



INVESTMENT GUIDE

staci pfeffer, principal designer

/ swellhouseco.com /

2022



about us	03
our philosophy	04
the team	06
our process	08
design services	11
payments + communication	12



ABOUT US

Staci Pfeffer is the principal designer of Swell House whose style is grounded in thoughtful design with a minimal aesthetic. She and her team work closely with each client to create a space that is practical for everyday living as well as intentional and beautifully curated.

/ warm minimal design for the modern curated home /



OUR PHILOSOPHY

The Swell House philosophy centers on creating gracious, minimal, sanctuary-like environments that set us at ease. Our aesthetic is clean and neutral, but also cozy, casual, and welcoming. The use of warm, organic, textural materials is a signature of our design.

The team strives to combine historic and timeless elements with modern-day amenities. The love for light-filled rooms, natural elements, timeless details, and a lived-in, laid-back energy brings life to all of our projects.





MANIFESTO

WE ARE THE WAVES. THAT GATHER THE ENERGY AND BRING YOUR
HOME BEYOND ITS PLACE OF ORIGIN. BUILDING LAYERS WHICH RESULT
IN A MORE ORGANIZED, WELL-SPACED, AND WELL-DEFINED HOUSE.

/ SWELL HOUSE /



THE TEAM



Staci

/ principal designer /

Staci is the principal designer whose style is grounded in thoughtful design with a minimal aesthetic. She creates spaces that are practical for everyday living as well as beautifully curated.



Hillary

/ associate designer /

Hillary is our associate designer who is skilled in 3D modeling and has impeccable attention to detail. Her enthusiasm for design and sourcing makes her an invaluable part of the team.



Kristin

/ brand + operations /

Kristin manages the brand and operations. She keeps the team on track during the design and management phases. She has a keen eye for interior design and handles all of our visuals.



Working with Staci made our full home renovation and remodel more enjoyable than we ever could have imagined. We wanted everything in our space to have a purpose. She helped keep us on track while inspiring us to think differently, especially after being in this house for over 20 years.

/ sonja + tom /

OUR PROCESS

The first step in working with our team is to complete our inquiry form and we will schedule a call to go over the specifics of your project. If we are a good fit, an initial consultation will be booked. A digital presentation of our ideas and plans for your space after your consultation will be sent to you.

If we decide to work together on your home, the process is entirely collaborative. Our mission is to create a space that is a true reflection of the inhabitants of the home. If we move forward together, we will get to work creating a floor plan, talking with our trade partners, and source everything from furnishings to materials for your space. We will present to you a tailored plan for your space for your review.





OUR PROCESS

We love the process of meeting makers and tradespeople and bringing their talents into a home. As a result, your design will never be cookie-cutter. The final design will be shaped by your feedback and our expertise. Bringing your distinct design to life is the final step in the process. We work with architects, contractors, and tradespeople to move from vision to reality.

Our full service design firm will take care of procurement and management of orders, and we will keep you up to date on the status of your project. We believe that every space should tell the story of who lives there, and that the objects we place in your home should be part of that story. We will supervise the implementation of the design until your home story is complete.



CONSULTATIONS

We will come to your home to start an open dialogue about what you're looking for in a designer, how you live in your space, and what you like and don't like. You may have a specific vision for your home, you may feel completely overwhelmed by the process, or you may be somewhere in between. Wherever you are, we can craft a starting point during the consultation. After the consultation, we will create a proposal for your work outlining the estimated timeline and design fee. Once the proposal is accepted and the contract is signed, we will reserve your space on our calendar.

\$350 up to two hours



DESIGN SERVICES

We will begin by taking measurements, creating a floor plan, and sourcing everything needed for your space. From furnishings to fixtures, a design plan will be presented to you for approval. Once the design is approved and deposits are collected, we will move forward with the procurement and management of materials and furnishings. We will keep you up to date on the status of your shipments and take care of all the receiving. When we've reached the final stage of your project, we will install and style everything in your new space for you to enjoy!

starting at \$2,500

room design

kitchen + bath design

new build

remodel design





PAYMENTS + COMMUNICATION

Design fees are billed monthly over a 6 month period.

Procurement and management fees are billed hourly every two weeks.

Architects and contractors are paid directly by the client.

Payment for furnishings is paid upfront by the client.

Every effort is made to stay within budget, but with all home renovations, unexpected things will happen that are out of our control. We keep you posted weekly throughout the process.

Email is the preferred method of contact so we can keep track of all client communications.

Texting is available Monday - Friday between the hours of 9:00 am and 5:00 pm. However, email is preferred for more in-depth communication.

Phone calls are also welcome Monday - Friday between the hours of 9:00 am and 5:00 pm.

Weekly updates are sent via email with the status of your project.



THANK YOU

We appreciate your consideration of choosing the Swell House team to design a space you will feel at home in. We realize that hiring a designer and bringing them into your home is an intimate choice and a responsibility that we take very seriously. Please reach out to set up a consultation or feel free to contact us with any questions!

staci@swellhouseco.com

1100 goodman street / rochester, ny

+1 585 734 9514