

HOW TO DEVELOP A PROJECT BUDGET





One of the most common questions I am asked is this:
How do I figure out a budget for my project?

The next big question is always:
How do Designers charge for their services?

In this guide, I'll remove the shroud of mystery from these two topics so that you confidently determine these 3 important things:

1. Realistic budget expectations
2. Top 3 pricing strategies for Interior Designers
3. The 6 things that most clients forget to factor into their plans



MEET YOUR TEAM



Tamara Romeo- "The Design Boss"

Founder, Owner

✉ Tamara@sdofficedesign.com

Tamara will be your guide throughout the design process .
She is a 3rd generation San Diego native, and has 2 kitty cats: Sissy & Lulu

Jamila London

Studio Design Manager

Jamila has 25 years of commercial interior design and furniture expertise & loves her dog Hendrix



Irasema "Ira" Meja

Interior Designer / Interior Architect

Ira is a bi-lingual superstar with expertise in residential, commercial and hospitality design. She loves her dog, Cookie!



Rosemary Daniels

Financial Manager

Rosemary has a deep understanding of the Design process and keeps all of the numbers in check (and us too!)





BUDGET ELEMENTS

01

Square footage

You will need to know the exact square footage of the space to be designed and provide your Designer with an accurate 'as built' plan. Usually Designers request CAD plans to work from.

02

Length of project

When are the estimated start and completion dates? Discuss realistic timelines with your Designer to ensure your expectations can be met. Timelines can be tricky in construction!

03

Complexity

Is your project a simple decorating and furniture job? Or does it require full construction planning and estimating? Permitting in some areas can drastically impact timelines and cost.

04

Location of site

Will we need to travel or plan for additional on-site meetings to complete the job? Much of our design work can be done remotely, but some aspects can only be done in person.

05

Permits

Permitting is required for certain types of construction projects. Each city has unique processes and timelines that will effect your overall timeline and budget.

06

Quality of Products

Just like in home interior design, office furniture can vary greatly in quality, warranties and customizability. Discussing your expectations up front is key to budgeting success.



DESIGNER PRICING

Every Design firm sets its own policies and procedures about how to price their work as well as what is included in their typical 'scope of work'.

DO NOT ASSUME YOU ARE MAKING AN APPLES TO APPLES COMPARISON when you simply ask "how do you charge?"

You need to focus on the **VALUE** you will be receiving not just the fee.

Interior Designers charge separately for **Design Services** and **Design Products**.

Services include time & expertise,

Products include Furniture & decor items, Special documents and more.

Common ways to price services:

- 01 Cost Per Hour**

This style of billing is very common in residential design, or for small commercial Designers with less experience in estimating fees.
- 02 Cost per square foot**

A common style of billing in commercial interior design and tenant improvement where a standard scope of work is used for the project.
- 03 Total project Pricing**

This is usually based on an estimation of the length of the total project as well as project administration and purchasing services. Professional developers always ask for this style of pricing to help manage overhead and cost over runs. Sometimes can be broken into monthly fee billing
- 04 Hybrid pricing models**

There are many variations on the 3 most popular styles listed above including cost plus, total percentage of construction.



THIS IS VALUABLE PREP WORK

The time that you spend to honestly evaluate your needs will make our time on the phone or in person much more valuable and productive

It may seem overwhelming to look at all of these line items, but they are all important elements to consider in figuring out an accurate and realistic budget for your project.

You'll consider these things:



Types of space needed

What sort of work zones and spaces do you need?
Does it already exist or are we creating it?



Professional fees and services needed

Will you need a General Contractor, a moving company, permits or other services.? Don't forget to account for these fees.



How fast do you need it?

Time and speed matter to the total investment that you will make.
Construction and renovation will require more time and money than simply updating furniture and changing the space plan



Managing purchases and installations

Almost all projects include updating furniture and decor, and managing those products and deliveries will be part of your budget and scope.

PROJECT BUDGET

worksheet

AREA	ITEM	AMOUNT	COST
Reception/Lobby	Reception station & storage		
	Receptionist chair		
	Waiting area furniture: chairs, sofa, tables, rug, decor		
	logo/signage		
	artwork		
open office	work stations/desks		
	electric height adjustable?		
	lockers or storage		
	task chairs		
	visitor chairs?		
	dividers or privacy panels		
	acoustical items		
	monitor arms		
	ergonomic items		
private office	executive desk		
	credenza and storage		
	technology		

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PROJECT BUDGET

worksheet

AREA	ITEM	AMOUNT	COST
	electric sit to stand?		
	executive seating		
	executive visitor seating		
	small meeting table & chairs		
	whiteboard or glassboard		
	artwork		
	privacy film on windows?		
kitchen/break area			
	appliances (list all)		
	seating		
	tables		
	booth seating		
	artwork		
	tv or technology		
Lounge/open area			
	collaborative table		
	chairs & soft seating		
	whiteboard or glassboard		
	technology		

PROJECT BUDGET

worksheet

AREA	ITEM	AMOUNT	COST
Lounge (cont)	game tables		
	phone booth		
conference room	conference table		
	conference chairs		
	power/data in table?		
	tv/technology		
	whiteboard/glassboard		
	podium		
huddle room	small table & chairs		
	tv/technology		
	storage		
Ancillary			
	printer area		
	technology closet		
	additional storage		
	acoustics		
	art, graphics, signage, plants		



LET'S TALK...



[Click here to take advantage of my complimentary 20-minute phone consultation to discuss your project.](#)



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