experience. I highly recommend Robyn Studios for your Architectural needs.” – Mrs. Amari Jones

(Benefits to our company continued)

> **WORK AGREEMENT EFFICIENCY:** There is no need to keep creating addendums to the work agreement every time the scope of services needs to change.

> **TASK FLOW:** Since we nor our client has been locked into a rigid scope of services, we can focus less on limiting the services to remain within the scope for a given fee and more on simply doing what’s needed. The scope of services and length of membership are expanded or reduced as needed.

> **EASE OF WORKLOAD & CALENDAR MANAGEMENT:** We can more easily forecast availability and commit fully to the select projects that we engage.

> **BILLING & REVENUE REGULARITY:** Knowing that a monthly payment is coming for each project engagement creates tremendous stability for us as a company.

You have monthly upgrade options to pull deliverables forward on the schedule without incurring any pesky hourly fees.

03

What should I include in my project investment?

A project budget consists of more than the construction costs. This list covers some additional items that should be accounted for:

- Demolition and proper disposal of items
- Contractor's profit
- Site development costs
- Design, engineering, architecture and other consultants' fees
- Furniture, Fixtures and Equipment (FF&E)
- Administrative costs
- Moving and storage costs
- Shipping, freight and installation costs
- Sales tax
- Construction contingency

For **interior furnishings**, a good set of numbers is:

1. Furnishings themselves: 7 to 10% of the home's overall value. For example, expect to pay between \$31,500 and \$50,000 to furnish a 2,000 sf 3 bed/2.5 bath home worth \$500,000. For commercial spaces, the numbers depend on the type of space and level of finish.

2. The "other costs" category, which includes freight charges, cleaning costs, installation, sales tax, and interior design fees:

A typical formula is 15 – 20% of the overall budget for accessories, 8.5% for sales tax and 12 – 15% for freight and delivery. Also, for our streamlined interior design services, allow for the purchase of:

1 – One of our whole-house done-for-you finishes + kitchen and baths built-ins and fixture packages starting at \$450

and

2 – Either one of our done-for-you room- or VIP Design Day- packages for each room, a minimum investment ranging from \$500 to \$2,500 per room for typically five rooms.

So, for a \$500,000 home with 5 furnished rooms in addition to the finishes specified for the whole house (interior and exterior), expect to add at least 36% of the range for the furnishings themselves, plus a \$2,950 to \$12,950 investment in expert design by us and pay an additional \$14,290 to \$30,950, for a **sample total range of \$45,790 to \$80,950.**

For **outdoor design and installation (aside from sod installation)**, a minimum of **\$15,000** should be allocated for these items at the front area of the home:

- Design: landscaping, hardscaping, lighting, and furnishings
- Labor: preparation, procurement, and installation
- Landscaping Material: weed barrier (for planting beds), plant material, and ground cover
- Hardscaping Material: If concrete, gravel, or pavers is being installed, look to pay a range of \$4.00 to \$15.00 per square foot – installed.

04

What is my minimum overall required investment to hire your team for services?

For New Builds, we are only able to accept projects wherein:

1. The client commits to a minimum 9-month membership.
2. The client's investment for home design, project management, and construction administration services (including all consultants outside of RS – civil, structural, MEP, etc.) is at least \$25 per square foot.
3. The client's investment for home construction is at least \$200/sf.
4. The client commits to hiring RS or using the RS website resources to fully furnish five key rooms (living, dining, and 3 bedrooms (Or the primary bedroom, entry, and laundry room) upon completion, with a minimum furnishings investment of \$45,790.
5. The client commits to hiring RS for outdoor design to, at a minimum, establish the areas immediate to the front of the home, with a minimum design and installation investment of \$15,000.

To summarize, for the design and build-out of a modest **2,000 sf home or commercial space tenant upfit**, your **minimum overall project investment** for design, construction, furnishings (aside from fixed items like lights and finishes which are included in the construction costs), and outdoor design at the front area of the home is: **\$510,790, which we will round up to \$511,000 to keep things simple.** Multi-family projects vary. Basically, add roughly \$55/sf to the construction cost of \$200/sf.

The requirements for major renovations and additions are similar, with a likely minimum project cost of \$275,000 for 1,000 sf. Basically, add \$55/sf to the construction cost of \$220/sf.

Renovations come with unforeseen issues once walls, floors, and ceilings are opened up and therefore tend to cost more per sf.

Stand-alone, whole-house investment minimums:

For Interior Design: \$46,000 (including furnishings)

For Outdoor Design: \$15,000 (including materials and labor)

Book your FREE Discovery Call >

05

Is there any way to benefit from your expertise for less of an investment?

Certainly!

One frequent way that clients can strategize is working with us on feasibility, where expertise like ours is vital, and hiring an un-licensed home designer for production at a lower investment threshold. We have some in our preferred vendor network for you.

Also, here is a sample of the many ways you can use our website as a **FREE resource bank** any time you get ready:

- Free shoppable rooms and concept homes organized by our [Featured Style Groups](#)
- Free time- and money-saving guides on our [Blog](#)
- Free access to exclusive to-the-trade furnishings and hard-to-find, direct-to-consumer designer items from top brands in our Furnishings Shop: [RS Curated](#)
- Free access to our [Preferred Vendor Network](#) to get various aspects of your project completed by vendors who have maintained a solid, enduring reputation for fantastic work + free access to several platforms where screened contractors and installers can bid on your project, easily found by scrolling further down on the same page.

If we keep going, we will make this document far too long. Keep returning to and unpacking the layers of the powerfully beneficial information we post there.

06

I see that you feature stock house plans on your website. Why would a talented design company do that?

As extensive as our experience is, we could never match our affiliate partner stock plan vendor in offering you the exciting variety of homes that they do. What's more, in keeping with our primary goal of offering you a stellar design experience, offering to start your new build customized design or renovation and/or addition cost-to-build comparison process with a stock plan:

1. Saves you time and money by capitalizing on the already-done factor that the nearly 30,000 plans sets and the cost-to-build summaries that accompany them provides.
2. Ironically enables us to be even more creative as we envision the possibilities for your newly refreshed or established spaces and homes.
3. Creates a bountiful platform from which we can continually launch concept homes complete with install packages that you can purchase and self-implement at a fraction of the cost of hiring us or any other comparable design company.



07

Why would I work with you vs. another designer or company?

The fact that you are here means you want an easy yet elevated design experience with a relatable, fun-loving, knows-what-to-do design team that is committed to understanding what you want and getting you there seamlessly. We know what it's like to want a living space that is beautifully arranged and rewarding to live in or a professional, revenue-magnetizing commercial space. We also know what it's like to spend and spend and spend and still not have that result. Clients have also spoken to us about the frustration of hiring a designer only to end up with a design that just simply doesn't work.

Us working together?

We will:

- Seriously have fun
- Pin down exactly what we are looking to create
- Communicate effectively and efficiently
- Walk into a finished space that makes us elated and SO HAPPY that we went on this design journey together.

We know what it's like to want a living space that is beautifully arranged and rewarding to live in or a professional, revenue-magnetizing commercial space.

08

What are your expectations of me as a potential client?

As much as we provide high-level service, the ultimate success of projects hinges on your commitment to:

1. Clear Communication
2. Timely Design Review and Feedback
3. Prompt Agreement Acceptance and Invoice Payments*
4. Reasonableness when delays or problems we can work together to remedy arise
5. Trust of the team you've hired and the design and build-out process, along with an understanding that RS can only recommend consultants and/or contractors in good faith and is not liable for your satisfaction with their performance.

*This item is especially crucial for the start of the project. Failure to pay the initial invoice within 7-days of receipt, especially without explanation, results in an automatic cancellation of the commencement of services.



08.5

Where else should I look to learn more key facts about Robyn Studios?

Throughout our website, we talk about ourselves just enough to give you a sense of who we are and how we work without being annoyingly egotistical.

Here are some key pages to look at besides our homepage:

1. [Company Page](#)
2. [FAQ Page](#)

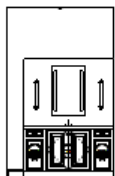
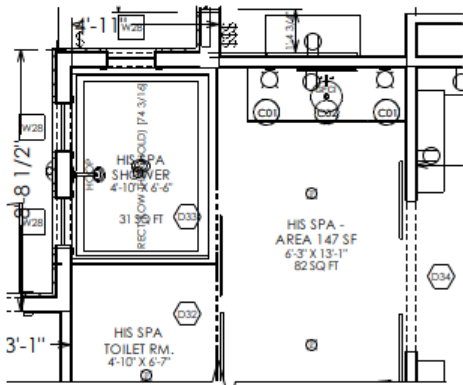
For commercial projects, [Go Here](#).



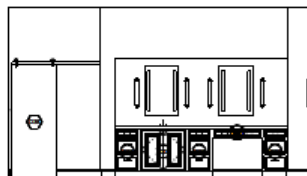
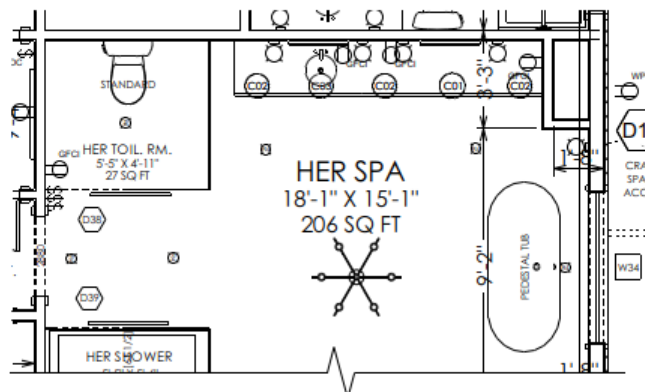
The “her spa” of this spectacular project illustrates our core design principles of freshness, function, & moments of celebration.

A 9,000 sf+ architectural, outdoor, and interior design-build new-build project in collaboration with Komar Luxe + Ducere Construction Services

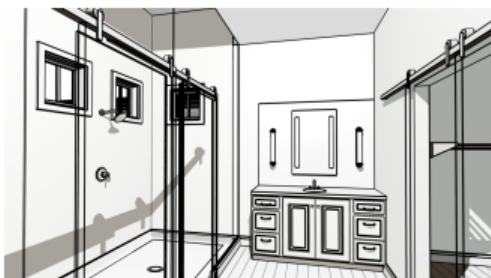




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C30	2	BASE CABINET	12" X 24"	W/
C31	1	BASE CABINET	12" X 24"	W/



CD	QTY	DESCRIPTION	SIZE	FINISH
C32	2	BASE CABINET	36" X 24"	W/
C33	1	BASE CABINET	36" X 24"	W/



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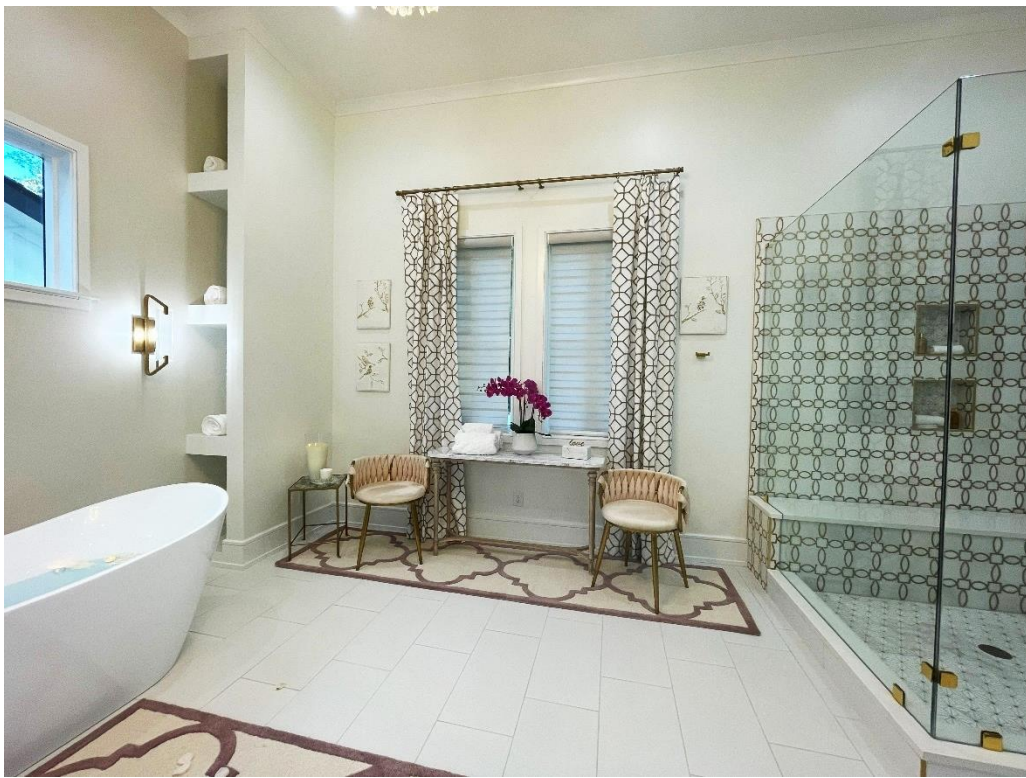
DATE:
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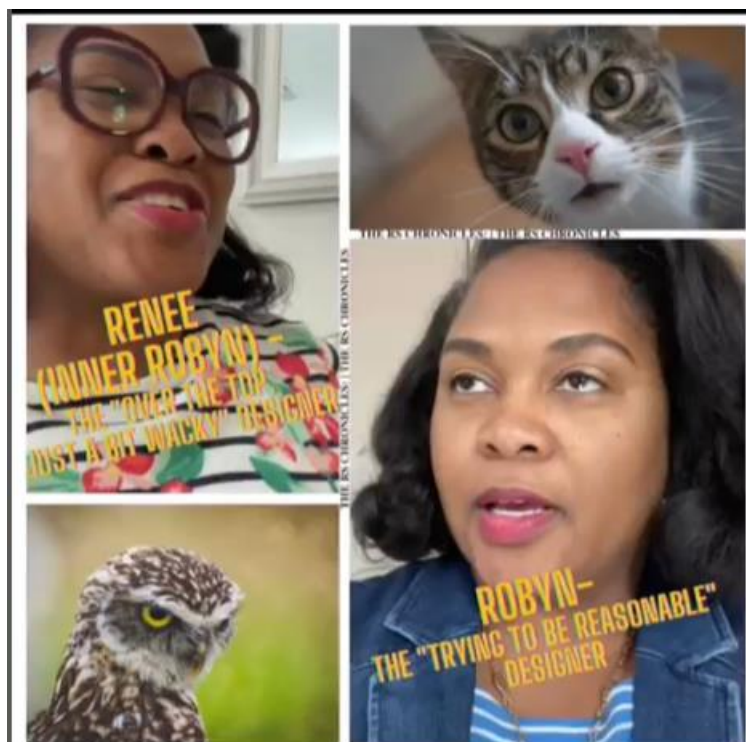
PROJECT:
SINGLE FAMILY HOME
NEW BUILD
405 PINEBROOK RD. SE
MARIETTA, GA 30156

CABINET DESIGN - HG & HER SPAS

ID04



Now that you've covered all this reading material, *here's something fun:*



[Watch on Instagram >](#)

(You can view it even if you are not a member)

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this Guide***

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