

LIZ ROBERTSON DESIGN



INNOVATIVE PROJECT PLANNING STRATEGIES

Elevate Your Vision +
Create Your Dream Space



ABOUT US

THE PROBLEM

PROCESS

FIRST STEP TO A SOLUTION

QUESTIONS TO ASK

WHY USE A PROFESSIONAL

FINDING THE RIGHT DESIGNER

OUR PROJECTS

- CASE STUDY 1
- CASE STUDY 2
- CASE STUDY 3

SOLUTION

CONTACT





Liz Robertson and her dedicated team specialize in bringing homeowners' and business owners' visions to life. With over a decade of experience, Liz ensures exceptional results, seamlessly guiding clients through the design process from concept to completion.

Our expert design team meticulously explore everything from high-level concepts to the finishing details that create ideal sensory experiences from entrance to exit. From wellness and relaxation to invigoration, productivity and inspiration, the approach is intentional and meant to leave clients, patrons and personnel with a sense of purpose and harmony.





At Liz Robertson Design, we understand the challenges of bringing your dream space to life. Our seamless Pre-Design Phase is the 1st step solving this problem, avoiding costly mistakes and wasted time often associated with launching into expensive design services without proper groundwork.



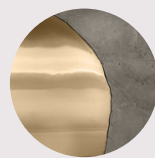
20%

Time lost - Hiring the wrong team may lead to 20% of your project time being lost due to delays, revisions, and ineffective coordination.



40%

Research and Sourcing Overload: Without a clear Pre-Design roadmap, you could spend 40% more hours or weeks on research, sourcing, and assembling a team of architects, contractors, and project managers.



25%

Investment Lost: Not having a solid plan in place may result in 25% of your investment being lost due to unforeseen expenses, changes, and rework.

By embracing our Pre-Design Phase, you ensure a seamless and efficient process, making the most of your time, resources, and investment while avoiding unnecessary stress and disappointments. Our expertise and meticulous planning pave the way for turning your vision into an extraordinary reality. Let's co-create together and bring your dream to life!

DISCOVER THE ESSENCE OF THE PRE-DESIGN PHASE



We simplify the journey by creating a road map to bring your vision to reality.

01



PRELIMINARY DESIGN BOARDS

Explore a handpicked selection of design boards showcasing our captivating vision for your space.

02



SPACE AND FLOOR PLAN ANALYSIS

Discover the potential of your space through our expert analysis.

03



CLEAR BUDGET INSIGHTS

Get a transparent overview of the project costs.

04



TIMELINE FOR SCOPE OF WORK

Receive an estimated timeline and key milestones for your project.

05



DESIGN SERVICES ESTIMATE

Obtain a detailed estimate for our design services, showcasing our dedication and expertise.

IDENTIFYING YOUR DESIGN NEEDS



Before diving headfirst into your Interior Design project, take a moment to reflect. Conducting a self-interview can be immensely beneficial, laying the groundwork for effective communication with your designer. By clarifying your desires and needs upfront, you streamline the design process and increase the likelihood of achieving results that truly resonate with you. While this initial step may appear minor, it plays a pivotal role in preventing potential complications down the line. Many project hiccups stem from inadequate planning and unclear objectives from the outset. By investing time in thoughtful consideration and answering these questions beforehand, you pave the way for a smoother, more successful design journey. Don't underestimate the power of preparation in ensuring your vision comes to life seamlessly.

QUESTION LIST

1. WHAT VISION DO YOU HOLD FOR YOUR HOME? HOW DO YOU ENVISION ITS AMBIANCE AND FUNCTIONALITY?

2. WHO LIVES IN YOUR HOME, AND WHAT DO THEY NEED?

3. ARE YOU AIMING FOR A PARTICULAR AESTHETIC? HOW WOULD YOU DESCRIBE YOUR PERSONAL TASTE AND STYLE PREFERENCES?

4. WHO ARE THE INDIVIDUALS INVOLVED IN MAKING DESIGN DECISIONS? ARE THERE MUTUAL AGREEMENTS ON THE OBJECTIVES OF THE PROJECT?

5. WHAT IS YOUR BUDGET AND TIME FRAME?

6. WHAT COLORS DO YOU LIKE OR DISLIKE?

7. WHAT ASPECTS OF YOUR CURRENT HOME ARE FUNCTIONING EFFECTIVELY? WHAT AREAS ARE NOT MEETING YOUR NEEDS?

8. HOW DO YOU ENVISION YOUR ENTERTAINING PREFERENCES? DO YOU ANTICIPATE FREQUENT HOSTING? IS THE EXTERIOR OF EQUAL IMPORTANCE TO THE INTERIOR?

COMMON MYTHS

- 1. Lack of Personal Style:** Some people believe that hiring an interior designer means sacrificing their personal style and preferences. However, a good designer will work collaboratively with clients to understand their tastes and incorporate them into the design process.
- 2. Unnecessary Expense:** Another myth is that hiring an interior designer is an unnecessary expense. While there is a cost associated with hiring a professional, their expertise can often save money in the long run by helping clients avoid costly mistakes and making informed decisions about materials and furnishings.
- 3. Limited Creativity:** Some may think that hiring a designer means relinquishing creative control. However, a skilled designer will bring creativity and fresh perspectives to the table while still honoring the client's vision and preferences.
- 4. Only for Full-Scale Renovations:** While interior designers certainly excel at large-scale projects like renovations, they can also assist with smaller projects such as partial home makeovers or furniture selection. Their expertise can elevate any space, regardless of size.
- 5. All About Trends:** It's a misconception that interior designers only follow trends. While they certainly stay informed about current styles and innovations, their primary focus is on creating timeless designs that reflect the client's personality and lifestyle.
- 6. Easy DIY Alternative:** Some may believe that they can achieve the same results as hiring a designer through DIY efforts. However, interior design involves much more than simply arranging furniture and choosing paint colors. Designers bring a wealth of knowledge and experience to the table, ensuring that every aspect of the design is carefully considered and executed.

OUR GOALS



Interior design is all about creating aesthetically pleasing and functional spaces. Impactful Interior Design considers how people will use the space and aims to enhance both aesthetics and usability. Well-curated and intentionally designed spaces awaken the soul and spirit. Moving through an artfully curated environment becomes a transcendent experience. By prioritizing comfortability and flow, you not only elevate the experience within your home but also increase its functionality and form. It's not just about raising the value; it's about creating an oasis of tranquility, boosting productivity, and fostering a sense of harmony

70%



CREATE ENVIRONMENTS RESONATE WITH PERSONAL STYLE AND VALUES

25%



INCREASE THE FUNCTIONALITY AND FORM

50%



RAISE THE COMFORTABILITY AND FLOW

LIZ ROBERTSON DESIGN

OUR PROJECTS

CASE STUDY PROJECTS



PROJECT - 01



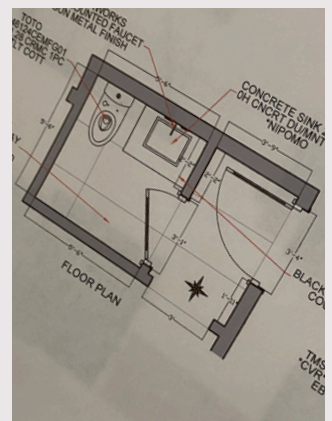
CREATING SERENE SPACES REQUIRES A DELICATE BALANCE BETWEEN AESTHETICS AND FUNCTIONALITY. OUR TEAM EXCELS IN SEAMLESSLY MERGING THESE ELEMENTS, ENSURING THAT EACH PROJECT REFLECTS BOTH BEAUTY AND PRACTICALITY. WE PRIORITIZE UNDERSTANDING OUR CLIENTS' NEEDS AND VISION TO DELIVER TAILORED SOLUTIONS THAT TRANSFORM SPACES AND ELEVATE LIVES. EXPERIENCE THE DIFFERENCE OF WELL-CRAFTED ENVIRONMENTS DESIGNED TO BRING JOY, COMFORT, AND PEACE TO YOUR EVERYDAY LIFE.



BUILDING PHASE

Efficient Project Execution in Pacific Palisades

Time is of the essence in every interior design project! Keeping our projects on track isn't just about meeting deadlines; it's about delivering exceptional results efficiently. With clear timelines, open communication, and a collaborative approach, we're dedicated to achieving milestones and celebrating each step toward our shared goals. This development in the Pacific Palisades is a testament to our commitment to excellence. We assisted in designing the kitchen, bathrooms, and all plumbing fixtures, as well as lighting, flooring, and all finish details throughout the home.



PROJECT - 02



FOR RESIDENTIAL SANCTUARIES, WE CREATE COZY NOOKS FOR INTROSPECTION AND OPEN SPACES AND COMMUNAL GATHERINGS. THE END GOAL IS TO SEAMLESSLY INTEGRATE AESTHETICS, FUNCTIONALITY, AND EMOTIONAL RESONANCE TO CREATE SPACES THAT SPEAK TO THE SOUL.

OUR VALUE

Increased Property Value: Homes that are professionally designed typically sell faster and for 10-20% higher prices than those that are not, according to the National Association of Realtors.

Time Savings: Nearly 47% of homeowners who renovated their homes wished they had hired a professional to help them according to the American Society of Interior Designers

Professional Network: Interior designers have established relationships with contractors, vendors, and other professionals in the industry, which can facilitate smoother renovations and ensure quality workmanship, according to 83% of homeowners surveyed by the American Society of Interior Designers.

Improved Well-being: Well-designed spaces can positively impact mood, productivity, and overall well-being, according to research cited by the American Society of Interior Designers.



PROJECT - 03



HOSPITALITY

SPATIAL SERENITY

In hospitality settings, designing wellness areas that invite guests to unwind and rejuvenate is essential.

Designing for inner peace requires engaging all the senses to induce a state of relaxation and harmony. Soft textures invite touch, soothing scents evoke memories of nature's embrace, and gentle lighting creates a cocoon of warmth. Every element comes together to orchestrate a symphony of serenity that envelops anyone who enters.



- DESIGN IMPACTS GUEST SATISFACTION SIGNIFICANTLY
- CREATIVITY GIVES A COMPETITIVE EDGE
- INTERIOR DESIGN SHAPES BRAND IMAGE
- GOOD DESIGN PROMOTES GUEST LOYALTY

INITIAL INVESTMENT

Take the first step with our Exclusive Pre-Design Package. This investment sets the stage for an exceptional outcome, where every detail of your vision is carefully crafted into reality. Let's begin this transformative process together, shaping a home that captures your heart and reflects your unique persona. With this initial investment, you ensure a seamless and efficient process, avoiding costly mistakes and making the most of your time and resources. Let's work together to create something truly remarkable!

DESIGN PACKAGE OPTION 1	FEE
PRE-DESIGN REMOTE PACKAGE	\$3,000
RENDERINGS	TBD
SCHEMATIC DESIGN	TBD
DESIGN DEVELOPMENT	TBD
PROCUREMENT	TBD
PROJECT MANAGMENT	TBD
ESTIMATED TOTAL	TBD

DESIGN PACKAGE OPTION 2	FEE
ON-SITE PRE-DESIGN PACKAGE	\$6,000
RENDERINGS	TBD
SCHEMATIC DESIGN	TBD
DESIGN DEVELOPMENT	TBD
PROCUREMENT	TBD
PROJECT MANAGMENT	TBD
ESTIMATED TOTAL	TBD

Comprehensive Design Solution

We offer transparent discussions about our design fee prices and options to ensure clients can choose the best fit for their needs.

- Total Project Set Fee
- Price per square foot
- Hourly rate

If you've reached the point where you're ready to start planning your project, the first step is to do an initial consultation with our team.

we look forward to connecting with you soon!



LIZ ROBERTSON

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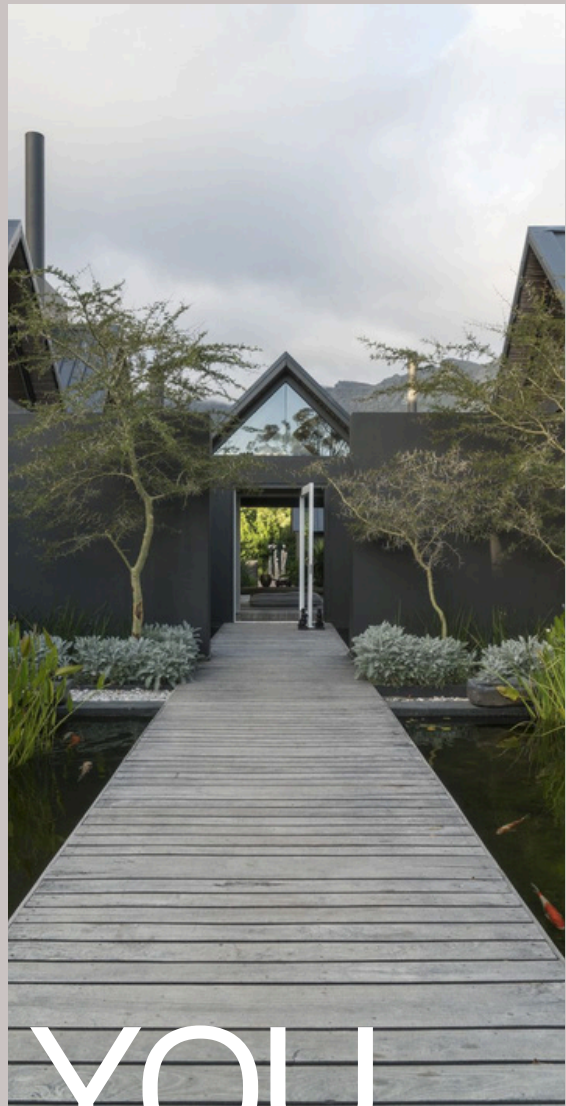
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THANK YOU

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