



*welcome to*  
**GREYHUNT**  
**INTERIORS**



# meet **SALLIE LORD**

Thank you for reaching out to find out more about us!

I'm GreyHunt's founder, Sallie Lord. Since I was a teenager, I have lived, worked, and breathed design. When I was fifteen years old, I worked at my aunt and uncle's home furnishing store, where we would hear from customers how furniture, art, or décor made them feel. We would discover what items fit their needs based on comfort, style, and their specific home. It was here that I fell in love with the impact design has on the way we live our lives.

After getting a BA in Interior Design at Marymount University, and joining both ASID and IDS, I followed my dream and opened GreyHunt Interiors (GHI) in 2009. Having family as the center of my life, I named the business after my two sons, Hunter and Greyson.

To me design is not just the pretty picture, although I love the pretty photos, but a way of life. Design is how you feel when you walk in the door of your home, whether you are greeting guests at the foyer or stumbling with kids in tow through the mudroom. At GreyHunt, we design to create the feelings you want in your home and support the way you desire to live your life, and we have become an industry leader because of this attention to detail in the every day.

For multiple years, I was named a top designer in the DC, Virginia, and Maryland Area, as well as being put on the Best of Loudon list. Additionally, GHI has been listed as having the best customer service and design by Houzz magazine. I, myself, have been featured on Luann Nigera's well-known design podcast, *A Well-Designed Business*, and have sat on various panels and been selected as an influencer to represent a myriad of businesses at HighPoint Design Market.

While I appreciate and am honored by the recognition GHI and myself have gotten for our work in the industry, GreyHunt thrives because we have a collaborative process to allow clients to weigh in on every item selected. Each design is uniquely crafted and curated for our client's needs and lifestyle.

We are honored to have our designs be the backdrop of your cherished family memories. We hope that you become one of our clients and that we can bring you into our family.

Chat soon,



# meet your DREAM TEAM



**SALLIE LORD**  
FOUNDER & LEAD DESIGNER

GreyHunt Interiors (GHI) officially got to business when Sallie Lord, CEO, lead designer, ASID and IDS member, founded the company back in 2009. Since then, the GreyHunt team has expanded, taking 'dream team' to a whole new level. Sallie has a keen eye for creating and transforming for as long as she can remember, and can be heard sharing her knowledge and expertise in various interviews, publications, podcasts, and panels. Her goal is to really listen to clients needs and wants and change the way they live and feel in their everyday life. Our work being the backdrop to clients lives and memories is truly an honor we cherish.



**KARA WEST**  
DESIGNER

Having recently graduated from IUPUI as an award-winning interior design graduate, Kara continues to hone her skills by aiding the launch of our Indiana-based design studio.



**ELIZA WATERS**  
DESIGNER

With a B.F.A. from Miami University and a MASc from the London Interdisciplinary School, Eliza uses her knowledge to help curate our cohesive and custom designs.



**JUSTINE JOHNSON**  
DESIGNER

Since joining us in the summer of 2022, Justine brings with her expertise in experience and event design. Justine's passion is helping people create their own personal brand and lifestyle.



**JEN CRISTOFARI**  
PROJECT MANAGER

Using strategic planning, problem-solving, and analytical skills, Jen assists our clients through the final steps of their design.



**TARA GREEN**  
STUDIO ASSISTANT

With an MBA from Santa Clara University and a career in corporate finance, Tara decided to explore her love of design and use her professional skills behind the scenes at GHI.



**SOPHIE THOMPSON**  
STUDIO ASSISTANT

Her background in strategy and operations for technology startups allows Sophie to be an integral part of the GHI team. Sophie's love of fabric and textiles led her to switch into the design field.

*our proudest*  
**PRESS MOMENTS**



**VOGUE**

**AD**

ARCHITECTURAL DIGEST

**ELLE DECOR**

SOPHISTICATED  
**LIVING**

**HOME & DESIGN**

**Southern  
home**

**WASHINGTONIAN**

GOOD  
HOUSEKEEPING

**HOUSE of COCO**

**styleathome**

**HGTV**  
magazine

*Head to our website for more  
information & direct links!*

# our DESIGN PROCESS



## DISCOVERY PHONE CALL

A complimentary 15-minute chat with Sallie herself!



## INITIAL CONSULTATION

A discussion of goals, budget, and timeline followed by a design estimate based on your project goals.



## SIGN ON THE DOTTED LINE

If the service plan looks good to you, we will send you a contract to get this party started!



## DESIGN MAGIC

Sallie will lead the design and customize your project and curate a one-of-a-kind design.



## PRESENTATION TIME!

Look through vision boards (and 3D renderings and floor plans if you opted for it), feel the fabric samples, and dive into your design!



## REVISIONS

You have two weeks to revise and send us the edits to your designs, and we'll get right on them.



## ORDERING

Our Project Manager takes over to help you with ordering the hand-picked pieces that you approve.



## STYLE APPOINTMENT

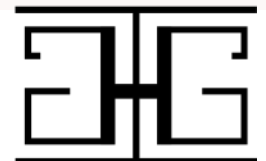
We will come to your home to place final design touches.



## VOILA!

Time to pop the bubbly and celebrate your design!

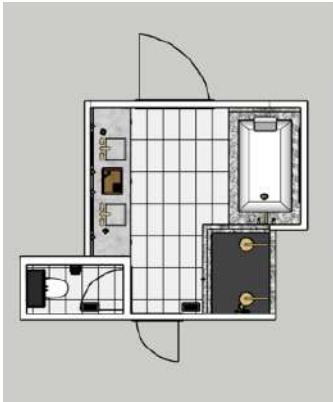
GREYHUNT



INTERIORS

# *example of our* **DESIGN PROCESS**

we start with  
*pictures of your home*



FLOOR PLAN



3D RENDERINGS



we show you  
*the design*

you get  
*a beautiful space!*

# example of our DESIGN PROCESS

we start with  
*pictures of your home*



we show you  
*the design*



VISION BOARD

you get  
*a beautiful space!*



# pricing structure & SERVICES



## RENOVATION & CONSTRUCTION SERVICES || PRICED HOURLY

Hiring a designer for new build construction or renovations is one of the best home investments one can make. It saves time for the homeowner, as space planning and selecting finishes for new build construction and renovations are much more time consuming than one might expect. Designers know where to cut corners and where not to, resulting in saving money and making the budget go further. We protect your investment by making great choices that work together, and using our 20+ years of experience in the industry to do so. We see beyond the selections of one space, to the cohesive look of the entire home based on the client's functional needs and desired design goals. We also come to the table with a much wider range of resources than what builders might have to offer, in order to create a more custom design. Designers act as a liaison with the home builder and contractors to give the client picture perfect results!

## FULL-SERVICE DESIGN || BUNDLED RATE

Full Service designs takes design to the next level. We listen to all of your design and lifestyle needs- turning that into a design that you will not only love visually, but that will work with your life for years to come. While increasing the value of your home, we are increasing the quality of your day-to-day life. We source beautiful pieces from all of our different vendors, and if desired put those into a 3D design program where we can walk you through your spaces. You'll receive multiple options for the items selected, one free revision for the design if you'd like any edits, and a design presentation in our studio to go through the design and all of the finish samples. We also create vision boards, floor plans, finish plans, and product schedules for contractors. We communicate with all extended services, place and manage all of your orders, offer follow up meetings and design support throughout the process, and come by for a final styling appointment to make your space photoshoot ready!

## GHI DESIGN SERVICE || \$750 HOURLY

Have an exclusive design meeting with our Founder & Principal Designer Sallie Lord. In this exclusive one-hour meeting, Sallie will virtually walk through your space, answering your design questions and offering her design ideas and suggestions, curated for your needs and lifestyle. You will get all the design ideas right then and there. We will recommend sources on how you can take these ideas and implement the design on your own. This service could save thousands of dollars in countless mistakes, and gives you back the time stressing on the direction of your design, letting you move right into implementing it. This is the perfect option for those that are on a budget and want to move forward with the design of their space and are willing to tackle the implementation themselves.

TEAM MEMBER	SERVICE	HOURLY RATE
Principal Designer	In-Person Consultations and Meetings	\$275
	Virtual Consultations and Meetings	\$235
	Design	\$235
Lead Designer	Design	\$175
Designer	Design	\$125
Project Manager	Management and Ordering	\$95



# interior design FINANCING

We help our clients turn their design dream into a reality.

We provide design, vision, and guidance.

Total Quality Lending can provide the financing for you to love and enjoy your home!



## FHA 203K(K) REHAB LOAN

- YOU'RE BUYING A FIXER-UPPER AND KNOW YOU'LL NEED FUNDING FOR YOUR HOME IMPROVEMENT PROJECTS RIGHT AWAY.

## HELOC (HOME EQUITY LINE OF CREDIT)

- YOU HAVE LESS EXPENSIVE OR LONGER-TERM REMODELING PROJECTS TO FINANCE ON AN ON-GOING BASIS

## CASH-OUT REFERENCE

- WHEN CURRENT MARKET RATES ARE LOWER THAN YOUR EXISTING RATE, YOU CAN USE IT TO LOWER YOUR MORTGAGE RATE AND TAKE OUT CASH

## HOME EQUITY LOAN

- YOU HAVE PLENTY OF HOME EQUITY BUILT UP
- YOU NEED FUNDS FOR A BIG, ONE-TIME PROJECT



**TOTAL QUALITY  
LENDING**



SCHEDULE YOUR  
CALL WITH US

*Today!*

