



FROM  
\$197



## ROOM REFRESH eDESIGN

A low budget, high impact service optimizing what you have and delivering a fresh look in record time. Room Refresh is perfect for limited budgets, renters, and sellers, showcasing the full potential of your space for your people or your buyer.

### HIGHLIGHTS

1. Quick Turnaround
2. Functional Space Planning
3. Utilize Existing Pieces
4. Elevated Touches
5. 2D Floorplans
6. Detailed Design Plan
7. Alternative to Home Staging
8. Budget-Friendly Solutions
9. 10 Days Q+A Support

### PRICING STRUCTURE

Tier 1: Bathroom, Small Bed, Home Office, Hallway, Small Living, Entry  
**\$197**

Tier 2: Kids' Room, Medium Living, Dining, Kitchen, Large Bedroom  
**\$249**

Tier 3: Large Living, Great Room, Primary Suite  
**\$317**

50% deposit required to lock in project start date. One design plan revision included. Package does not include linked shopping list, shopping support, paint or finish selections. Room rates are not discounted for multi-room and Whole Home Projects. This service is not professional Home Staging, and I only interact with the homeowner



# Service Feature Comparison

choose 2

included

additional fee

FEATURES	Room Refresh eDesign	Total Transform eDesign	Virtual Home Consulting	Add On Menu
Consultation Call	✓	✓	✓	⊕
One (1) Design Revision	✓	✓	✓	✓
Q+A Support	✓	✓	✓	
Final Approvals of Items You Want to Buy	✓	✓	✓	
Transformation Roadmap [Phased Implementation + Budgeting]	✓	✓		
Detailed Design Plan	✓	✓		
Floorplan to Scale	✓	✓	<input type="checkbox"/>	⊕
Mood Board		✓	<input type="checkbox"/>	⊕
2D Room Mockup [all 4 walls]		✓	<input type="checkbox"/>	⊕
Curated Shopping List [with links]		✓	<input type="checkbox"/>	⊕
Paint + Finish Selection		✓	<input type="checkbox"/>	⊕
Shopping Support			<input type="checkbox"/>	⊕
DIY Consulting			<input type="checkbox"/>	⊕
Shelf Styling			<input type="checkbox"/>	⊕
Textile Matching			<input type="checkbox"/>	⊕
Seasonal or Holiday Decor			<input type="checkbox"/>	⊕
Event Decor			<input type="checkbox"/>	⊕

Add On Services are only available to clients alongside an existing package or subscription and must be purchased before the end of the service period. Once the professional service-period has ended, clients can purchase additional packages or subscriptions to reactivate the professional engagement.

# BALM INTERIORS

## Pay What Works

Beauty is a collective resource from which we all draw life when we need and give back when we can. Inspired by this lovely truth, Balm now offers a “Pay What Works” model.

### LEFT OF SCALE

A. I am not always able to meet my basic needs.

B. Paying for this service would soon jeopardize my ability to meet my basic needs or lead to debt. I do not have a 3-month savings account or equivalent.

C. I rarely have expendable income for table-service restaurants, non-essential travel, entertainment, and subscription services.

**60% REDUCED**

**CODE: ABUNDANCE  
(SEE BELOW)**

### MIDDLE OF SCALE

A. I am generally able to meet my basic needs.

B. Paying for this service raises my chances of basic needs scarcity or leading to debt. I do not have a 3-month savings account or equivalent.

C. I sometimes have expendable income for table-service restaurants, non-essential travel, entertainment, and subscription services.

**40% REDUCED**

**CODE: SUPPORT  
(SEE BELOW)**

### RIGHT OF SCALE

A. I always meet my basic needs.

B. Paying for this service will not prevent me from affording my basic needs. I have a savings account or equivalent.

C. I often have expendable income for table-service restaurants, non-essential travel, entertainment, and subscription services.

**MARKET RATE**

“Pay What Works” Now Available for Room Refresh eDesign Package

# Pay What Works FAQ

## WHAT IS A BASIC NEED?

While not exhaustive, basic needs generally refer to housing, transportation, food, healthcare, childcare, utilities, and insurance.

## WHAT MUST I DO TO QUALIFY?

Enter the reduced rate code at checkout. We do not ask for documents of a signature to verify eligibility.

## HOW DO I CLAIM MY REDUCED RATE?

See next page for specific instructions, and enter the discount code at checkout. Then proceed as normal.

## WHAT IS THE DIFFERENCE BETWEEN 'SOMETIMES' & 'OFTEN'?

We recommend thinking about how often every pay period you are able to afford nonessential goods, services, and subscriptions.

## I'M NOT SURE WHERE I FALL ON THE SCALE

Our 'Pay What Works' guidance cannot clearly categorize every individual situation. We recommend narrowing it down to 2 categories and going with your gut.

## FOR WHICH SERVICES CAN I USE THE REDUCED RATE?

The 'Pay What Works' Reduced Rate currently applies to Room Refresh eDesign packages.

## WILL MY EXPERIENCE OR WAIT TIME BE DIFFERENT THAN MARKET RATE CUSTOMERS?

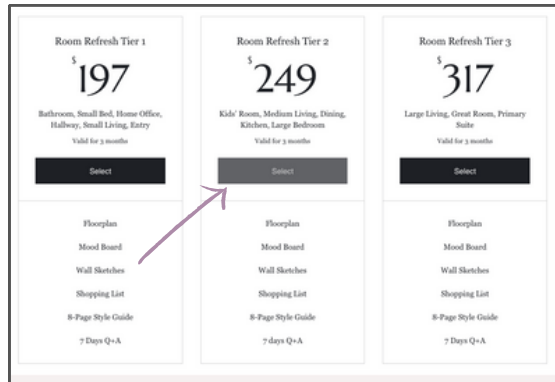
No. We provide services on a 'first come first served' basis, and all deliverables and client experience are identical nomatter which rate the client pays.

## WILL MY PHOTOS BE USED IN MARKETING MATERIALS?

Not without your consent. All clients receive a waiver allowing Balm to use approved photos and reviews in marketing materials, and you are free to withhold or offer consent on the form.

## How to Claim 'Pay What Works' Discount Code

1 Select your Room Refresh tier from the price menu.



2 Add the corresponding room tier number you're booking to the word 'support' or 'abundance'

- 1, 2, or 3
- no spaces

Discount	Type	Code
40% OFF "Room Refresh Tier 3"	% discount	support3
40% OFF "Room Refresh Tier 2"	% discount	support2
40% OFF "Room Refresh Tier 1"	% discount	support1
60% OFF "Room Refresh Tier 3"	% discount	abundance3
60% OFF "Room Refresh Tier 2"	% discount	abundance2
60% OFF "Room Refresh Tier 1"	% discount	abundance1

3 Add the coupon code at checkout.