



JENNIFER STONER  
*Interiors*



THE JSI  
EXPERIENCE

Let us create a breathtaking home that considers your lifestyle, health and family needs while taking the stress of the process off your minds.

# OUR PHILOSOPHY

We believe that a beautiful home should speak not only for your taste, but for who you are and what you have achieved in life. For our clients, this means a professional process and flawless execution matter almost as much as inspired design.

We value the investment that you're making in your project, whether it is your home or your business. This investment includes both your time and money, so we work hard to protect both. We value being members of a well curated team of professionals who work diligently to create a timeless and sophisticated home that is uniquely crafted for you and your lifestyle.

Thank you for considering Jennifer Stoner Interiors for your project!



*Jennifer*



## MEET JENNIFER STONER

Jennifer Stoner is an award-winning interior designer specializing in creating beautiful "Conception to Completion" design projects for discerning clients. Based in Richmond, Virginia, Jennifer's services have now expanded to projects across the country. Whether in the process of building a new home, tackling a renovation or transforming your interiors, Jennifer and her team provide high-level services to both manage project details and effectively execute a plan of action. Jennifer's talents have also been proven in the commercial realm, creating sophisticated and welcoming public spaces. Her clients have included entrepreneurs, physicians, attorneys, developers, celebrities and Fortune 500 CEOs.

Jennifer achieved immediate success when she began working in the design industry over 20 years ago, by working on a vast array of projects, with varying degrees of scale and style. Her work has been featured on HGTV, and TLC as well as published in Traditional Home Magazine, Aspire Design & Home, Home & Design Magazine, R-Home Magazine, Forbes.com and Today.com, among other editorial outlets. She has been named as one of America's Top 100 Influencers in the Design Industry and was selected by HGTV as the Editors' Choice in the 2019 Designer of the Year Awards for her entry in the category of "Big City Digs". Jennifer was again recognized by HGTV as a finalist in the 2020 Designer of the Year Awards. In 2021, the National Kitchen & Bath Association (NKBA) honored Jennifer with a first runner up finish in the National Awards for Best Kitchen design.

# MEET THE JSI TEAM

## Maura Flynn Senior Designer



Maura is an interior designer who has been with Jennifer Stoner Interiors since 2015. She's known for her eclectic blend of vintage and rock-n-roll style. She loves color and pattern and the hunt for finding that one element in a design that will make it unforgettable. Having graduated from VCU with a fine arts degree, her artistic talents are boundless, whether she's pulling together a large art collage installation, painting her own art or building furniture. Our clients love Maura for her spunky personality, her attention to detail, and her mad McGyver skills which are often called upon during installations.

## Annette Harriman Senior Designer



Since growing up in the furniture industry helping her parents set up their furniture stores, Annette can say that she was “born into the business “. After graduating from East Carolina University with an interior design degree, Annette spent many years in the family business learning all aspects of the design business. Having worked with some of the best designers in the Richmond area, Annette joined the JSI team in the summer of 2020. Annette has a terrific knowledge of textiles, wallpaper and furnishings and has a keen eye for pulling together fabulous combinations to fit her clients’ style, needs and budget.



# MEET THE JSI TEAM

## Kim Atkinson Office Administrator



Kim is the JSI Office Administrator who keeps the studio humming. She manages all of our front of the house client experience, as well as the back office accounting and client order expediting. She helps JSI run like a well oiled machine! Kim is a Richmond native with a degree in Economics from Longwood University which explains her love of numbers and spreadsheets. I've never seen anyone get as excited as Kim when she has new orders to place. She's been an incredible asset and I hope she'll be a member of the JSI team for years to come.

## Melissa Nortz Studio Director

Melissa joined JSI in 2022 bringing her 20 years of design experience in both residential and commercial firms. After running her own firm for 15 years, she has vast knowledge of what it takes to keep a design studio humming. She serves as the first point of contact for new project inquiries and assists with the evaluation process. She is also responsible for managing our workroom, various installers, and subcontractors. On our larger new builds and renovation projects, Melissa will serve as a project coordinator to help facilitate communication with all the members of the build team.



# MEET THE JSI TEAM



## **Fonda Shiflett** **Kitchen & Bath Interior Designer**

After earning her interior design degree from James Madison University, Fonda worked for a variety of design firms gaining experience in commercial, residential and kitchen & bath renovations. With over 10 years of experience, she has developed an approach that is both efficient and inspiring. Her strengths are organization, attention to detail, as well as creativity. Fonda now manages our kitchen and bath remodel projects.



## **Leonie Brightly** **Junior Interior Designer**

After interning with JSI, we were smart enough to offer this talented young lady a full time position. Leonie is a recent graduate of the VCU interior design program. Metropolis Magazine included Leonie in their coveted Future100 Interior Design Undergraduate winners. Her creativity, use of bold colors and optimism that she exhibits in her designs is a breath of fresh air and a jolt of fun and energy on our JSI team.



## **Molly Lombardo** **Junior Interior Designer**

Molly is our newest member of the JSI team. After graduating from the University of Central Florida, she comes to us with terrific experience with residential design firms in Florida and in Richmond. She has had great exposure to high end luxury projects and large new builds gaining an appreciation for all the moving parts and deliverables associated with these types of demanding projects. Molly is proving to be a valuable part of the JSI Experience!

# THE JSI EXPERIENCE

## THE LAUNCH

### The Discovery Call

A prospective client is welcomed to just pick up the phone and call during business hours if they prefer, but the chance that we may be in the middle of something else is pretty high, and we much prefer to focus on their needs with a scheduled time slot on our calendar. We start the process with a Discovery Call during which we will gather some information from you about your project and the scope of your needs. We can also answer some initial questions that you may have about working with JSI.

By the end of the call we will both determine if we would like to move to the next step, which is the Meet & Greet Appointment at our Richmond studio or via video conference.



Book a  
Discovery Call  
[HERE!](#)

# THE JSI EXPERIENCE

## THE LAUNCH

### Meet & Greet Appointment



**Jennifer Stoner Interiors - The Studio**  
3100 W. Leigh Street  
Richmond, VA 23230  
804-622-0605

If it is determined during your Discovery Call that we may be a good fit for your needs, you will be given the opportunity to schedule a complimentary Meet & Greet appointment with Jennifer and the lead design team. This meeting will take place either in our Richmond studio or via Zoom.

The Meet & Greet gives you an opportunity to meet all of us, get a sense of our resources and capabilities and decide if you would like to work with us. It is also our chance to do some fact finding so that we can prepare a design fee proposal and some budget guidelines. This proposal will be forwarded to you within a few days of the Meet & Greet appointment.



# THE JSI EXPERIENCE

## INITIAL DESIGN SESSION

### Getting Started

Once we have a signed Engagement Agreement, we will be in touch to schedule our initial site visit with you at your home. During this appointment, we'll do a complete site measure or review blueprints if this is a new build or renovation. We'll inventory and measure any furnishings that you hope to incorporate in the new design. We'll take lots of photos and spend more time really getting to know you and your goals for your project.

### The Team

At the beginning of your project, Jennifer will assign a team to manage all aspects of the design process. This will include a Senior Interior Designer, a Junior Interior Designer and any additional support staff that may be needed. This initial consultation at your home is when you will learn who has been assigned to your project.



# THE JSI EXPERIENCE

## DESIGN CONCEPTUALIZATION

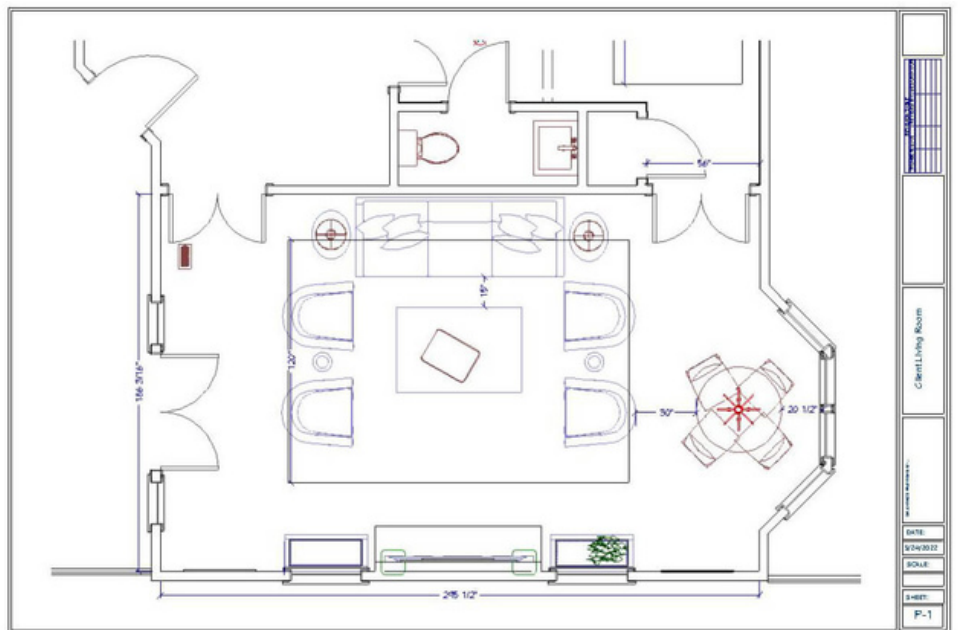


### Mood Boards

After our initial consultation and site measure, Jennifer and your design team will develop 2-3 conceptual designs for your various spaces. This process typically takes 4-6 weeks depending on the number of areas that we're working on. We'll present these concepts to you in the form of a mood board.

### Space Planning

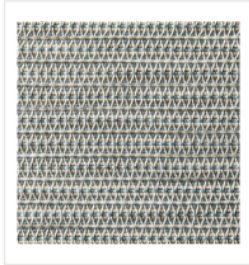
We will also prepare a space plan for each of your spaces to show you the best layout for your furniture pieces. We will integrate family pieces along with proposed new items. This helps us to create a specifications list for what we'll need to add to each space to achieve our vision.



# THE JSI EXPERIENCE

## DESIGN SPECIFICATION

### Living Room



Nabeul



Blue Tusk



Spring Hand Knot Rug



MARQUETTE TUFTED SOFA



SHEA SWIVEL CHAIR



ALLETTE SIDE CHAIR



Pilare Gold Drinks Table



Alto Multi

Once we have finalized a space plan and concept for each space, we will begin the specification process. JSI has invested considerably in a brick and mortar showroom so that we are able to create and maintain strong vendor relationships with some of the best manufacturers and artisans in the trade. We maintain an expansive sample library in house and we travel to markets around the world to be able to bring you unmatched resources.

During this appointment at our studio, we'll present our design plan for each space with specific furnishings, finishes and fabrics. Our goal is to give you the best options to create the cohesive look in line with the design concept that you have previously approved.

# THE JSI EXPERIENCE DESIGN SPECIFICATION

## Invoicing and Purchase Order Management

Once we have a design that you're in love with, we'll provide you with a proposal of all items to be purchased and estimates from all of the trades who will be involved in carrying out our vision. With your signed approval and pre-payment, we will get this party started! With years of experience we have developed partnerships with a large variety of manufacturers which results in better pricing and better customer service.







The procurement process is a pretty detailed process. Every single item has to be ordered and managed. On a large project, we may have hundreds of purchase orders to create, send out, and follow up for statuses. These days, we are seeing a lot of delays and backorders with products, so we are more diligent than ever. We are also seeing more freight damage claims, so our staff is staying on top of repair and replacement claims. Our team is also responsible for delivering materials to our trades people for fabrication - draperies, upholstery, framing and other custom pieces.

## Client Portal and Estimated Shipping Dates

We have an interactive client portal where you can view all proposals and invoices and communicate with your design team. We will also upload a detailed spreadsheet with the estimated shipping dates of each item you ordered and regular updates as new information arrives.

### Jennifer Stoner Interiors

3100 W. Leigh Street  
Richmond Virginia 23230  
www.jenniferstonerinteriors.com | (804) 622-0605

ITEM	ROOM	QTY	DATES
 8" Brass Round Post Legs (Set of 4)	Powder Room	1	Estimate Ship: 04/05/2022 Receive: 03/14/2022
 594 LEWIS CHAIR	Family Room	2	Estimate Ship: 01/06/2023
 L592 KRISSA SWIVEL CHAIR	Family Room	2	Estimate Ship: 01/06/2023
 Godwin Earthwind Fabric	Family Room	13	Estimate Ship: 03/21/2022
 SOMEPLACE IN TIME	Family Room	1	Receive: 03/09/2022
 L148 C DENNING STORAGE OTTOMAN		2	Estimate Ship: 01/06/2023

# THE JSI EXPERIENCE

## THE FINISH LINE



### White Glove Delivery

A lot of clients are shocked when they learn that we don't just ship products to their home throughout the process. Imagine having to be home constantly to receive furniture. Yikes!

We have a very structured and professional process for receiving products. Most of our trade vendors require a commercial warehouse with a dock. Your products arrive on 18 wheelers, which cannot go into neighborhoods, therefore they must be shipped to a 4 foot receiving dock.

We work with a local receiving and delivery company that specializes in receiving, uncrating, inspecting and providing white glove inside delivery. They help us address quality issues and freight issues that arise. And once we're sure that it meets our standards, they will help us perfectly place your new furnishings and rugs in your home. They will also remove all boxes and packing materials so that you are not left to deal with it.

### Procurement and Handling Fees

A Procurement and Handling Fee of 15% will be added to all purchase orders to cover the cost of order management, freight, receipt and inspection of furniture, damage claims management, white glove delivery and installation of all furnishings, artwork and window treatments. This fee helps us avoid surprising you with lots of miscellaneous and unexpected invoices.

Deliveries outside of Richmond may be subject to higher fees depending on location and availability of local receiving warehouse.

# THE JSI EXPERIENCE DESIGN INSTALLATIONS

## Trade Coordination

We will schedule painters, carpenters, electricians, installers and every outside trade that needs to be involved to get us from Conception to Completion. While these trades are independent contractors, we take great pride in working with only the best!



## Problem Resolution

In complete honesty, there is never a project that comes together flawlessly, but we do our best to minimize the impact on our clients. We handle product availability issues, shipping damages, dyelot issues, craftsmanship issues and scheduling glitches. Most of the time you'll be completely unaware of such issues because you've hired us to handle it for you.

# THE JSI EXPERIENCE

## THE FINISH LINE

### Styling

Now that your furniture is delivered, we get to play with all of those fun finishing details that really make a room zing! We can bring in accessories, artwork, plants and really pull the room together. We will save a portion of your budget to cover all the "jewelry" to finish each room. You will then be provided with the opportunity to shop from your own home. Opportunities to swap out specific pieces will be provided and all investment level artwork or sculpture pieces will be preapproved by you along with your furniture orders.

### Photography

Professional photography is an important aspect of our industry and we love to share our work with others. With your permission, we'll bring in a stylist and professional photographer to capture your finished spaces. Of course we will never share your identity or details about your project that should remain private.



**"We discovered Jennifer Stoner 18 years ago when we were visiting the Richmond Symphony Designers showcase. While there were many other designers exhibiting their work, we fell in love with Jennifer's aesthetic. She has helped decorate three houses for us. We continue to come back to Jennifer because she has been able to work with our sense of traditional, eclectic and sometimes whimsical aesthetic. She has a true knowledge and eye for design and color that can't be learned...she is a natural! Her commitment to our projects, dedication to completing an assignment from start to finish, and wonderful personality have made what can be a very stressful time, instead a very exciting experience". Eileen R.**

# THE INVESTMENT

There are three components of investment for an interior decorating project with a professional designer. The first is the fee for the design concept and ability to curate the perfect furnishings, artwork, finishes and fabrics for a space. The second is the project management fee associated with the ongoing tasks associated with realizing the design. The last is the cost of those furnishings, artwork, finishes and fabrics.



## Design Flat Fee

The design fee is not based on how long the process takes, but rather on the level of experience, creativity and talent that the design team possesses. After we have gathered information from you related to the scope of your needs and the breadth of your project at the Meet & Greet appointment, we will prepare an Engagement Agreement with a flat fee proposed for each subject space / room in your home. For decor only projects for primary living spaces, fees generally run between \$3000 - \$5000. The design fee for smaller spaces will be lower. If your project runs beyond the original scope of services, we bill at the hourly rate of \$250 or we can add a flat fee addendum to cover the additional services.



# THE INVESTMENT

## Project Management Fees

Managing the level of detail that goes into designing a space can be overwhelming to someone outside of this field. There are painters, window treatment workrooms, wallpaper installers, artwork installers, window treatment installers, flooring / carpet installers, rug binders, technology integrators, etc. We have curated a team of subcontractors, trades, artisans and vendors that are very good at their jobs, but they are not involved in the full picture of the design. We cannot simply let each execute their portion of the project independent of the other trades involved.

We are onsite for all installations, communicate regularly with our trades, prepare detailed drawings and spec sheets as needed, make trips to various showrooms to pick up and deliver product. This logistics execution is provided at the hourly rate of \$175 and will be invoiced monthly.



# THE INVESTMENT

## The JSI Minimum Expenditure

Our Engagement Agreement will also include a "Minimum Expenditure" clause which represents the level of product expenditure required to be made directly with JSI. You'll need to purchase furnishings, rugs, artwork, wallcoverings, fabrics and more for your project anyway, right? We prefer to manage those purchases for you. This gives us control over the resources, lead time information, specifications, claims and check ins while alleviating you of the need to deal with area rugs that come in and aren't the right color, or window panels that don't fit your living room slider door properly. Hassle free. You just show up to our showroom for our meetings and touch all the pretty mohair and velvet and ogle at the fun fixtures and artwork we show you – simple as that!

It's important to note that this Minimum Expenditure is NOT a budget for your project. You are likely to spend more than this amount when all is said in done. This is just a threshold that is set so that we can properly forecast and run our business while maintaining the team and resources that we have in place to provide our clients with excellent service.

## Estimating Your Total Investment

We know that clients rarely go shopping for a full turn-key design with all the beautiful layers of furnishings, fabrics, window coverings, accessories and styling; but we do. We know that most clients don't think about all the hands that touch their products; from the artisans, factory workers, freight carriers, receivers, delivery people; but we do. And we know that they don't have the resources, skillset, knowledge and abilities to bring it all together; but we do. This is why we don't expect a client to know what level of investment they should plan for their project; but we do. During our Meet & Greet appointment, we will review some typical investment ranges for the areas that you're interested in addressing so that we can have an open conversation about the spending level that makes you the most comfortable. We are skilled designers with creative solutions, but we are also great stewards of your money. We are consumers too, and we like to have this assurance as well.

# GETTING STARTED

Ready to get started on your project? Take the first step by booking a Discovery Call with a member of our team. We can then line up a Meet & Greet appointment with Jennifer and the lead design team to further discuss your dream home.

*We look forward to working with you!*

Book a  
Discovery Call  
[HERE](#)



*"Jennifer was the reason our new home turned out so great! Where Jennifer was truly an outstanding professional was in the design of our new home. The ceilings and custom features of our home are truly one of a kind. She and her staff were instrumental in all the decisions pertaining to the construction selections for our new home. Additionally she is decorating our new home with window treatments, furniture selections, wallpaper, etc. She is great to work with and listens to what the client wants. Jennifer is very creative!" Vickie H.*