

VIRTUAL DESIGN PACKAGE

*DESIGN WITH PURPOSE.
PROFIT WITH CONFIDENCE.*

DWELL
& ROAM
DESIGNS

@dwellandroam.designs | dwellandroamdesigns.com

BEHIND THE BRAND



WE'RE DWELL & ROAM DESIGNS —

founded by two mompreneurs who turned experience in insurance, marketing, and design into a mission to help short and mid-term rentals stand out and sell themselves.

What began on the sidelines of our kids' basketball practice has become a passion for creating functional, beautiful, and guest-ready spaces that drive ROI and elevate every stay.

A pretty design turns heads, but a strategic one turns guests into 5-star reviewers and repeat bookers.

DWELL
& ROAM
DESIGNS

THE DETAILS

01

CLIENT INTAKE FORM

You share property details, goals & budget. This allows us to research and be better prepared for our consultation.

02

1HR VIRTUAL CONSULTATION

We review your ideal guest profile, vision & property to see if we're a good fit; setting the foundation for a design plan that's both beautiful & profitable.

03

SIGN CONTRACT (50% DEPOSIT)

We send your service agreement & initial invoice. This deposit secures your project and officially kicks off the creative process.

04

CONCEPT CREATION

We create an overall theme/direction mood board, and vision for your property which is specifically designed based on your market and ideal guest.

05

PROPERTY IMAGING & MEASUREMENTS

You provide property photos/videos and we schedule a Matterport. This gives us precise details to layout, source & design your space.

06

DESIGN PROCESS

Where the magic happens! We create the mood board, layout plan, sourcing list & install guide with strong ROI potential. (1 round of review to ensure we're in alignment)

07

FINAL PAYMENT & DELIVERY PRESENTATION

Remaining 50% is due prior to booking delivery presentation. We review the design, strategy & guidance for install.

08

CLIENT FOLLOW-UP

We'll reconnect to request post-install photos & celebrate your finished space!



WHAT WE DELIVER

MARKET RESEARCH

We research comps and market data and strategize on the best approach for the design to attract your ideal guest.

SOURCING SPREADSHEET

This is your purchasing HUB! We will include thorough details on items sourced for your project, delivery info and links to track & purchase.

DESIGN BOARDS

We prepare boards to show you the theme, sourced selections, cosmetic finishes and inspiration so you can bring the vision to life!

STAGING FUNDAMENTALS

An essential part of the process. Staging makes the space shine and this will be your guide to do it flawlessly.

STOCKING ITEMS CHECKLIST

We want you to order once and not worry about finding the links later. This is great for future restocking of STR essentials.

INSTALL GUIDE

This document guides you through the execution of the design. It includes details on placement, design techniques and best practices for you to hand over to your install crew.



561.235.1657



dwellandroamdesigns.com



[@dwellandroam.designs](https://www.instagram.com/dwellandroam.designs)

CLIENT *RESPONSIBILITIES*



PROVIDING INITIAL PHOTOS/VIDEOS

Clear photos or videos help us understand your space quickly. Sharing these upfront allows us to begin designing right away.



ACCESS TO MEASUREMENTS(MATTERPORT)

Matterport access or full measurements will be needed to create a precise design from the start and keep the project moving efficiently.



PROVIDING PROMPT FEEDBACK & PAYMENT

Timely communication and payment keep your project on schedule. Quick responses & feedback help us maintain momentum.



MANAGING VENDOR PURCHASES & SHIPPING

You'll handle ordering items and coordinating deliveries for your project. This gives you full control over budget and timing.



DESIGN EXECUTION

Utilizing the install guide and provided resources to work with your install team/general contractor to bring the space to life!



PROVIDING THE 'AFTER' PHOTOS

We want to see the finished project! These help us celebrate and showcase your results. Send us your professional photography.



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PRICING

\$3/sqft

VIRTUAL INTERIOR DESIGN

Minimum project fee of \$300 (1 room min.)

*for best ROI results a full property virtual design package is recommended.

additional services

\$295

DESIGN STRATEGY SESSION

A 1 hr virtual consultation with the option to add on 30 min. for \$75. If you upgrade to the virtual design package you receive a \$200 credit towards it.

\$350+

OCCUPIED HOME STAGING

Partnering with sellers & realtors to maximize appeal and attract the highest offers without costly rentals.

Pricing is based on home square footage. Tiers start at \$350. Inquire for details on pricing & deliverables.





LET'S GET STARTED!
**BOOK YOUR FREE
CONSULTATION**