

*"One day decorating, home styling, a home or room makeover or an interior refinement - whatever you call it, Area Aesthetics delivers the best in the business! More value, more hands-on involvement, more client education, and, best of all, a not to be missed opportunity for you to work with one of the best designers in the business.."*  
**- BEST OF NY, 5/22/06**

**Compare Flat Rate Redesign Services**

Service	Area Aesthetics	UWYH/ Interior Refiners Network (1)	I.R.I.S. (2)
Design Focus / Redesign Approach	One day decorating services provide same comprehensive approach as initial planning for full service design by firm. Difference between "one day decorating services" and "full service design" offered by firm is extent to which firm is involved in the follow up implementation of the design plan .	Fix 10 problems referred to as "most common decorating mistakes" in the room, based on 5-day in-person or video training course open to non-professionals without previous design experience.	Shop home to create a fresh new redesign of the room. Training is decentralized and varies.
Arrangement of furnishings, art and accessories	ALWAYS	SOMETIMES	ALWAYS
Full Color Consult including Benjamin Moore paint chips, room scheme, fabrics, etc.	INCLUDED (3)	NO	NO
Prof. Window Treatment Design, Measurement and Estimate	INLCUDED (4)	NO	NO
Lifestyle Consult and Space Planning	INCLUDED	NO	NO
Child Safety Survey	INCLUDED (5)	NO	NO
Full Written Design Plan (including lifestyle, full color consult, space planning, window measurements, room condition checklist, etc.)	INCLUDED	PARTIAL (6)	NO
Additional Fees Charged for Principal of Design Firm	NEVER	YES (60% more than advertised rate) (7)	NO
Shopping Sources	Retail, Catalog and Wholesale Showroom Sources	Retail and Catalog only	NO
Ongoing follow up consultation on design plan by phone and email until plan is completed, at no charge	INCLUDED	NO	NO

1. Based on 5-day IRN certification training course and conforming refinements conducted under the auspices of Use What You Have Interiors. [Services offered by certified individuals not working under the auspices of Use What You Have may vary.]

2. Some members provide redesign services at hourly rather than flat rates.

3. Small chips for bracketed color selections are provided on day of consultation. Large swatches are sent by mail following the consultation and are generally received within 3-7 days. All brands and color selections are also recorded on the written design plan.

4. Clients receive a full spectrum of options and separate window design worksheet for the selected window treatments for each window. Worksheets include measurements, ordering specs for style and fabrics for each layer of treatment and sketches when necessary.

5. Included in all homes where there is a child under the age of 3 or a child is expected. May be requested for other homes.

6. IRN plan includes only paint (neutrals only), lighting, windows (no treatment designs or measurements; only sheers or silhouettes spec'd), floor coverings (carpets only) and miscellaneous accessories. It does NOT include development of a full color scheme, paint colors and chips, shopping chips, window treatment design, measurements and estimates, lifestyle consultation and total space planning, child safety survey, etc.

7. Uses 3-tiered pricing - advertised rates are only applied to lowest, least experienced tier. [Firm uses freelance designers who have taken 5-day or video training and receive 40% of the advertised fee for their services.] Fees for hiring principal of firm start at 60% ABOVE advertised rates.