KELSEY LEIGH DESIGN CO.



FURNISHING & DECOR INVESTMENT GUIDE



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Welcome

We're so glad you're here!

Furnishing a home takes more decisions than most people expect, and more patience. The good news is that we take this load almost entirely off your hands, leaving you with not just a house, but a home.

This guide walks you through how we work, what it costs, and what to expect from us. If you still have questions when you get to the end, let's talk.

Warmly,

Kelsey McGregor

founder | principal designer



Why Hire a Designer

You know the feeling you're after. You've probably had the inspiration board going for a year. The hard part is that a room doesn't come together one purchase at a time. It comes together all at once, from a plan — and most of it has to be ordered months before you get to see any of it. That's the part we do.

FEWER DECISIONS

We narrow thousands of options down to the two or three that are right for your house.

ONE PLAN, NOT TWENTY PURCHASES

We design the whole room first, so every piece belongs and fits cohesively together.

ACCESS YOU DON'T HAVE ON YOUR OWN

Trade-only lines, custom workrooms, and 5–15% off retail on everything else.

NOTHING ORDERED TWICE

Scale and fit get checked on paper. A sofa four inches too wide is an expensive lesson. We get the math right.

SOMEONE MINDING EVERY ORDER

Dozens of vendors, dozens of lead times, one team tracking all of it.

A HOUSE THAT'S ACTUALLY FINISHED

Not eighty percent done for the next three years. Drapery hung, art on the walls, accessories placed, every box hauled away.

A Few Kind Words

"Kelsey helped us make selections for our new home. Her eye for putting it all together is impeccable. At one point along the journey I said, 'I love everything so much, and I can't believe this is my house!'"
– Amy B.

"Kelsey is absolutely amazing to work with! She is considerate of every detail. She is organized, thoughtful, and values your needs and wants. I highly recommend her to anyone who is decorating a home!"
– Haley M.

"I had such hopes and dreams for our custom built home but none of it would have happened without KLD. They took every idea to the next level and brought such unbelievable ideas to create our dream home! I would never do a home without them by my side. The team will truly become family! **They also saved me a lot of money, which made the whole process even more fun!**"
– Kindsey P.

featured in

MAGNOLIA JOURNAL rue House Beautiful luxe AD GOOD HOUSEKEEPING



Design Services

FULL SERVICE FURNISHING DESIGN

Three rooms or more · We handle all of it

We design the spaces, source and specify every piece, place the orders, track them, receive and inspect everything, and install it all at lightning speed while you're out of the house.

You make decisions at two points: the design presentation, and revisions. We take care of the rest.

Design fee from $30,000. Begins with a $950 consultation.

already building or renovating with us?

TAKE 5% OFF YOUR FURNISHING DESIGN FEE.

SINGLE ROOM DESIGN ONE-TIME CONSULT

One room · Digital · You purchase and place

Send us your floor plan and your inspiration images. Kelsey and a lead designer build you a complete plan for the room — layout, furnishings, drapery, décor — and walk you through it on a one-hour video call. You leave with product links and specifications to buy at your own pace.

$3,000 flat

Our Styles

Three looks we come back to again and again. Most of our homes land somewhere between two of them — the fun part is figuring out which two are yours. Wherever yours lands, it'll be warm and approachable.



RUSTIC

Western heritage, grown up.

Ranch inspired living with reclaimed beams, saddle leather, blackened iron, hide underfoot, and timber that already looks like it's been through a few winters. Cowboy without the cliché.



EUROPEAN

Old world, built new.

Stone walls, color drenching, hand-troweled plaster, arched doorways, unlacquered brass, pattern play. Cottage in feeling, not in size. Nothing here is trying to look new — everything gets better as it wears, which is the whole point.



TRADITIONAL

Classic proportion, no costume.

Layered millwork, panelled walls, real antiques next to new upholstery, classic lighting, and brass or nickel left to patina. Formal enough for the front room. Comfortable enough that the kids still use it.

Investment

INITIAL CONSULTATION

$950

credited toward your first project payment

FULL SERVICE FURNISHING DESIGN

from $30,000

three-room minimum

INSTALLATION

estimated 30% of product cost

includes shipping, receiving, storage & installation

SINGLE ROOM DESIGN

$3,000 flat

one room, digital

OUT-OF-STATE TRAVEL

from $1,500 per day

billed as incurred

WHAT THE FURNISHINGS COST

Our design fee is separate from what you spend on the furniture, drapery, and art itself. From a three-room project to a whole home, furnishings budgets typically range from $100,000 to $500,000+, excluding design and installation fees, depending on the size and scale of your home.

You'll have an all-inclusive total by room before you approve a single purchase, so you always know exactly where you stand.

WHAT COMES BACK TO YOU

You'll receive 5–15% off retail, plus access to trade-only lines you can't buy from directly. Additionally, though our expert guidance we achieve meaningful savings on material selections. We know where to save and where to splurge.

HOW PAYMENT WORKS

DESIGN FEES

After your consultation you'll receive a custom Design Proposal and Furniture Cost Estimate laying out your exact scope and cost. Once you approve it, your design fee is broken into three to five scheduled payments. The first is your non-refundable booking retainer, and it reserves your place in our queue.

FURNISHINGS

We place and manage every order for you, so you're never juggling forty vendors and forty invoices. Because our vendors require payment when an order is placed, your approved furnishings are invoiced in full before we begin ordering — which is also what locks your pricing and gets you into each maker's queue.


ROSE UNIACKE AT HOME

How It Works

Five stages. Most furnishings projects run about six to twelve months from consultation to install day — the furniture itself is what takes the time.

STAGE	WHAT HAPPENS	TIMELINE
01 CONSULT	We meet you, review your plans and Pinterest boards, and learn how you actually live	2 hours
02 PLAN & DIRECTION	You send us your homework; we set the design direction and begin formulating a space plan	2–4 weeks
03 DESIGN	We design every room and present it — one round of revisions included	4–16 weeks, depending on room count
04 PROCUREMENT	We order, track, receive, inspect, and safely store everything	3–6 months
05 INSTALLATION	We deliver, place, style, and haul away every box	1–3 days

01 CONSULT

In person, or by Zoom if you're out of state

We spend this time learning how you actually live — where everyone ends up in the evening, which room never gets used, what you've been meaning to replace for five years. We'll review your plans, go through your questionnaire and your inspiration images, and leave you with our initial thoughts.

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02 PLAN & DIRECTION

2–4 weeks from your completed homework

You'll fill out your Client Homework and send us photos of your space and the pieces you already own. We'll go through all of it, sort what stays from what goes, and come back with mood boards and a clear design direction for your approval.

This is the stretch where we need real effort from you. After this, you hand it over.



03 DESIGN

4–16 weeks, depending on room count · One round of revisions included

This is the heavy lifting. Furniture layouts to scale, every piece specified, plus art, window treatments, lighting, and accessories. We usually bring two directions per room, then present everything to you in person or over Zoom.

Then you tell us honestly what's working and what isn't, and we refine. We'd much rather hear it now.

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04 PROCUREMENT

The part where you kick back and relax · 3–6 months

We place every order, communicate with every vendor, and track every shipment. Everything comes to us first — inspected, re-packed, and stored safely until install day. If a sofa arrives with a torn seam, we file the claim and reorder it before you ever see it.

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05 INSTALLATION

1–3 days

This is what it's all been building toward. We deliver and unpack hundreds of pieces, place every one, hang the art, lay the rugs, stuff every sham, and style the shelves — then haul away every box and every scrap of packaging, as if we were never there.

You'll walk in that evening to a house you've only seen on paper. The chair you picked in March. The light you weren't sure about. Nothing left to decide, nothing left to unwrap — just dinner at your own table.


FRONTIER
West

Is This a Fit?

WE'RE LIKELY A GREAT FIT FOR FULL SERVICE DESIGN IF...

- You want the whole thing handled — designed, ordered, delivered, and styled.
- You're furnishing three rooms or more.
- Your product budget ranges from $300,000 to $500,000+.
- You can live with lead times measured in months rather than weeks.

WE'RE LIKELY A GREAT FIT FOR SINGLE ROOM DESIGN IF...

- You need a finished room in under eight weeks.
- You're furnishing one room, or working from a tighter budget.
- You'd rather order and install everything yourself.

Not sure where you land? Email us. We'll tell you straight.



FAQ

WHAT WILL THE FURNITURE COST?

Our design fee is separate from the furnishings. For a three-room to whole home project, product budgets typically range from $100,000 to $500,000+. You'll approve final costs before procurement.

HOW LONG WILL THIS TAKE?

About six to twelve months from your consultation to install day, for most projects. Design takes one to four months depending on how many rooms; the furniture delivery is what takes the remainder of the time.

WHAT HAPPENS TO THE FURNITURE I ALREADY OWN?

We go through all of it with you early on — what stays, what moves to a different room, what goes. Anything you're keeping gets worked into the plan. On install day we relocate what's staying.

NOTE: If you need help hauling away leftover furniture, we can assist with that upon request.

WHAT IF SOMETHING ARRIVES DAMAGED?

You'll usually never know it happened. Everything is delivered to us first and inspected before install day, so we catch the torn seam or the cracked marble and handle the claim and reorder ourselves.

WHEN CAN WE START?

We can usually begin the design phase two to four weeks after your consultation. We're sometimes booked four to eight weeks out for new clients, so if you have a date in mind, tell us early.

HOW WILL I BE BILLED?

Your Design Proposal is broken into three to five scheduled payments over the life of the project. The first is your non-refundable booking retainer, which holds your place in our queue. The design work happens before purchasing, so the service fee schedule is weighted toward the front of the project. You'll be invoiced for all furnishings separately before procurement.

WHO WILL I WORK WITH?

You'll meet with Kelsey and your Lead Designer at the start. Kelsey oversees design direction and selections throughout. Day to day you'll mostly talk to your Lead Designer and project manager. Jessica handles your account and any billing questions.

DO I NEED TO BE HOME ON INSTALL DAY?

No — we'll actually ask you to leave. Install day is controlled chaos, and there's nothing for you to decide. Take the day. Come home in the evening to a finished house — no boxes, no mess, nothing left to do but enjoy the home you've spent months dreaming of.

WHAT DO YOU NEED FROM ME?

For your consultation, we'd love to have your floor plan, inspiration images, Pinterest boards, and rough idea of budget. Once you're booked, we'll formally request Client Homework, room dimensions, and photos of your space and the furniture you already own.

HOW WILL WE COMMUNICATE?

Email, scheduled calls and Zooms, and in-person meetings. You'll always know who to reach and when to expect an answer. Two things worth knowing: Wednesdays are reserved for uninterrupted creative work on client projects, and we stay out of the inbox on evenings and weekends. We think the work is better for it.

WHAT IF MY PROJECT ISN'T IN OKLAHOMA?

We've designed homes in 20 states and four countries, and most of the process works beautifully from a distance. We'll travel when it helps — dimension take-offs and walkthroughs — and we're always on site for install day. Travel starts at $1,500 per day depending on location and is billed separately.

WILL I GET 3D RENDERINGS?

Available on request, billed hourly. Our design boards usually give clients everything they need to picture the room — but if you'd like renderings, we'll happily supply them.



Next Step

READY WHEN YOU ARE

Fill out our Design Questionnaire (linked below) to begin the design process. It takes about ten minutes. Have your Pinterest links and a few photos of your space handy.

design questionnaire

Once we receive your questionnaire, Leah, our Director of Operations, will be in touch to schedule a complimentary 15-minute discovery call. She'll answer any questions you have and book your initial consultation.



Thank You

We are so excited at the thought of working together! We hope this guide gave you a clear picture of how we work and what to expect.

Whether it's a few rooms or the whole house, it's a lot to take on alone. Let us carry that part — and hand you back a home that finally feels like yours.

Warmly,

Kelsey McGregor

Contact

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