



Ultimate Decorator & ReDesigner Certification Course Preview

Principles of Interior Design

- **Proportion in Lighting**
 - Controlled lighting in a room affects the perception of space.
 - Multiple light sources create the illusion of space and can enhance the energy of a room.
- **Textural Proportion**
 - Texture and layers create warmth, softness and dimension.
 - Just as colour adds texture to a wall, carpets and area rugs add texture to flooring.
 - Texture can be incorporated into a room's design through upholstery, window treatments and accessories such as accent cushions.

Principles of Interior Design

- **Design Rule 60 - 30 - 10**
 - Can be applied to divide a colour scheme into percentages of colour use.
 - **60%** is the primary/dominant colour distributed on walls, key furniture pieces and flooring which may include carpeting or an area rug. It may also include window treatments.
 - **30%** is the secondary colour, primarily half of the dominant colour in terms of total interior space.
 - The secondary colour should contrast the main colour, but not compete for its attention.
 - The secondary colour adds depth and contrast.
 - The application of the secondary colour may be on an accent wall, in accent furniture, window treatments and area rugs.

Principles of Interior Design

- **Design Rule 60 - 30 - 10**
 - **10%** is the accent/pop colour, one-third of the secondary colour and one-sixth of the main colour.
 - Its purpose is to add interest and contrast to the colour scheme.
 - The application of the accent colour is found in accessories such as accent cushions, throws, décor and artwork.
- **Emphasis**
 - Emphasis suggests that the design of a room should stem from its focal point.
 - The focal point may be a piece of furniture, artwork, an architectural feature, a million-dollar view, a fireplace or the longest wall.
 - Emphasis on the focal point is achieved through elements such as colour, texture, patterns and variations of light.

Principles of Interior Design

- **Harmony**

- Harmony is described as a consistent, orderly, or pleasing arrangement of elements.
- Every element of a room's design should be cohesive and complimentary to the other and should carry over into other rooms.
- The repetition of design elements such as lines, shapes, colour, balance, rhythm and proportion create harmony and unity.

- **Balance**

- Balance is the visual equilibrium that is achieved by distributing the visual weight of objects in a space to provide a sense of visual stability.
- Balance can be created through shapes, colour, pattern and texture.

Principles of Interior Design

- **Balance**
 - The deliberate distribution of visual weight ensures balance; without it, a room can make those inside feel uneasy.
 - Balance is further categorized as:
 - Symmetrical
 - Asymmetrical
 - Radial
 - Radial balance creates a sweeping motion in rooms.
 - The design is often symmetrical, but the sense of shapes flowing into each other keeps it interesting.



Example of **radial balance**

Colour Theory

- **Colour theory** refers to practical guidance regarding colour interpretations and the different effects produced by colour schemes.
 - It helps in creating a logical structure for colour that allows us to understand colour combinations.
 - It encompasses several concepts, definitions and design applications.
- **Colour psychology** refers to the impact that colour has with respect to emotions.
 - Colour application can instantly transform energy in a room.
 - A cohesive flow of colour from one room to another creates harmony and balance.
 - A dominant colour in one room can be used as an accent or secondary colour in other room.
- The most effective colour schemes follow the odd number rule.

Colour Theory

- Factors that influence colour:
 - **Natural Light** - The shifting light throughout the day can alter the appearance of colours.
 - The facing direction of a room, whether it faces north, south, east or west, will also affect how colour is rendered.
 - Always select a colour in the specific room where it will be used.
 - **Artificial Light** - This type of light compensates for natural light or establishes a desired ambiance.
 - Types of artificial light include task, ambient and accent.

Colour Theory

- Factors that influence colour:
 - **Geography** - Geographic location affects how colour is rendered in a space.
 - As an example, blue has a completely different hue in the Mediterranean than in the Arctic.
 - **Texture** - Texture creates visual interest.
 - The texture of a surface affects the colour it reflects.
 - As an example, a dark floor or a brick wall creates a dense texture. These surfaces absorb colours and make them appear darker.
 - Alternatively, a satin-gloss paint finish has a somewhat reflective quality, making colours appear more vibrant.

Colour Theory

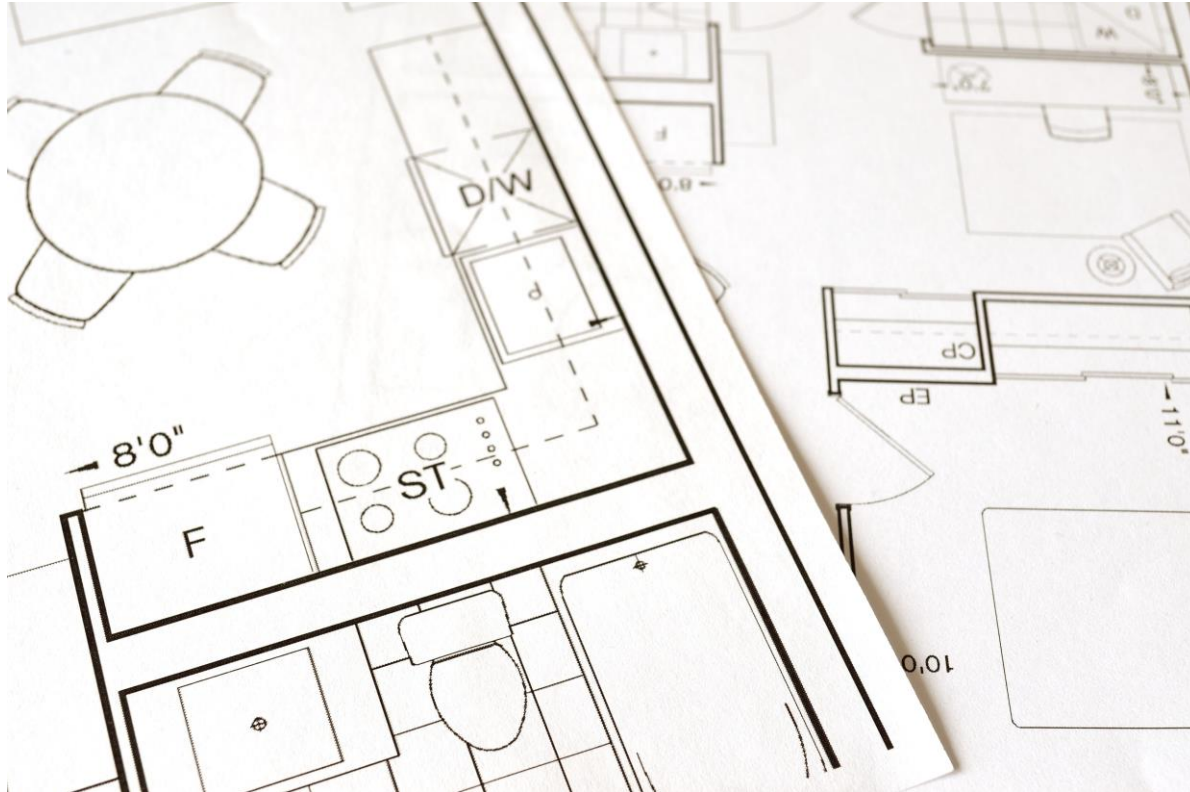
- The Colour Wheel was designed by Sir Isaac Newton in 1666. It is a chart that displays the relationship between colours.



How To Sketch A Room Layout

- Drafting a scaled floor plan aids in visualization, particularly when determining the optimal furniture layout.
- What to Use:
 - A measuring tape or measuring tape app
 - A pair of scissors
 - A pencil
 - 2 – 3 sheets of graph paper
 - 1 – 2 pieces of scrap paper
 - Tape
- **Step 1:** Begin by calculating the exact measurements of the room you are decorating and redesigning.
 - Include any awkward angles or built-in fixtures such as counters and vanities.
 - Run the tape measure from corner to corner on top of the baseboard or along the floor.

How To Sketch A Room Layout



How To Sketch A Room Layout

- Measure the distance from each wall to each window and door, as well as the width of each window and doorway.
 - Take note of these measurements on a scrap piece of paper.
- **Step 2:** Create the shape of the room on the graph paper.
 - Choose a scale: note it on the paper
 - Each square can equal 6 inches, 1 foot, or 2 feet.
 - **1 square = 1 foot** for large rooms (typically).
 - **1 square = 0.5 foot** for smaller rooms (typically).
 - Draw windows: use double lines for width.
 - Draw doors: single line with an arc to indicate the door's swing.
 - Ensure all measurements are to scale.

Trends for 2023

- A trend is the beginning of a new direction.
- Trend forecasting is about identifying consumers' needs, wants, attitudes and lifestyles.
 - Innovators bring an idea to life and early adopters with influence drive trends towards becoming a reality.
- As every year comes to an end, we look forward to design trends.
What's in, what's out, what's the colour of the year?
- Architects, designers and colour forecasters look to the fashion industry, automotive manufacturers and the housewares industry for direction and inspiration.



Trends for 2023

- **Sustainable Living**
 - Eco-friendly, consciously designed, responsibly manufactured products.
 - Furniture featuring upholstery fabric made from recycled cotton and textiles left over from the fashion industry.
- **Biophilic Design principles**
 - Calming environments with a connection to nature.
 - Incorporating plants in every room. When appropriate, choosing windows over walls.
- **Relying on a “mixture”**
 - Marrying old with new, modern with traditional, bright with barely-there colour, clean lines with lavish patterns.

Trends for 2023

- **Scandinavian Design**
 - Hygge style – “hyue-gar”, “hoog-jar”, most referred to as “hoo-gah”.
 - Broadly means an approach to living that embraces positivity and enjoyment of everyday experiences
- **Outdoor Living Style**
 - Extending interior design outdoors with lots of seating and outdoor kitchens.
 - Installing patios, firepits and pools – specifically above-ground lap or “dipping” pools that incorporate sustainable materials such as recycled ship-containers.
- **Lasting Style**
 - Investing in timeless pieces. Consumers have witnessed the environmental impact of frequent buying and discarding.

Trends for 2023

- **Reuse/Renew**
 - Vintage and antique furniture and accessories add style while reducing the overall carbon footprint.
- **Closed Floor Plans**
 - Creating niches, nooks and spaces that are private or closed off.
 - Separate dining rooms create an intimate space for sharing meals with family and friends.
 - Craft, music, and reading rooms provide purposeful, designated areas.
- **Lots of textures and layers**
 - Textured wallpaper, rough-edged stone backsplashes and countertops, as well as nubby furniture and accessories.

Trends for 2023

- **Black Accents**
 - Faucets, cabinet hardware, window and door frames, as well as doors, which contrast with the lighter details.
- **Round Shapes**
 - Lighting, side tables, and furniture such as low-slung/stubby chairs and sofas.
- **Hand-made accessories, furniture and décor**
 - Artisans provide unique and sustainable objects.
- **Colour Palettes - Nature Inspired Hues**
 - Green, brown, ocean and sky blues, warm sandy beiges and cloudy whites contrasted with bolder hues.

Trends for 2023

- **Japandi Interiors**
 - A blend of Japanese and Scandinavian Design.
 - Minimalistic, comfortable, functional, natural elements, muted colours, plants, lots of textures.
- **Flooring Colour/Style**
 - Gray, blonde, whitewashed, black and white, chevron and herringbone pattern, and wide-plank.
 - Mixed flooring such as tile with parquet, or hardwood with natural stone.
- **Area Rugs/Carpeting**
 - High-pile plush, Berber, geometric pattern, seagrass woven mats.

Design Styles

Art Deco

Casual

Coastal

Contemporary

Country

Cottage

Eclectic

Industrial

**Modern | Mid-Century Modern
| Modern Farmhouse**

Retro

Rustic

Scandinavian

Traditional

Transitional

Tuscan

Art Deco

- Art Deco is a modern interpretation of the classic styles from the 1920's to 1930's that gained popularity in Europe.
- The Empire State Building and Radio City Music Hall are done in Art Deco style.
- Art Deco is glamorous, elegant, bold and bright.

Art Deco design style descriptor's:

Glamorous mirrors

Furniture made from expensive and rare wood (e.g., mahogany)

Angular, circular or straight-lined furniture

Mirrored furniture

Metal, gold or steel accents

Bold artwork

Geometric patterns, including chevron

Art Deco



Anita Hesch, USC™
Nestings Home Staging

Casual

- Casual style focuses on comfort and relaxation.
- It features uncomplicated details, laid-back lines, and an asymmetrical furniture arrangement.
- The furniture is often large, deep-set, and has a soft texture.
- Neutral shades dominate this style, complemented by cool hues like blue and green.

Casual design style descriptor's:

Oversized furniture

A laid-back vibe

Décor items including vintage boxes and galvanized metal

Natural fabrics such as cotton, linen, jute, sisal or wool

Casual



Coastal

- Coastal style makes extensive use of natural fibers, including jute, cane, linen, cotton, and muslin.
- Accessories draw inspiration from nature, featuring items like starfish and seashells.
- Walls in white or light shades evoke a sense of comfort and serenity.
- The colour palette comprises blue, green, coral, and sandy hues.
- Flooring options range from wide-plank floorboards to salvaged or reclaimed wood.
- Furniture can be painted, made of wicker or rattan, or crafted from glass and chrome for a contemporary coastal feel.

Coastal



Contemporary

- The word "contemporary" means "of the moment."
- This style embodies simplistic sophistication with an emphasis on texture and clean lines.
- It prioritizes space over objects.
- Interiors are sleek and fresh.

Contemporary design style descriptor's:

Less is more

Furniture pieces are straightforward with smooth, clean shapes

Fabrics used include wool, cotton, linen, silk, and jute

Popular colours for this style are neutrals, black, white, cream, brown, and taupe

Geometric patterns are a hallmark of this style

Contemporary



Contemporary



Vishu Virk and Mandip Toor, USC™
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Cottage

- Cottage Style may also be referred to as 'Shabby Chic'.
- This style favours function over form and comfort over modernity. It is humble, homey, and places importance on family treasures.
- It celebrates imperfections and blends rustic with country elements.
- Cottage style is colourful and comfortable, featuring painted furniture, shiplap, and beadboard walls, all complemented by white curtains.
- The colour palette includes:
 - White
 - Cream
 - Pastels
- The colour palette can be accompanied by patterns like gingham, florals, and ticking stripes.

Cottage

Cottage design style descriptor's:

A large harvest table is a staple of cottage style décor

Motifs combine floral, striped, fruit, and plant elements

Accessories include wood signs and flea market finds

Features open shelving with displayed kitchenware

Fresh floral arrangements, hardwood flooring, and mismatched light fixtures



Example of **cottage** design style

Flooring

- Flooring, being the initial point of physical contact in a space, is a crucial design element.
- Understanding the features and aesthetic impacts of various flooring types is essential.
- The choice of flooring product and its professional installation determine its quality and longevity.
- Recommending the optimal flooring for a room can be part of decorating and redesign endeavors.
- Before selecting flooring, consider the room's function, the client's lifestyle, pets, local weather conditions, budget, durability, and finish.
- Common flooring materials include cork, laminate, marble, ceramic, vinyl, hardwood, natural stone, engineered wood, tiles, parquet, and bamboo.

Bamboo

- Bamboo has become a very popular choice for flooring.
- Bamboo's natural surface is like hardwood in terms of consistency and strength.
- Bamboo comes in a variety of styles and colours and can easily be stained to fit individual preferences due to its naturally light tone.



Bamboo

- Bamboo is environmentally sustainable and matures quickly.
- Popular among eco-friendly homeowners, bamboo flooring is easy to maintain, requiring just regular cleaning.
- It's water-resistant, versatile, durable, and easy to refinish.
- However, like all flooring, it's prone to scratches.
- While more water-resistant than other woods, excessive water can damage bamboo.
- In humid climates, bamboo expands; using a humidifier in winter and a dehumidifier in warmer months is recommended.
- Suitable for high-traffic areas: living and dining rooms, kitchens, stairs, and hallways.
- Compatible with underfloor heating.

Ceramic

- Ceramic tiles are among the oldest and most popular flooring options. They're suitable for various rooms, including bathrooms, kitchens, laundry areas, entryways, hallways, and living spaces.
- Tiles are typically square, with sizes like 6" x 6", 12" x 12", 18" x 18", and 24" x 24".
- On average, this flooring lasts 10-15 years. The tiles are glazed, adding a protective layer against water and stains.
- However, the hard base of ceramic flooring can be uncomfortable for extended standing.



Cork

- Cork comes from the bark of trees.
- It is harvested for eight to ten years allowing ample time for it to grow back.



Cork

- Cork has a shock-absorbing surface.
- Reduces electricity bills (good insulator).
- Resilient: bounces back from impressions.
- Anti-allergic.
- Eco-friendly.
- Easy to clean.
- Noise-cancelling.
- Pricier than other materials.
- Requires maintenance: seal yearly for durability.
- Risk of water absorption if not installed right.
- Vulnerable to dents from heavy appliances.
- Ideal for bedrooms, especially for children and elders.

Engineered Wood



Engineered Wood

- Engineered wood closely resembles hardwood in appearance.
- It consists of 4-10 layers of 'ply', either laminated or glued together, forming a solid piece.
- The top layer, known as the decorative veneer, is the visible surface.
- Compared to hardwood, engineered wood is more resistant to moisture and scratches. It offers an affordable alternative to hardwood flooring, with cost-effective installation.
- However, it can't be sanded as often as hardwood.
- Engineered wood is suitable for various areas in a home, including bedrooms, living rooms, basements, hallways, and other high-traffic zones.

Hardwood



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Archic Design Studio

Walls – Benjamin Moore® Paint



Walls – Benjamin Moore® Paint

- Berkshire Hathaway, Warren Buffet's company, acquired Benjamin Moore® in 2000. Buffet values ethical practices, indicating the high quality of Benjamin Moore®.
- Knowledge of Benjamin Moore® products boosts credibility with clients.
- As a UDRC™:
 - Be informed about paint quality, colours, and finishes.
 - Position yourself as an educator for clients
 - Clients look to you for expert advice.
- Benjamin Moore® product line:
 - Caters to various price points and applications.
- Paint chemistry differs among companies.
- Benjamin Moore® focuses on:
 - Continual improvement in paint quality.
 - Environmental considerations.

Walls – Benjamin Moore® Paint

- Almost all Benjamin Moore® paints have low or zero Volatile Organic Compounds (VOCs), ensuring no off-gassing.
- Benjaminmoore.com is an excellent source for inspiration.
- Benjamin Moore® is a high-quality paint that offers better coverage than some other brands.
 - While it might be pricier per gallon compared to some brands, it can save your client money in the long run.
 - For instance, a primer might not be needed, or fewer coats might suffice.
- Paint quality is paramount. Superior paint has a lower water content, is durable, wears well, and is easier to apply.
- The paint's cost is a minor part of the overall painting project; labour constitutes most of the expense.
 - The price difference between paints won't significantly impact the total project cost.

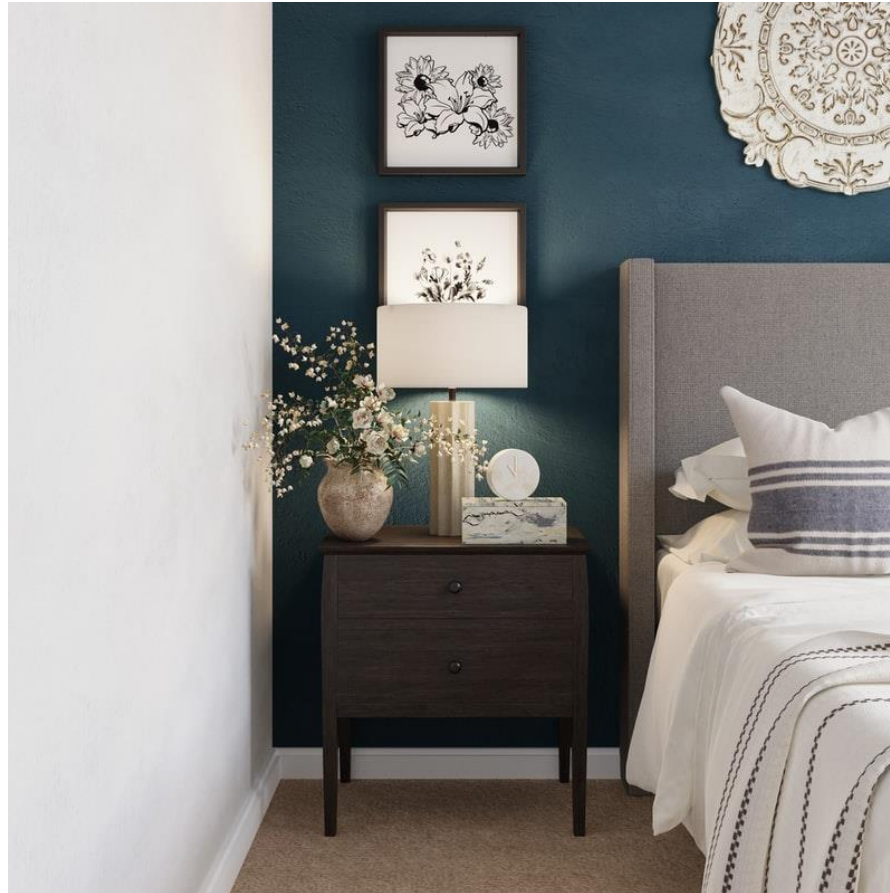
Walls – Benjamin Moore® Paint

- When a professional painter uses a quality product, it reduces the time needed to complete the job, saving the client money.
 - The durability of high-quality paint also extends the time between painting projects.
- At a project's conclusion, clients will remember the excellent appearance of their home, not the savings. They hire you for outstanding results.
- Benjamin Moore® offers a free app, "**Colour Portfolio**," which includes the fan deck collections. You can download the app onto any mobile device or desktop.
- The app features a "visualizer" tool, allowing you to digitally preview how a colour will appear in a room.
 - You can even photograph an item or room and match its colour to shades in the fan decks.

Walls – Benjamin Moore® Paint

- Benjamin Moore® fan decks are invaluable decorating tools.
- Individual colour strips feature multiple shades within a colour family, designed to complement each other, eliminating guesswork.
- Each corresponding swatch on a strip pairs well with the same position on another strip. For instance, the second swatch on one strip complements the second on another.
- The fan deck's end contains an index with each colour's name, number, and its Light Reflecting Value (LRV).
 - A lower LRV means the colour reflects less light, making rooms appear darker. This value is crucial when selecting paint shades.
 - Both the paint name and number are also displayed on individual colour swatches.
- Familiarizing yourself with the fan decks and colour collections is recommended.

Walls – Benjamin Moore® Paint



Walls – Colour Trends 2023

- Designers and decorators come together annually to select the eagerly awaited Colour of the Year.
- The Benjamin Moore® Colour of the Year is:
 - **Raspberry Blush 2008-30.** Defined as a charismatic colour, Raspberry Blush stands out as a vibrant red-orange. T
 - This audacious shade infuses warmth, character, and vitality into any space, especially when paired with neutrals and wood tones.
- In addition to the Colour of the Year, there are colour trends designed to complement and harmonize with each other.
- Visit [benjaminmoore.com](https://www.benjaminmoore.com) to view or download the Colour Trends brochure.
- Each colour is showcased in a room setting, accompanied by details about the applied paint finish.

Walls – Colour Trends 2023

Raspberry Blush	2008-30
Tofino Sunset	CC-156
Cinnamon	2174-20
Wenge	AF-180
Savannah Green	2150-30
New Age	1444
Starry Night Blue	2067-20
North Sea Green	2053-30
Etiquette	AF-50
White Heron	OC-57
Gray Owl	OC-52
Onyx	2133-10

Walls – Benjamin Moore® Products

- **Advance Waterborne/Alkyd**
 - An interior alkyd paint ideal for surfaces requiring a hard, durable finish, such as kitchen islands or cabinets.
 - This product is perfect for high-traffic areas and is available in three finishes and all colours.
- **Aura**
 - Benjamin Moore's premium product. This paint and primer combination is not recommended for DIY projects.
- **Aura Bath and Spa**
 - Specifically designed for high-moisture areas like bathrooms and kitchens. Its matte finish is exceptionally durable.

Walls – Benjamin Moore® Products

- **Ben**
 - A combined paint and primer. It costs slightly less, and its coverage is excellent.
- **Chalkboard**
 - A fun choice for kitchens or children's rooms.
- **Dry Erase**
 - Suitable for home offices, kitchens, or commercial spaces.
- **Grand Entrance**
 - A specially formulated product for exterior doors.
 - Its satin finish enhances durability.

Walls – Benjamin Moore® Products

- **ECO SPEC**
 - A health-conscious paint choice with zero VOCs and zero emissions, ensuring no odor during application or after project completion. It's certified asthma & allergy-friendly.
 - Note: The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the Asthma and Allergy Foundation of Canada and Allergy Standards Ltd.

- **Regal Select**
 - A premium paint available in an eggshell finish in any colour.

- **Scuff-X**
 - Ideal for commercial projects, garages, or any high-traffic areas.

- **Ultra Spec**
 - An excellent option for clients on a budget.
 - Despite its affordability, it offers zero VOCs and maintains good quality.

Window Treatments

- Window treatments are both aesthetic and functional, providing privacy, reducing external noise, and controlling natural light.
 - They also act as insulators, keeping the indoors cool in the summer and warm in the winter.
- When choosing window treatments, consider the following:
 - ❑ Does the treatment align with the room's interior design?
 - ❑ How much light is desired or needed in the room?
 - ❑ Are there specific privacy requirements?
 - ❑ Sheer shades might be more appropriate for kitchens, whereas bedrooms and bathrooms might require more privacy.
 - ❑ Think about the maintenance of the treatments.
 - ❑ Shutters are ideal for scent-prone areas like kitchens and bathrooms due to their easy cleaning.

One-Day Room Makeovers

- One-day room makeovers are perfect for homeowners seeking immediate decorating results.
- They offer a budget-friendly solution for your clients.
 - Often, you can incorporate some of the client's existing furniture, heirlooms, and collectibles into the makeover while introducing new pieces.
- Typically, projects are completed within 4-6 hours.
- The average fee for a One-Day Room Makeover ranges from \$495.00 to \$595.00.
- Any purchases made on behalf of your client would have a markup and be added to the fee.
- You're compensated for the time spent sourcing and planning before Makeover Day.

One-Day Room Makeovers

- Additional services, such as painters, movers, or handypersons, come at an extra cost beyond the makeover fee.
- Always ask many questions before starting any project.
- What makes this service so valuable?
 - ❑ Many people are too occupied to dedicate time to a project.
 - ❑ Not everyone enjoys or knows how to shop.
 - ❑ Not everyone possesses a flair for decorating.
 - ❑ A makeover is an excellent way to rejuvenate a room that hasn't been updated in a while.
 - ❑ Makeovers are perfect for those leasing or renting.
 - ❑ They can transform the mood and energy of a room.
 - ❑ Almost any space is suitable for a One-Day Room Makeover, including bedrooms, playrooms, living and dining areas, bathrooms, home offices, entryways, basements, and patios.

One-Day Room Makeovers

■ Initial Consultation

- Consultations can be conducted in person or virtually.
- Assess rooms and areas for potential changes, upgrades, and modifications.
- Determine the room's function and layout.
 - Use this opportunity to analyze the space, identify the focal point, and visualize the room's layout.
- It's advisable to review other existing furniture and accessories in the client's home.
- Determine if movers will be needed to relocate pieces in the home either before or on the makeover day.
- Prepare the room: declutter, organize, and remove any items not included in the makeover.
 - A tidy space ensures a smoother makeover process.

One-Day Room Makeovers

- Consider what items need to be purchased and what preparations are required before the makeover day. For instance:
 - Replace or add smaller pieces of furniture.
 - Reupholster existing furniture.
 - Replace or add artwork, accent cushions, lighting, area rugs, window treatments, and décor.
 - Include painting and/or wallpapering if they're part of the makeover.
 - Restore and repair as needed.
 - Clean the room(s) in preparation for the makeover.
 - Ensure all necessary tools are available for the project.

Bathroom ReDesign

- Fiberglass and acrylic tubs are less expensive than ceramic ones and are simpler to install.
 - Enameled cast-iron tubs feature high-quality finishes and retain heat for extended periods.
- Refinishing a bathtub is a cost-effective alternative, with prices ranging from \$400 to \$900, depending on the tub's condition.
- Bathtub liners, made from PVC (polyvinyl chloride) or acrylic, are molded to fit the tub's shape and are placed inside.
 - Acrylic liners typically cost between \$800 and \$1,000.
- Pre-fabricated shower stalls are a more affordable alternative to custom-made stalls, with prices ranging from \$400 to \$600.
 - Installation costs vary between \$300 and \$500.
- Installation costs can also depend on the bathroom's location; the further it is from the main entrance, the higher the cost might be.

Bathroom ReDesign

- Professional plumbers typically charge around \$45 to \$65 per hour.
- The estimated plumbing cost for remodeling projects is around \$5,000.
- **Built-in vanities** resemble furniture and are among the most popular styles.
- **Wall-mounted vanities** are affixed to walls, making them ideal for maximizing space in smaller bathrooms.
- **Sinks:**
 - **Vessel sinks** sit atop the vanity counter. Tip: Ensure a depth of at least 8 inches.
 - **Self-rimming sinks**, often termed drop-in sinks, feature a rolled and finished rim that's set into the countertop.
 - **Undermount sinks** are positioned beneath the counter.
 - **Pedestal sinks**, commonly known as freestanding sinks, are perfect for smaller bathrooms.

Bathroom ReDesign

- The most prevalent sink materials include marble, ceramic, porcelain, and glass.
- Toilets are typically made of vitreous china, an enamel coating applied to ceramics, especially porcelain, making it tougher and shinier.
- Traditional toilets come in two pieces: a floor-fixed bowl and a wall-mounted tank.
 - Contemporary models are one-piece fixtures.
- **Gravity assist** toilets are taller with steeper bowls for effective flushing, while **pressure assist** models use compressed air to speed up flushing, often outperforming gravity models in waste disposal.
- When choosing a toilet, consider water efficiency, usage frequency, budget, and personal preferences.

What is Eco-Friendly Decorating & ReDesign?

- Eco-friendly Decorating & ReDesign integrates the principles of traditional decorating services while emphasizing the environmental impact of each solution.
- Every decision is made with environmental consciousness, encompassing redesign choices, upgrades, renovations, materials, purchases, and disposal methods.
- This holistic approach to Decorating & ReDesign extends beyond the client's home.
 - You can infuse your eco-friendly insights into every aspect of your business operations.
- As an Eco-Friendly UDRC™ Certified Ultimate Decorator & ReDesigner™, you prioritize environmental concerns in your company's practices.
- Indeed, being green is straightforward; it simply demands a conscious commitment to prioritizing the environment.

What Are Its Benefits?

- By emphasizing eco-friendly options, the UDRC™ Certified Ultimate Decorator & ReDesigner™ caters to a growing number of homeowners seeking sustainable living spaces.
- Today's clients are environmentally conscious, having matured in an era marked by climate change awareness.
 - This sustainability focus influences their decorating and redesign choices.
- Clients aim for "green" decisions, understanding that eco-friendly homes yield long-term financial and environmental benefits.
- For ReDesigners, offering expert advice on sustainable home improvements sets them apart from competitors.
- As an Eco-Friendly UDRC™ Decorator & ReDesigner™, you have the opportunity to connect with the rising community of eco-friendly home stagers, organizers, and real estate experts.

What Are Its Benefits?

- In the US, Certified Green Realtors™ and Brokers receive training in top practices for energy-efficient homes.
- In Canada, realtor training comprises two courses followed by an exam.
 - This tests their understanding of The Resource-Efficient Home and Representing Buyers & Sellers of Resource-Efficient Homes.
- Professionals with eco-friendly designations will be keen to collaborate with UDRC™ Decorators & ReDesigners who share their commitment to green solutions.
- Being well-versed in discussing a home's sustainability with home stagers, professional organizers, and realtors will position you as an authority in your field.

Eco-Friendly Impact

- Many homeowners believe that creating a "greener" home necessitates significant, costly projects like installing solar panels.
 - While such measures are vital for sustainable living, other décor elements can be equally influential in crafting an eco-friendly home.
- As an Eco-Friendly UDRC™, your role is to enlighten homeowners about various features, both large and small, that can positively impact both their lives and the environment.
- Your expertise in eco-friendly décor can guide homeowners in selecting materials and methods that minimize environmental impact, offer financial benefits, and enhance home comfort.
- As an Eco-Friendly UDRC™ Certified Ultimate Decorator & ReDesigner™, initiate each project using the D.A.B. System.
 - After defining the Discussion, Function, Inspiration, Style, and Layout, the Assessment phase begins, always emphasizing eco-friendly alternatives.

ReDesign Pricing Sheet

- The ReDesign Pricing Sheet is available in your Workbook and can be tailored to your specific needs.
- It's advisable to practice using this sheet to familiarize yourself with it.
- Ideally, you'll determine the project's price during your initial meeting with the client, eliminating the need for a consultation fee.
- For more extensive projects, bring the completed form to your second meeting with the client, accompanied by your design board.
- Discussing the price in person, rather than via email, allows for context, immediate answers to questions, explanations, and direct feedback from the client.
- Utilize this pricing sheet for all project types.
- This sheet, akin to your rough notes, is intended solely for your reference.
- It serves as a checklist, ensuring you account for all project costs.

ReDesign Pricing Sheet

- Its design prompts you to consider every facet of the project, helping you identify where time or money will be spent.
- To complete the sheet, follow these steps:
 1. After finalizing the Design Estimate Report, proceed to the ReDesign Pricing Sheet.
 2. Input the anticipated 'on-site' hours multiplied by the hourly rate.
 - Typically, we don't reveal this rate to clients since it's just one component of the overall project cost.
 - This prevents clients from fixating on the time spent rather than the project's transformative outcome.
 - If another designer's assistance is needed during the project, account for their hours.
 - Labour costs, encompassing sourcing, planning, and execution, may be labeled as a design fee.

Marketing Your Business

- Every successful business needs marketing, especially in its early stages.
- The most effective results often come from delivering your marketing message impactfully.
 - Embrace the marketing of your business and seize all opportunities.
- While some business owners shy away from unfamiliar marketing terrain, it's essential to face these challenges head-on.
- Adopt the mindset: "This is what I need to do to grow my business."
- To begin, approach marketing in bite-sized tasks to prevent feeling overwhelmed.
- With time and persistence, you'll achieve your goals.
- It's beneficial to examine other businesses' social media profiles.
 - By doing so, you can gather ideas and inspiration to incorporate into your marketing strategies.

Telling Your Story

- Share Your Story!
- On your website and social media, highlight details about yourself, your product line, client testimonials, and your portfolio.
- When asked why someone should hire you as their Decorator & ReDesigner, have a compelling response ready.
- A primary reason should be that you elevate the entire process: from the initial transaction to the final outcome.
- You promise a superior outcome, streamlined process, and unmatched value.
- Clients might be drawn to you for various reasons, including your product selection and the value you offer.
- Consistency in delivering your marketing message is key. Stay true to it, and your business will thrive.

Your Character

- Leverage your character and life experiences in your business.
- Life events shape us, teaching lessons that help us overcome adversity and gain perspective.
- By being personable and showcasing your character, clients see someone they can relate to, who understands them and prioritizes their interests.
- Confidence is crucial. Without it, potential opportunities might go unnoticed.
- Boost your confidence through preparation: from knowing your marketing message and familiarizing yourself with your tools to anticipating and practicing responses to potential questions.

Diversified Marketing Plan

- These are different activities in the Marketing Plan that focus on telling your story, and each one should be considered on an ongoing basis:
 - Advertising
 - Internet marketing
 - Networking
 - Promotions
 - Publicity
 - Social media
 - Sponsorships

Exercise 1: Design Estimate Report

- The objective of this exercise is to:
 - Enhance your observational and measurement skills.
 - Familiarize yourself with the practical aspects of space design.
 - Develop your ability to estimate and plan for real-world spaces.
- By measuring an actual room and completing the Design Estimate Report, you will gain hands-on experience in space planning.
- Additionally, you will be better equipped to understand the intricacies of decorating & redesign and the importance of accurate measurements in any design project.

Exercise 1: Design Estimate Report

Instructions:

1. **Select a Room:** Choose a room in your home, or if you prefer, in a friend's or family's home. This could be any room – a bedroom, living room, kitchen, or even a bathroom. The idea is to select a space you're familiar with and can easily access.
2. **Gather Necessary Tools:** Ensure you have a measuring tape, a notepad, and a pen or pencil. If possible, a floor plan or rough sketch of the room can also be helpful.
3. **Measure the Room:**
 - Measure the length and width of the room to determine its overall size.
 - Note the height of the room from floor to ceiling.

Exercise 1: Design Estimate Report

Instructions:

3. Measure the Room:

- Measure the dimensions of any significant architectural features, such as windows, doors, built-in furniture, or fireplaces.
- If the room is not a perfect rectangle or square, make sure to measure any alcoves, recesses, or protrusions.

4. Document Your Findings:

- In the provided Workbook, locate the Design Estimate Report section.
- Complete the Design Estimate Report.

① Refer to the back of the Workbook manual for a sample on how to complete the Design Estimate Report.