

LOVE DING

HOME STAGING & INTERIORS

**Spruce Kit
Welcome Packet**

DENISE ROBERTS



A BIT ABOUT ME:

You know how when you walk into a space it makes you *FEEL* something? I've always been amazed at how different spaces can evoke different emotions. As a girl, I would always rearrange my room, curious to see all the same elements from a fresh perspective. That curiosity ignited my desire to pursue an interior design degree and eventually led me to start my own business. My purpose for Love Ding has always been to spread as much prettiness to as many homes as possible and it all started with selling thoughtfully-curated home goods.

After three years of focusing on retail where I discovered what goods people were drawn to most, I've expanded my business so that I can bring all of these elements together in a space that can make someone feel more at home. This is the heart of my interior design services, and the Spruce Kit.

The emotions that are evoked when a space truly feels like home is always evolving, and I like to explore the possibility of using what you already have, adding a few new pieces, and rearranging the space from a fresh perspective to bring forth a whole new feeling. Home should be relaxing, rejuvenating, and safe. I love to help people enhance their experiences within their own homes, without having to break the bank with a complete overhaul.

If you feel like you need some guidance and a fresh perspective to finally create the space you really want, then the Spruce Kit will be perfect for you.

I would absolutely love to work with you on this project. After reading through this packet, please let me know if you have any questions at all.

Love,
DING



THE PROCESS

WHAT YOU CAN EXPECT DURING THE SPRUCE KIT PROCESS?

Once the contract is signed, and the invoice is paid, we'll get started! I'll send you a checklist with all tasks, deliverables and due dates, so that you can follow along as we go. If you select the D.I.Y. Spruce Kit Package, I will also send over a How-to-Measure guide to ensure the final pieces fit perfectly in your space.

Then we'll start gathering our inspiration! I'll ask that you take photos of your space (unless you've purchased the full-service option) and detail the items and aspects that you love, and those you could live without. Having that information helps me visualize exactly what I'm working with, and I always love incorporating the prized possessions people already have into my design. At the same time, we'll both be Pinning to our shared secret board so that I can get an even better idea of your design aesthetic.

At this stage, the more you can share with me, the better!

After a week of gathering inspiration, I'll put together a First Round design concept and upload it to your client portal for you to review. You'll have one week to send me any revisions before I upload the final version!

When I upload the final Spruce Kit design, I will include a Resource List for you. (If additional rounds of revisions are needed, there will be a charge of \$75 per round),

**MY WISH IS TO
BRING THAT
“HOME” FEELING TO
AS MANY HOUSES
AS POSSIBLE**

TYPICAL TIMELINE

WEEK 1

Once your purchase has been confirmed, I'll send you an email to either arrange a time to come measure your space or send over my How-To Measure Guide. This is also when I'll need to get photos of your space, so we can begin sharing inspiration posts to your Pinterest board.

WEEK 2

I will share Round 1 of the Spruce Kit designs with you, and ask you to send me any feedback or revisions you may have. **One round of revisions is included in each Spruce Kit package.*

WEEK 3

A final Spruce Kit design is emailed and uploaded to your client portal, along with a Resource List. This list will provide you with links to items from your Spruce that you can purchase at your convenience.

**DESIGN YOUR
SPRUCE KIT TO
INCLUDE ALL THE
ROOMS YOU WANT
TO UPGRADE!
IT'S PERFECT IF
YOU'RE WANTING
TO GRADUALLY
DECORATE YOUR
HOME**

PRICING



FULL-SERVICE SPRUCE KIT

**\$450/ ROOM
\$400/ SPACE**

WHAT'S INCLUDED?

Spruce Kit Checklist
1-hour In-Person Consultation
Photos + Measurements
Mood Board
Spruce Kit Design
Resource List
Multi-Room Discounts



THE D.I.Y. SPRUCE KIT

**\$370/ ROOM
\$330/ SPACE**

WHAT'S INCLUDED?

Spruce Kit Checklist
30-minute Phone Consultation
How-To-Measure Guide
Mood Board
Spruce Kit Design
Resource List
Multi-Room Discounts

ROOM: BEDROOM, BATHROOM, KITCHEN, DINING ROOM, LIVING ROOM, GARAGE,
OFFICE, BONUS ROOM, PLAYROOM, PATIO

SPACE: HALF BATH, BREAKFAST NOOK, HALLWAY, FOYER, LAUNDRY ROOM, PANTRY



FAQ

HOW LONG DOES IT TAKE TO GET MY SPRUCE KIT ONCE I'VE PAID?

I can turn around a Spruce Kit as quickly as three weeks, but it largely depends on getting the client sending me the measurements, photos of the space, sharing inspiration via a shared Pinterest board, and sending revisions back in a timely fashion. We will collectively agree to a timeline at the beginning of the engagement that works for both of us.

CAN I USE SOME OF MY EXISTING FURNITURE IN THE NEW SPACE?

Absolutely! And that's the point. Sometimes a fresh perspective can make all the difference.

I HAVE AN OPEN FLOORPLAN, WHICH ROOM(S) DO I SELECT FIRST?

If you can't finance both at this time, then I would choose the one you use most often. The beauty of the Spruce Kit is that you can add rooms at your own pace to make it work specifically for your space.

WILL YOU MAKE CHANGES IF I DON'T LIKE SOMETHING?

Each Spruce Kit includes one round of revisions. Additional revisions cost \$75 per round.

WHAT IF AN ITEM IS NO LONGER AVAILABLE TO PURCHASE?

I suggest that you schedule your Spruce Kit around the time when you're ready to spend the money to purchase items from the resource list, as there are no guarantees that the suggested items won't be discontinued or sold out.

CAN I PURCHASE A SPRUCE KIT AS A GIFT?

Of course! I can even send you a wrapped gift for you to print and give the recipient with instructions for them to reach out to me to start the process whenever they are ready.

DO I HAVE TO BE IN AUSTIN, TEXAS TO GET A SPRUCE KIT?

No! The beauty of the Spruce Kit is that it's an e-design service, so it's perfect for anyone around the globe. I am based in the US, so most resources are from US companies to reduce the cost of shipping.

HOW DO I MEASURE MY OWN SPACE(S)?

Once I have received your Spruce Kit Questionnaire, I will be in touch with a How-To Measure Guide for you to work through and send back to me! I will use these measurements when preparing your Spruce.

WHAT'S THE MULTI-ROOM DISCOUNT?

If you purchase 3 or more Spruce Kits, you will receive a 15% OFF discount with the promo code **'MULTIROOM'**.

WHAT OTHERS ARE SAYING...

“Denise came into my space and revolutionized it. She took a desk in my living room and turned it into the office space of my dreams. It’s functional, beautiful and totally me. I would highly recommend her to anyone looking for a refresh.”

CHELSEA FRANCIS

“Denise was able to transform one of the best, yet least used, rooms in our house! It’s now a room I love spending time in, and she was able to figure out furniture/storage solutions that were both functional without compromising on design! She also isn’t afraid of tackling fun ideas and was extremely open to my input throughout the whole process! It was seriously what I needed for that room to feel like a part of our home!”

PEI SIM

“We moved into our house over a year and a half ago, and our downstairs living space was still completely empty. I know what design aesthetic I like, but I couldn’t fathom trying to take that first step of what I should purchase first while maintaining a cohesive feel. I’m so grateful for Denise, who swooped in with the Spruce Kit and gave me exactly the suggestions and resources I needed to build out our ideal living room, perfect for entertaining.”

MAGGIE MILLER

ARE YOU READY TO SPRUCE YOUR HOME?

[CLICK HERE](#)

TO MAKE YOUR DESIGN DREAMS COME TRUE! JUST COMPLETE THE CHECK OUT PROCESS. AFTER YOUR ORDER HAS BEEN SUBMITTED, I’LL BE IN TOUCH WITHIN 48 HOURS TO BEGIN THE DESIGN PROCESS!

**CAN’T WAIT TO
GET STARTED!**

LOVE,
DING



