



2026 DESIGN PLANNING GUIDE



Thank you for considering Will Brown Interiors LLC for your home. I'm located in the the greater Kansas City, MO area but have worked on projects nationally. I'm looking forward to working with homeowners who are ready to approach their spaces with intention, clarity, and vision.

WELCOME HOME!



WILL BROWN INTERIORS

willbrowninteriors.com | 1-816-582-6607

This guide is designed to help you understand how I work, the services I offer, and which options may be the best fit for your project, lifestyle, and investment level. My role is to simplify what can often feel like an overwhelming process, from early visioning and decision making through execution, while ensuring your home reflects both who you are and how you want to live.

Whether you are renovating, furnishing, or refining a space you already love, my approach balances elevated design with practical guidance and thoughtful coordination, so you can move forward with confidence and ease. I look forward to connecting with you and exploring how we can bring greater beauty, function, and harmony into your home.

William Brown

Founder, Will Brown Interiors LLC

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**TIMELESS SPACES,
CURATED WITH GREAT INTENTION**



SHAPING SPACES FOR WHO YOU'RE BECOMING

About Will Brown Interiors LLC

At Will Brown Interiors, we bring your design vision to life through a thoughtful, highly collaborative process. We partner with trusted builders, certified contractors, skilled trades, and artisans to ensure every detail is executed with care, precision, and integrity.

Our studio specializes in new builds, renovations, and multi-room furnishing and refresh projects for accomplished homeowners who are ready to create a home that supports both where they have been and where they are going next.

As an integrated design practice, we layer practical Feng Shui principles into our work to support clarity, balance, and positive energy flow throughout the home. This approach helps you feel grounded, supported, and in command of your space, not just aesthetically, but emotionally and energetically as well.

Beyond the foundational design work, we offer elevated finishing touches including full room styling, art curation, and meaningful details that bring warmth, story, and intention to each space. The result is a home that feels cohesive, personal, and ready to be lived in and celebrated.



OWNER, CREATIVE PRINCIPLE
Will Brown

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BOOK A CALL

SERVICES OVERVIEW

Whether it's a single room or your entire home, every project begins with an in-person or virtual consultation. We've tailored our services so we can help with a variety of projects and we're committed to delivering exceptional results.

CONSULTATIONS

For homeowners who feel capable of managing their own projects but want professional guidance. Our Design Consultation service offers direct access to my experience, aesthetic perspective, and trained eye while keeping costs controlled and execution in your hands. Consultations follow a collaborative walk-and-talk format. Homeowners are encouraged to take notes and ask focused questions. The value lies in clarity and direction rather than formal design deliverables.

ROOM-BY-ROOM

For homeowners seeking a finished, elevated look without altering the home's footprint, our Room-by-Room Refresh is a high-touch decorating service designed to refine spaces that already function well but feel incomplete, dated, or disconnected. This approach focuses on enhancement rather than renovation, building on what works while thoughtfully editing and layering furnishings, finishes, and details. The result is greater clarity, balance, and cohesion, bringing intention and harmony to each room.

FULL-SERVICE

For homeowners wanting their home designed as a cohesive whole. Our Full Service Design is ideal for new builds, major renovations or repair situations or whole-home projects where decisions are layered and interconnected. We lead the creative vision from early concept through final installation, ensuring that every space feels intentional on its own while contributing to the larger story of the home. Rather than approaching rooms individually, full-scope design allows the home to unfold thoughtfully, with continuity from floor to floor and room to room.



Design Consultations

Consultations give you quick access to our professional expertise and advice to help with your home projects. We offer up to a 2 hour In-Home Consultations and up to 90-minutes for Virtual Consultation sessions on Zoom. If more time is needed, we'll add on an hourly rate of \$200/hr.

An on-site or virtual walk through, depending on location.
Real-time feedback on layout, furnishings, color, and materials. Guidance on priorities, sequencing, and next steps
Insight grounded in aesthetics, functionality, and Feng Shui principles

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BOOK A CONSULT

WHAT TO EXPECT



Our time is yours during these working sessions so we can focus where you need us most.



We often help with space planning, furniture selections, paint colors, or planning for larger remodeling projects.



These sessions are great one-time sessions if you're looking to get unstuck on design decisions.

YOUR INVESTMENT

\$360
VIRTUAL

\$450
IN-PERSON



Room-by-Room Design

Our Design Only projects will provide a complete design package for your rooms with moodboards, furnishing selections, and shoppable links. These packages provide you the confidence of executing a cohesive and complete design plan but as your timeline and budget allow. We allow for two changes to the selections within each room pricing. Additional reselects would incur an hourly fee of \$220/hr.

- Curated furnishings and lighting selections
- Room investment allows for up to 15.5 hours of design time
- Window covering recommendations
- Artwork, accessories, and styling details
- Color and material guidance
- Editing and integration of existing pieces where appropriate
- Trade-level sourcing and procurement support

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We'll create plans that allow you to shop from brands you can trust.



You'll have the confidence to complete the plan over time knowing it will all come together perfectly when you're finished.



This is great for clients who know they can finish the project on their own without becoming overwhelmed with the procurement management phase.

YOUR INVESTMENT

\$3600 per room



Full-Service

These projects are the "one stop shop" of interior design. We're involved in the entire process to create a complete and cohesive plan that reflects your style and needs. When you look at our portfolio you're seeing these design and remodeling projects because they highlight the full range of our creativity and expertise.

Whether you're furnishing or remodeling your home (or both), we'll help bring the right skills together to reduce costly mistakes, streamline the process, and execute the highest standards of quality. From the initial concept development to the final installation, we provide support and a smooth execution of the design plan.

- Space planning and layout development
- Finish and material selections
- Kitchen and bath design coordination
- Lighting, plumbing, and hardware specifications
- Custom furniture, upholstery, and built-ins
- Wall Coverings - selection and professional installation
- Window treatments and soft goods

WHAT MAKES IT DIFFERENT?



Only our Full-Service projects provide design concept service, material and finish selections, color palette selections, architectural and builder partnering, procurement, ordering, and project management. These services aren't provided with our other design services.

Our goal is to ensure that your project stays on schedule and within budget, all while delivering the dream home you've always envisioned.

Full-Service – *continued*

HOW IT WORKS

We'll provide the right blend of furnishings, window coverings, home automation, decorative lighting plan and accessories that you'll be excited to live with every day! You can expect a well-planned and cohesive design plan that will bring your rooms to life.

After a Consultation, we'll provide a customized proposal of your design fee based on the size and complexity of your project. A complete design plan will help us minimize the time spent in less predictable phases such as procurement and project management.

We'll work together to establish your project's budget before you sign a contract so we can design your rooms within these requirements.

Please tell us if you're considering multiple rooms since this may create efficiencies in the design process that can save you money in design fees.

We can build a proposal that focuses on just the areas and rooms you'd like as a Phase approach

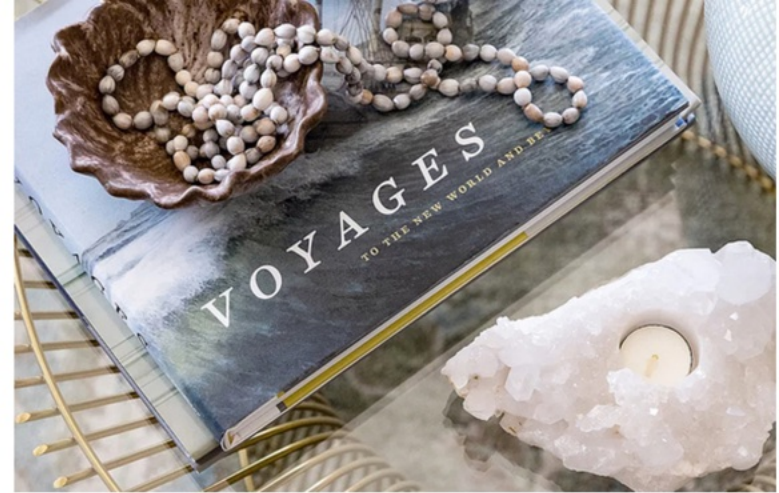
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WHAT TO EXPECT

- ✓ These projects will include a minimum investment in furniture, lighting, and accessories to be purchased with Will Brown Interiors or General Contractor.
- ✓ Many of these projects have longer lead times if they involve construction and remodeling.
- ✓ We're with your project during the initial planning with your architect through construction project management with your General Contractor.

YOUR INVESTMENT

Flat Fee-Based Service

The Full-Service Design Process

1. DISCOVERY CALL

Our process begins with a brief call to learn about your project, priorities, timeline, and investment range. We'll discuss your goals, explore your style preferences and functional needs, and determine whether moving forward together is the right fit.

3. PRE-CONSTRUCTION

When layout or structural changes are involved, we coordinate with your architect or contractor to develop drawings and prepare for permitting and construction. For smaller projects, a draftsman may produce elevations and 3D renderings.

5. CONSTRUCTION

We collaborate with builder or contractor to coordinate on-site work and oversee installation of cabinetry, millwork, tile, lighting, paint, and specialty features, like A/V. Our role is to ensure the design intent is communicated and executed professionally.

01

02

03

04

05

06

2. DESIGN DEVELOPMENT

During this phase we develop the design direction through space planning, mood boards, material and finish selections, color palettes, and initial furnishing concepts. We then present the design and preliminary budgets for review and refinement before final approval.

4. PROCUREMENT

During this phase we manage ordering, tracking, and delivery logistics. Items are received, inspected, assembled if needed, and stored in a climate-controlled receiving facility before being coordinated for installation and placement.

6. INSTALLATION

The final phase brings the design to life. Furnishings and finishing touches are delivered through a white-glove installation, professionally assembled and placed, down to the final accessory. Our team styles and refines the space to ensure every detail reflects the completed design vision.



“Will has a discerning eye and an incredible sense of style. Yet he also listened to my opinion and blended my preferences with his own aesthetic. He is patient and well-paced. He knows when to nudge you and knows when to take a step back.”

TERRY CROW

“Working with Will was absolutely fantastic. My house is better than I ever could have imagined! Will is amenable, respectful, creative, and kind. He brings an anchoring and peaceful presence amongst the chaos that can be redecorating.”

FRANCESCA MOISSON

“Will spoke with me and my husband to get a feel for our personality and what we were trying to achieve. He then brought the vision! Even with furniture delays (due to COVID-19) he was able to seamlessly put together a room refresh which I marvel at each day.”

SIMONE HOLLINS

“The creative process was very helpful in getting us to the point where we were open to change and ready for something new. In the end, we were very happy with the choices. Absolutely awesome talent. I highly recommend him!”

DR. CHRIS MICHAELS

FAQs

HOW WILL WE COMMUNICATE?

We're available during our business hours Monday - Friday [Xam-Xpm]. Most projects involve multiple forms of communication like emails, phone calls, Zoom meetings, and in-person meetings. We ask that clients refrain from using text messages.

HOW DO I MAKE SURE MY HOME FEELS LIKE ME?

You'll be sharing a lot of information with us about you, your family, and the way you like to live so through questionnaires, meetings, and brainstorming sessions early in the design process. This allows us to present a design concept that's one of a kind and feels uniquely your own.

DO YOU REQUEST A DEPOSIT TO START?

We take on a limited number of projects each year so each client receives the time, focus, and attention their home deserves. Your deposit secures your place on our calendar and allows us to begin the essential behind-the-scenes work required to properly set up your project, including preparation, research, scheduling, and initial planning. Because initial work begins immediately, the deposit is non-refundable and safeguards the dedicated time and resources reserved for your project.

WHAT IF I DON'T SEE A SERVICE FOR MY NEEDS?

Let's continue the conversation during a Discovery Call, where we can explore your goals, priorities, and timeline in more detail. This allows us to determine the best way to support your project and, when appropriate, develop a customized package of services tailored to your needs, scope, and level of involvement.

Next Steps

READY TO GET STARTED?

Let's chat about your goals on a quick call and we can answer more of your questions. If we're the right fit to create your dream home we'll schedule a consultation.

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Thank You!

It's such an immense privilege to help families create the beautiful and functional homes they've been dreaming of.

Thank you for considering a partnership with Will Brown Interiors. If you have any questions about this guide please send us a message at willbrowninteriors@gmail.com



WILL BROWN INTERIORS

