
VIRTUAL HOME CONSULTING



BALM INTERIORS
CLIENT WELCOME GUIDE

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A comprehensive guide to what to expect next and the process of working with Balm Interiors.





ABOUT BALM INTERIORS

At Balm Interiors, we believe you deserve a beautiful space no matter your budget. We are experts at sourcing furnishings second-hand, eco-friendly, and incorporating DIY.

We'll be your trusted home friend. We want to help you learn your own design instincts and cultivate a space you love on whatever budget you're bringing to the table.

VIRTUAL HOME CONSULTING

- 45-minute Consultation Call
- Mix & Match Deliverables (Pick Two)
- Ongoing Q+A Support
- Final Approvals
- One (1) Design Revision for all Deliverables
- Access to the Add-On Menu, Secret Services, and Style Guides



BENEFIT 1

ONLY PAY FOR WHAT YOU NEED. MIX & MATCH SERVICES EVERY MONTH. THIS IS STRIPPED DOWN ACCESS TO ANYTHING YOU COULD NEED FOR YOUR HOME, AND YOU ARE IN THE DRIVERS SEAT TO DETERMINE WHAT WE WORK ON TOGETHER EACH MONTH.

BENEFIT 2

NO LONG-TERM CONTRACTS. WHETHER YOU NEED US 2 MONTHS OR 2 YEARS, THE BENEFIT COMPOUNDS OVER TIME. WE GET TO THE HEART OF YOUR INDIVIDUAL AESTHETIC AND GIVE IT THE PRESENTATION AND POLISH YOU ENVISION. FANTASTIC VALUE FOR DECOR HOBBYISTS WHO LOVE THE DETAILS BUT WANT TO MAKE SURE THEY'RE GETTING IT RIGHT THE FIRST TIME.

PICK 2 DELIVERABLES

- Floorplan-to-Scale (1)
- Mood Board (1)
- 2D Room Mockups (2 Walls)
- Curated Shopping List (1 Project)
- Paint + Finish Selection (1)
- Consultation Call (1 additional call)
- Shopping Support (1 item)
- DIY Consulting (1 project)
- Shelf Styling (8-feet of shelving)
- Textile Matching (3 selections)
- Seasonal + Holiday Decor (1 zone)
- Event Decor (1 zone)

— BALM INTERIORS



BALM INTERIORS Add-On Menu

Floorplan To-Scale

Tier 1 \$49
Tier 2 \$48
Tier 3 \$59

Mood Board

[collage of potential selections + colors]
Tier 1 \$61
Tier 2 \$79
Tier 3 \$97

2D Room Mockups

[full color 2D room renders of all 4 walls; inc. potential selections + position]
Tier 1 \$81
Tier 2 \$98
Tier 3 \$119

Curated Shopping List

[single room shopped to client's budget + Concept Board collage of selections]
Tier 1 \$61
Tier 2 \$79
Tier 3 \$97

Paint + Hard Finish Selections

\$79 each

Consultation Call

[45 min + full call transcript]
\$80 each

Item Shopping Support

[3 links to online store or 5 to FBMP in your area]
\$19 New Item
\$39 Thrifted Item

DIY Consulting

[10 Min Pep Talk call, Tools List, 4 day Q&A]
\$41 Drapes
\$49 Furniture Painting
\$78 Cabinet Painting
\$53-87 Giant Wall Art

Shelf Styling

[price per 4 foot of shelving]
\$9 4-ft Closed Storage Shelving
\$20 4-ft Display Shelving

Textile Matching

\$89 3 Textiles
\$29 Each Additional

Seasonal + Holiday Decor

[Mood Board for 2 Zones]
\$89
\$37 Each Additional

Event Decor

[Mood Board for 2 Zones]
\$76
\$31 Each Additional



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WHAT I DO

Review your photos, goals, and questions before our 45-minute consult call.

Remind you of any “Pick 2” carryover credits from previous months.

Actively listen, take in feedback, and advise during consult call(s).

Respond within 72 business hours to Q+A.

Make recommendations within your budget, goals, lifestyle, and overall home aesthetic.

Deliver “Pick 2” Deliverables or Services within 5 business days; provide revision.





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WHAT YOU DO

Take room and furnishing measurements.

Fill in the 'Consult Prep Worksheet' with your photos, goals, questions, and measurements *before* the Consultation Call.

Express your style, material, and other preferences during Consultation Call.

Respond promptly and give honest feedback about your concerns.

Approve deliverables and design plans as requested.

When you wish to cancel, do so at balminteriors.com *before* your next payment processes (no early notice required at this time).





VIRTUAL HOME CONSULTING OVERVIEW



FIRST

KICKOFF CALL - A SHORT
GET-TO-KNOW YOU CALL -
WE'LL GO OVER WHAT'S
COMING YOUR WAY AND
WHAT I NEED FROM YOU.

*All new consulting projects kick off
the first business day of the month.*

SECOND

WE'LL DO A CONSULT CALL TO
DISCUSS YOUR FOCUS, GOALS,
AND PROBLEM AREAS. YOU
RECEIVE ANY VISUALS FROM
THE CALL AND A FULL CALL
TRANSCRIPT.





THIRD

ONCE WE'VE CLARIFIED YOUR GOALS, CHOOSE THE "PICK 2" DELIVERABLES OR SERVICES FOR THE MONTH THAT FIT BEST FOR YOUR HOME GOALS.



FOURTH

I'LL DELIVER THE FIRST DRAFT OF YOUR DESIGN FOR YOUR REVIEW BEFORE A REVISION.

FIFTH

YOU'LL GET YOUR REVISIONS. AND YOU CAN ASK QUESTIONS FOR THE REMAINDER OF THE MONTH. YAY!





FAQ Notes Regarding Fees + Recurring Payments



_____ You can add additional deliverables from our 'add-on' menu (second additional and later subject to decorator availability).

_____ 'Pick 2' service credits carry over for 60 days from month in which they went unused. Old credits are used in future months before new credits.



_____ \$100 deposit required to lock-in start date. Deposit is nonrefundable. You may pause your subscription for 3 months and restart without additional deposit.



_____ First month's \$200 fee due before 1st of the month. Future months will process monthly on the same day until cancellation. You can cancel anytime before payment processes to void future months.



KELLEY DOWLING

Founded Balm in 2023.

A girl with a pepto bismol pink childhood bedroom.

Then a 20-something newlywed who saved \$700 but bought all the wrong things.

Suddenly a new mom taking free courses on decorating and designing a tiny apartment to stay sane.

First transforming spaces for friends and family... just for fun, and then for more.

Now for you.

OWNER + LEAD DECORATOR



MEET
THE
TEAM



MY WORK





QUICK FACTS



12

COMPLETED PROJECTS

4

CURRENT PROJECTS

36

MOOD BOARDS

277

FOLLOWERS

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10-6 MONDAY TO FRIDAY
HELLO@BALMINTERIORS.COM
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