

BUDGET PLANNER

for your next home project



LISA HICKS
interiors

WWW.LISAHICKSINTERIORS.COM

WELCOME, I'M LISA!

I CAN'T WAIT TO START WORKING WITH YOU

At Lisa Hicks Interiors we create crisp, clean, elegant and functional design. We believe you should love everything in your home because your interior provides a sense of calm that can inspire and motivate while allowing you to recharge and connect with your family in a very comfortable and relaxed way.

LET'S CREATE SOMETHING AMAZING

You may wonder what the secret sauce of Lisa Hicks Interiors is. It's pretty simple. It all comes down to trust. You trust us and we trust you! One thing we hear from all of our clients once we have completed a project is: "You are exactly who I didn't realize that I needed!" and "You were right! I need to learn to listen to you from the start!" It takes time to build trust but the sooner we do the sooner the magic happens!

 [lisahicksinteriors](#)

 [lisahicksinteriors](#)

 lisa@lisahicksinteriors.com



BUT FIRST...

HOW MUCH DOES IT REALLY COST?



Hi there! I'm Lisa Hicks, an interior designer who loves to help people make their homes lovely! Honestly, I want you to LOVE everything in your space. I work with smart, pretty cool people who understand the value of hiring a design professional. I'm here to make your life easier! My goal is to create a space that truly reflects you, your family and your family's story while handling all those details that overwhelm everyone when pulling a space together.

When I have a consultation with a potential client, I always ask what they've set aside to invest in their design project. Nine times out of ten, their answer is: "I have absolutely no idea."

So no - you're not alone. Unless you've sat down to make an itemized list of every single item that goes into furnishing a typical room, it's such an abstract concept to come up with a budget. I mean, \$10,000 sounds like a lot of money and you can probably decorate a living room for \$10k, right?

Well...no. Unless you're shopping exclusively on discount sites and at garage sales, a dreamy living room for \$10,000 isn't going to happen. Think about it: you likely need a sofa, and two accent chairs, and a coffee table, and two end tables, and an area rug, and a couple of table lamps, and a light fixture...oh, and did I mention window treatments, accent pillows, wall art, maybe a mirror, and accessories?

Before I share the averages of the rooms that we work on at LHI I'd like you to do a couple of quick little exercises so you can get a good understanding of real costs before setting your budget.

A LITTLE HOMEWORK

1. PRETEND SHOP



Visit a popular retailer like Restoration Hardware and add each item one would need to purchase in order to complete a finished room (you can cheat and see a list of items needed on the pages to come).

Don't worry about finding things that match just add something to get an idea of cost. Is it what you were expecting? Is it more or less? Does this change what items you would prioritize investing in?

2. USE HISTORICAL PRICE/SQUARE FOOT

As a rule of thumb many Designers use a square footage calculation to help clients get to a budget number. The flaw to this approach is that small rooms often serve the same purpose as a larger room so we still purchase the same number of elements or multi-functional pieces. Remember level of customization, quantity of pieces, etc. can also greatly impact this. If you are:

Renovating & Designing – \$200 per square foot

Full Furnishing Design – \$100 per square foot

Partial Furnishing Design – \$50 per square



3. USE GOOD, BETTER, BEST

On the following pages you'll find a detailed breakdown of what you can expect to invest in while decorating each room in your home at a Good, Better, and Best price point. LHI has put together the averages the rooms that have designed in the past to help you understand these numbers. There is a worksheet at the end that you can use to help keep track of things! So, let's do this!

LIVING ROOM

In your main living room, it's worth splurging on a seriously well-made sofa since it's going to be used so often; often with performance fabric. Have a formal living room that's not used often? That's where you can choose lower-end furnishings and decor that still look great.

	GOOD	BETTER	BEST	YOUR BUDGET
Sofa	\$3500	\$5000	\$10000+	
Loveseat/Chaise	\$2500	\$4000	\$6000+	
Arm Chair (qty. 2)	\$2000	\$3500	\$5000+	
Coffee Table	\$750	\$2000	\$3500+	
Floor Lamp	\$500	\$1000	\$1500+	
Table Lamp (qty. 2)	\$500	\$1000	\$1500+	
Media Storage	\$2000	\$3500	\$6000+	
Ottoman/Bench/Stools	\$550	\$1500	\$2500+	
Accessories	\$3000	\$5000	\$9000+	
Art Work/Wall Decor	\$2000	\$3500	\$6000+	
Window Treatments	\$2500	\$5000	\$7500+	
End Tables (qty. 3)	\$1200	\$2000	\$3500+	
Area Rug (9x12)	\$2000	\$5000	\$9000+	
Pillows	\$600	\$1000	\$1500+	
TOTALS	\$23,600	\$45,000	\$72,500+	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

DINING ROOM

A sturdy dining table is worth its weight in gold because eating at a wobbly table is no fun, am I right? And investing in performance fabric or leather upholstery on dining chairs means they'll be super-cleanable and look awesome for longer – even with little ones in the house!

	GOOD	BETTER	BEST	YOUR BUDGET
Dining Table for 8	\$2500	\$5000	\$12000+	
Host/Hostess Chair (qty. 2)	\$1500	\$2500	\$5000+	
Chairs (qty. 6)	\$2500	\$4000	\$6000+	
Buffet/Side Board	\$2000	\$3500	\$5500+	
Chandelier	\$1000	\$2500	\$5000+	
Art Work	\$1500	\$2500	\$5000+	
Accessories	\$2500	\$5000	\$8000+	
Area Rug (9x12)	\$2000	\$5000	\$9000+	
Window Treatments	\$2500	\$5000	\$7500+	
Secondary Lighting	\$500	\$1000	\$2000+	
TOTALS	\$18,500	\$36,000	\$65,000+	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

OFFICE

An office is often overlooked but creating a space that is comfortable, organized and beautiful can really help to improve efficiency. Not to mention, a great zoom background is impressive! We like to prioritize organization and storage in every office space.

	GOOD	BETTER	BEST	YOUR BUDGET
Desk	\$2500	\$5000	\$12000+	
Desk Chair	\$1500	\$2500	\$5000+	
Accent Chair	\$2500	\$4000	\$6000+	
Bookcases/Storage	\$5000	\$8000	\$10000+	
Chandelier	\$1000	\$2500	\$5000+	
Art Work	\$1500	\$2500	\$5000+	
Accessories	\$3000	\$6000	\$8000+	
Area Rug (9x12)	\$2000	\$5000	\$9000+	
Window Treatments	\$2500	\$5000	\$7500+	
Secondary Lighting	\$1000	\$1500	\$2500+	
Wallpaper	\$2000	\$3000	\$4500+	
TOTALS	\$24,500	\$48,500	\$75,500+	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

ENTRY

A beautiful entry way sets the tone for your home and is often overlooked. This space begins to tell your story to guests and creates a wonderful transition space for your family. Investing in stair runners, wallpaper and lighting are key! These three elements can create your signature style for the entire home or that special spot where you create some pizzazz!

	GOOD	BETTER	BEST	YOUR BUDGET
Stair Runner	\$4000	\$8000	\$15000+	
Wallpaper	\$2000	\$4500	\$7500+	
Chandelier	\$1500	\$3500	\$7500+	
Art Work	\$1500	\$2500	\$5000+	
Secondary Lighting	\$500	\$1000	\$2000+	
Accessories	\$2000	\$4000	\$8000+	
Entry Rug (3x5)	\$500	\$1000	\$1500+	
Window Treatments	\$2500	\$5000	\$9000+	
Entry Chair/Bench	\$750	\$1500	\$3600+	
Entry Table	\$750	\$1500	\$3600+	
TOTALS	\$16,500	\$32,500	\$62,700	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

KITCHEN

Many kitchens just need a refresh! This is often the heart of the home and where friends and family gather so splurging on comfortable stools with performance fabric is one area in the kitchen I often recommend putting some money behind.

	GOOD	BETTER	BEST	YOUR BUDGET
Island Stools (qty. 4)	\$2500	\$5000	\$7500+	
Pendants (qty. 2)	\$1500	\$3000	\$5000+	
Kitchen Table	\$2000	\$3500	\$5000+	
Kitchen Chair (qty. 4)	\$1500	\$3000	\$5000+	
Console Table	\$1000	\$2500	\$3500+	
Chandelier	\$1000	\$2500	\$6500+	
Accessories	\$2000	\$4000	\$7000+	
Sink Runner (2x7)	\$750	\$1500	\$3000+	
Server Rack	\$500	\$1800	\$3000+	
Window Treatments	\$2500	\$5000	\$9000+	
TOTALS	\$15,250	\$31,800	\$54,500+	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

PRIMARY BEDROOM

While these budgets include all the pretty things to make your master bedroom a space totally worthy of the rest and relaxation that you deserve, they don't include the investment for a mattress. Mattresses are a personal preference and I always encourage clients to select their own (but I can guide you!).

	GOOD	BETTER	BEST	YOUR BUDGET
King Bed (head/foot)	\$2500	\$4500	\$6500+	
Nightstands (qty. 2)	\$1500	\$2500	\$4500+	
Mirror	\$750	\$1500	\$2500+	
Dresser/Tall Chest	\$1500	\$2500	\$4500+	
Table Lamp (qty. 2)	\$500	\$1000	\$1500+	
Lounge Chair (qty. 2)	\$1500	\$3000	\$5000+	
Ottoman/Bench/Stools	\$500	\$1500	\$2500+	
Accent Table	\$500	\$1000	\$1500+	
King Bedding	\$850	\$2000	\$3000+	
Floor Lamp	\$500	\$1000	\$1500+	
Area Rug (10x14)	\$2500	\$6500	\$9500+	
Window Treatments	\$2500	\$5000	\$9000+	
Art Work	\$1500	\$2500	\$5000+	
Accessories	\$2500	\$5000	\$8000+	
TOTALS	\$19,600	\$39,500	\$64,500+	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

GUEST BEDROOM

It's important to create a wonderful and comfortable experience for your guests. With that said, we don't believe the investment made here is as substantial as your master bedroom.

	GOOD	BETTER	BEST	YOUR BUDGET
Queen Bed (head/foot)	\$1000	\$2000	\$3500+	
Nightstands (qty. 2)	\$1000	\$1500	\$2500+	
Mirror	\$500	\$1000	\$2000+	
Dresser/Tall Chest	\$750	\$1500	\$2500+	
Accent Chair	\$750	\$1500	\$2000+	
Accent Table	\$500	\$1000	\$1500+	
Queen Bedding	\$650	\$1500	\$2800+	
Table Lamps (qty. 2)	\$500	\$1000	\$1500+	
Area Rug (8x10)	\$1500	\$2500	\$4000+	
Window Treatments	\$2500	\$5000	\$9000+	
Art Work	\$1000	\$1500	\$2500+	
Accessories	\$1500	\$3000	\$5000+	
TOTALS	\$12,150	\$23,000	\$39,800	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

CHILDREN'S BEDROOM

Kids are fickle and their tastes grow and change with them. It is absolutely possible to design a space that works through the different stages of childhood. It's important to create options that can change over time to allow each child to express their inner self at any age. This is still a kid's space though and not necessarily where we will spend the bulk of your budget.

	GOOD	BETTER	BEST	YOUR BUDGET
Twin Bed (head/foot)	\$750	\$1500	\$2500+	
Nightstand	\$500	\$1000	\$1500+	
Mirror	\$500	\$1000	\$2000+	
Dresser/Tall Chest	\$750	\$1500	\$2500+	
Desk	\$750	\$1000	\$1500+	
Desk Chair	\$500	\$1000	\$1500+	
Twin Bedding	\$500	\$1000	\$1500+	
Art Work	\$750	\$1000	\$2000+	
Lamp	\$250	\$500	\$1000+	
Window Treatments	\$2500	\$5000	\$9000+	
Rug (8x10)	\$1000	\$1500	\$2000+	
Accessories	\$1500	\$2500	\$4000+	
TOTALS	\$10,250	\$18,500	\$31,000+	

These numbers do not include: materials and finishes; designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

KITCHEN REMODEL

With so many variables in a kitchen remodel, your investment for a renovation might include elements from each of the good, better, and best lists. But overall, this is what our clients typically spend; but be aware, that BEST column can easily grow to a very high number quickly!

	GOOD	BETTER	BEST	YOUR BUDGET
Layout	Existing	New	New	
Appliances	Standard	Upgrade	High	
Fixtures	Standard	Upgrade	High	
Finishes	Standard	Upgrade	High	
Cabinets	Stock	Semi	Custom	
TOTALS	\$100,000+	\$175,000+	\$250,000+	

There are many additional factors that go into a kitchen remodel that will affect the prices outlined above: floors needing patching/refinishing, plumbing being moved, venting for range, adding electrical (recessed cans and new boxes, etc.) We create a custom budget estimate for your project so there are no surprises.

These numbers do not include: designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

BATHROOM REMODEL

Just like the kitchen, there are so many variables in a bathroom remodel, your investment for a renovation might include elements from each of the good, better, and best lists. But overall, this is what our clients typically spend. The size of the bathroom often doesn't change the price (unless it's a powder room).

	GOOD	BETTER	BEST	YOUR BUDGET
Layout	Existing	New	New	
Appliances	Standard	Upgrade	High	
Fixtures	Standard	Upgrade	High	
Finishes	Standard	Upgrade	High	
Cabinets	Stock	Semi	Custom	
TOTALS	\$40,000+	\$60,000+	\$75,000+	

There are many additional factors that go into a bathroom remodel that will affect the prices outlined above: floors needing patching/refinishing, plumbing being moved, adding electrical (recessed cans and new boxes, etc.) We create a custom budget estimate for your project so there are no surprises.

These numbers do not include: designer fees; architect, contractor; miscellaneous expenses like shipping, receiving, storage, white-glove delivery, permits, and taxes. Don't worry, we'll help pull this all together for you!

IMPORTANT!

A DESIGNER'S ROLE:

1

Consider me your storefront. I purchase furniture and accessories from private and custom manufacturers to meet your projects needs on your behalf. Much like Pottery Barn can't legally disclose their manufacturers, neither can I. But rest assured, I'm sourcing from top companies to bring you high quality products.

PRICING GUIDELINES:

2

Those manufacturers set guidelines for companies like myself to price at. I do not spend hours scouring the internet for the cheapest price available therefore my prices may be higher than what you see. If I price shopped every piece, you can expect my design fees to be 50% higher because of the amount of time involved.

THE DESIGNER DIFFERENCE:

3

Purchasing from a designer has many benefits unavailable with a retail store. With a designer, you can expect a cohesive home that takes into account all design aspects. Think of it as a custom room that turns your vision into a reality. I'm not just selling you a piece of furniture, I'm handing you a dream.

THE RETAIL DOWNFALL:

4

Purchasing from retail can really hurt your design experience and affect the overall quality of design. Avoiding stores during our time together can save you money and time on the backend. We're here to help so please leave the shopping to us!

CONGRATS



So...that wasn't so bad, was it? It's tough to see these numbers all together but it's great to be able to realistically plan. Empowered with this information, go ahead and print off the fill-in-the-blank worksheets I've provided for you so you can start planning for your design project like a boss.

Remember, numbers are flexible, and this is a guide to help open the conversation up and create realistic budgets. The other important thing to remember is that we don't need to plan item by item, or row by row. Let's look at the project as a whole and hit that final budget number with the choices that YOU love!

And when you're ready, let's chat about how Lisa Hicks Interiors can help you make your home lovely. And if you haven't yet, book a complimentary discovery call with me to learn more about our offerings.

Looking forward to hearing from you and getting started!

COMMUNICATION

1

BUSINESS HOURS

Monday: 9:00am - 4:00pm

Tuesday - Thursday : 9:00am - 5:00pm

Friday: 9:00am - 3:00pm

Saturday: By appointment only

Evenings: By appointment only

2

RESPONSE TIME

LHI is in the field and with clients often. this is invaluable time for us to provide undivided attention. All communication will be returned within 24-48 business hours. If it is an emergency we will respond as quickly as possible. While I view my clients as extended family, please respect my family time; responses on evenings and weekends may not happen but I will respond during business hours.

3

PREFERRED CONTACT METHOD

Email is always preferred after work hours. Texting is welcome during the day but we are not always able to respond immediately and it is easy for texts to get lost in the shuffle.

IMPORTANT

Every client is important to us; and we do have more than one! Please know that if you don't hear back from us right away it doesn't mean that we aren't thinking about you!



What's Next



GATHER YOUR NUMBERS!

It seems like a lot but start to think about how much you'd like to spend on each room with the numbers shared here! Nothing will be set in stone but it important for us to have a meaningful discussion about your investment.

✉ hello@lisahicksinteriors.com

We can't wait to meet and begin working with you! If you have any questions please don't hesitate to reach out! In the meantime we will begin reviewing your questionnaire and prepping for our call together!

**LET'S MAKE YOUR
HOME LOVELY**

Line by line, list out each item required to decorate your room (use the room-by-room examples in this package as a guideline to get you started). Then, plug in the estimated budget for each item, based on recent prices you've seen or what you are comfortable spending. Remember to factor in a buffer for taxes, shipping, permits, and any fees for professionals you may hire for the project to give you a realistic picture of your total design investment.

item	estimated budget
ESTIMATED TOTAL	

Line by line, list out each item required to decorate your room (use the room-by-room examples in this package as a guideline to get you started). Then, plug in the estimated budget for each item, based on recent prices you've seen or what you are comfortable spending. Remember to factor in a buffer for taxes, shipping, permits, and any fees for professionals you may hire for the project to give you a realistic picture of your total design investment.

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